



Republic of the Philippines  
**Department of Education**  
REGION VII – CENTRAL VISAYAS  
SCHOOLS DIVISION OF NEGROS ORIENTAL

Office of the Schools Division Superintendent

11 OCT 2023

DIVISION MEMORANDUM  
No. 439, s. 2023

**DISSEMINATION AND INVITATION TO THE CONSUMER WELFARE MONTH  
CELEBRATION 2023**

To: Assistant Schools Division Superintendents  
Chief Supervisors, CID and SGOD  
Education Program Supervisors  
Public Schools District Supervisors/ DICs  
Elementary and Secondary School Heads  
All Others Concerned

1. This office disseminates to the field about the invitation of the Department of Trade and Industry-Negros Oriental to participate in and be invited to the Consumer Welfare Month Celebration 2023, which will be on October 17–18, 2023, at Foundation University.
2. Schools interested in participating are encouraged to contact this office to express their intention. Additionally, it is important to note the reminder regarding DO No. 9, s. 2005, which outlines measures to enhance engagement time on task and ensure compliance with these measures within the field.
3. Attached are the official invitation letter and event details. Please review them for better understanding.
4. For widest dissemination.

By the Authority of the Schools division Superintendent:

**MARCELO K. PALISPIS EdD, JD**

ASDS

Office-in Charge

10/10/2023

NCO/JMA-MKP-NLR/CID/NLR/raj  
October 10, 2023



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negros.oriental@deped.gov.ph

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**DR. NERI C. OJASTRO, CESE**  
Schools Division Superintendent  
Province of Negros Oriental

02 OCT 2023

**Subject: Participation in the Consumer Welfare Month Celebration 2023**

Dear Dr. Ojastro:

I hope this letter finds you in good health and high spirits. We are delighted to inform you that the annual Consumer Welfare Month (CWM) Celebration for the year 2023 is just around the corner. With the theme "GENS: Generation Sustainable," this event holds immense significance in promoting consumer welfare and protection. As you may recall, former President Fidel V. Ramos declared the month of October as Consumer Welfare Month through Proclamation No. 1098 on 26th September 1997.

The objective of Consumer Welfare Month is to foster the dissemination of reliable consumer information on various topics that impact consumers' lives. *One of the activities that we prepared for this year's celebration is the **radio skit competition for junior high school students.***

In light of this, **we extend an invitation to all schools in your division to actively participate in the Consumer Welfare Month Celebration 2023 by joining the said competition.** There will be a 2-day learning session on October 17-18, 2023 at Foundation University for the students to learn about consumer rights and responsibilities, fair trade laws and radio skit preparation. Please see attached guidelines for your perusal.

**Also attached is the CWM 2023, which you may customize here:**  
<https://bit.ly/NegrosCWM2023>.

Let us join hands in promoting a sustainable generation of consumers who are well-informed, empowered, and protected. Together, we can make a positive impact on our local communities and contribute to the growth and development of Negros Oriental.

For inquiries, suggestions, or to confirm your office's participation, please contact Krystle Jade Bato at E: [krystlejadebato@dti.gov.ph](mailto:krystlejadebato@dti.gov.ph) or M: 09173005811. We look forward to your active involvement in the Consumer Welfare Month Celebration 2023.

Sincerely,

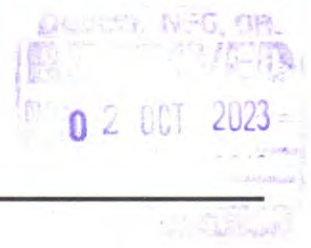
  
**NIMFA M. VIRTUCIO**  
Provincial Director  
DTI-Negros Oriental

**DTI-NEGROS ORIENTAL PROVINCIAL OFFICE**  
2nd Floor, Uy Matiao Bldg., San Jose St., Dumaguete City, Negros Oriental  
Phone: (035) 422 5509; E-mail : [r07.negrosoriental@dti.gov.ph](mailto:r07.negrosoriental@dti.gov.ph)  
[www.dti.gov.ph](http://www.dti.gov.ph)

Brief : **CONSUMER WELFARE MONTH (CWM) 2023**

Date : 11 August 2023

From : Consumer Policy and Advocacy Bureau (CPAB)



## **BACKGROUND<sup>1</sup>**

During the United Nations Sustainable Development Summit in September 2015, the Philippines, together with 192 other United Nations (UN) member states, committed to achieving the 17 Sustainable Development Goals (SDGs) by 2030.

The SDGs, also called the Global Goals, have a range of economic, social, environmental, and governance targets and there was recognition, early on, that these need to be achieved to attain the long-term vision as articulated in AmBisyon Natin 2040. Among these goals is Responsible Consumption and Production.

The Goal is challenging given that the Philippines' poverty incidence among is at 18.1% which translates to 19.99 million living below the poverty line. This is a factor to wide adoption of the "tingi" or single-serve retail culture and the use of plastics as these are seen as cheap and durable. Nevertheless, the DTI realizes that sustainable consumption needs to be widely practiced given that the Philippines is prone to natural disasters. The World Risk Index 2022 also ranked the Philippines as the country with the highest disaster risk. This report covers the risks associated with natural events (e.g. typhoons, earthquakes) and the countries' response and mitigation ability and infrastructure.

In 2018, the Department of Trade and Industry (DTI), through the Consumer Protection Group (CPG), formally started its campaign to promote Sustainable Consumption and Production (SCP) in the country to help shape consumer behavior.

## **CONSUMERS ARE EMBRACING SUSTAINABILITY<sup>2</sup>**

- There has been a sharp increase in people adopting a more sustainable lifestyle:
  - Buying just what is needed
  - Reducing meat consumption
  - Opting for low carbon emission modes of transport
- Consumers value circularity
  - 53% claimed to have repaired an item instead of replacing it with a new equivalent
  - 40% bought secondhand or refurbished goods
  - 38% paid extra for a more durable or longer-lasting product

<sup>1</sup> Proportion of Poor Filipinos was Recorded at 18.1 Percent in 2021. Philippine Statistics Authority. 15 August 2022. Retrieved last 10 August 2023 from <https://psa.gov.ph/content/proportion-poor-filipinos-was-recorded-181-percent-2021>

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- Consumers have become more conscious when purchasing clothing and footwear, fixing and buying secondhand clothes, and choosing brands based on sustainability and ethical practices.
- Consumers have some understanding of what makes a product sustainable:
  - It is important to note that although consumers can already recognize factors that make a product sustainable, they value durability over recyclability.
- Certain sustainable practices that appeal to consumers include:
  - Frequent and essential purchases or products have the highest interest in sustainable and ethical values compared to discretionary, and purchases such as alcohol, tobacco, and cars.
  - Most important environmentally sustainable or ethical practices to consumers:
    - Producing sustainable packaging and products
    - Reducing waste in the manufacturing process
    - Committing to ethical working practices
    - Reducing carbon footprint
    - Respect for human rights

### **EMERGENCE OF ENVIRONMENTAL SUSTAINABILITY IN THE PHILIPPINES<sup>3,4</sup>**

- 88.7% of Filipinos believe that companies should take a proactive and transparent approach to tackling the world's environmental issues
- 91.8% of Filipinos believe that their efforts to sustain the environment will have a significant impact on whether or not the planet gets better or becomes worse
- Top sustainability-driven actions that Filipinos have taken in a month
  - 65.1% have conserved energy
  - 64.9% have avoided food waste
  - 56.7% have segregated their wastes
  - 53.9% have used their own refill or reusable items
  - 53.8% have used modes of transportation with lesser carbon emissions (like walking, biking, or using public transportation)
- Top sustainability-driven actions that Filipinos have taken in a year
  - 66.3% of Filipinos have bought products or availed of services solely for the aim of supporting eco-friendly and ethical practices
  - 51.9% of them referred a brand to friends and families for its eco-friendly and ethical practices
  - 42.1% researched the brand's practices beyond labels or disclosures before buying the product
- More than half (57.9%) of Filipinos are willing to pay extra to cover the expenses associated with the sustainable and ethical production of goods and services.

### **BARRIERS TO SUSTAINABILITY<sup>5</sup>**

- Primary reasons why consumers do not adopt a more sustainable lifestyle:
  - Cost

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- Lack of interest in the issue of sustainability
- Lack of information
- Consumers demand the availability of more sustainable alternatives and better schemes to remove plastic and packaging
- Consumers also want more clarity on disposal and recycling
- Some consumers are either not willing to pay more for sustainability or are unsure whether they would
- There is an issue of trust for consumers as they do not know what commitments businesses have made on climate change and sustainability issues.

### **CWM 2023 – GENS: GENERATION SUSTAINABLE**

- Former President Fidel V. Ramos signed Proclamation No. 1098, declaring October every year as Consumer Welfare Month (CWM) on 26 September 1997.
- The CWM aims to promote the dissemination of sound consumer information on subjects that affect the consumers and encourage dialogue and cooperation among the consumers, business, and government sectors in strengthening consumer rights awareness and protection.
- Over the years, different government agencies led the celebration of the CWM every October.

<b>Year</b>	<b>Lead Agency</b>	<b>Theme</b>
2000	Department of Trade and Industry (DTI)	Mapanuri at Masigasig na Mamimili: Hamon sa Bagong Milenyo
2006	DTI	Enforcing Consumer Rights Towards a Progressive Philippines
2007	Department of Education (DepEd)	Education and Information: Key to Consumer Empowerment
2009	Department of Health (DOH)	Generic Drugs: Gawang Pinoy! Galing Pinoy! Tangkilikin Natin!
2010	Department of Environment and Natural Resources (DENR)	Consumers: Green Multipliers
2011	Department of Agriculture (DA)	Sapat, ligtas, at abot-kayang pagkain para sa lahat
2012	DTI	Get Organized. Be Heard. Be Empowered
2013	DOH	Health Product—Quality, Efficacy, Safety and Transparency: Everybody's Concern
2014	Department of Energy (DOE)	Sapat na Impormasyon: Susi sa Wastong Paggamit ng Enerhiya
2015	DTI and National Consumer Affairs Council (NCAC)	Consumer Protection in the ASEAN Economic Community
2016	Bangko Sentral ng Pilipinas (BSP)	Consumer Protection: A Shared Responsibility
2017	DTI	Consumer Rights in the Digital Age
2018	DTI	Making digital marketplaces fairer

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2019	DTI	Sustainable Consumption: Understanding the Impact of Consumers' Choices in a Shared Environment
2020	DTI	Sustainable Consumer in the New Normal
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- The DTI-Consumer Protection Group (CPG) furthers the promotion of sustainable consumption with this year's CWM theme, "GenS: Generation Sustainable". It highlights the rise of more sustainability-oriented consumers and the importance of responsible consumption and the adoption of sustainable lifestyles to harness genuine and sustained change.
- It further reinforces the need for consumers to consciously make sustainable choices in availing goods and services and supporting government-led initiatives and grassroots efforts in promoting sustainability.



DepEd Negros Oriental &lt;negros.oriental@deped.gov.ph&gt;

**Consumer Welfare Month Celebration 2023**

1 message

**Krystle Jade Bato** <KrystleJadeBato@dti.gov.ph>

Fri, Sep 29, 2023 at 4:11 PM

To: "negros.oriental@deped.gov.ph" &lt;negros.oriental@deped.gov.ph&gt;

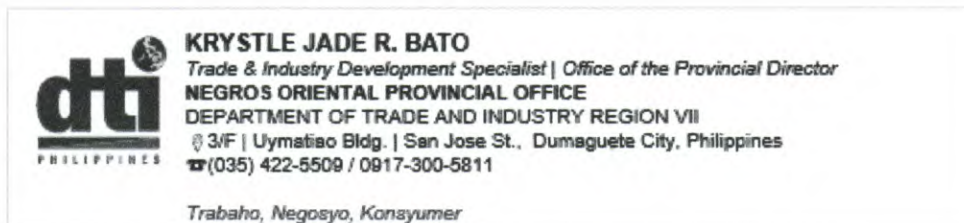
Cc: Rod &lt;rodneycmedez@gmail.com&gt;, DTI - Region 7 - Negros Oriental &lt;r07.negrosoriental@dti.gov.ph&gt;

Good day!

This is for Dr. Neri C. Ojastro

Attached are:

1. Invitation Letter
2. CWM 2023 Briefer
3. CWM 2023 Banner ; to customize please use this link: <https://bit.ly/NegrosCWM2023>
4. Guidelines and Mechanics of the Radio Skit Competition.

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**4 attachments****2023 CWM Banner.png**  
22484K **LTR\_CWM\_DepEdProvince.pdf**  
112K **BRIEF.CWM 2023.20230810.VOA.003.pdf**  
184K **CWM2023\_Mechanics.pdf**  
309K



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**dti** PHILIPPINES **Consumer Welfare Month**


**GenS:** Generation Sustainable

October 2023

[www.dti.gov.ph](http://www.dti.gov.ph)

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## **Radio Broadcasting Skit Competition cum Educating the Youth on Fair Trade Laws and Consumer Advocacy Workshop (October 10-11)**

*Lead agency: DTI in partnership with Dep-ED*

### Objective/Rationale:

Engaging the youth in a broadcasting workshop to create skits for consumer education material is a strategic and impactful approach that aligns with the dynamic nature of education and communication in today's world.

The youth are well-versed in modern communication platforms and are adept at creating content that resonates with their peers. By involving them in crafting skits, we tap into their creativity and ability to develop relatable scenarios that effectively convey consumer education concepts. This ensures that the educational content is engaging and relatable, capturing the attention of fellow youth and encouraging better understanding.

Lastly, engaging the youth empowers them to take an active role in societal matters, fostering a sense of responsibility and citizenship.

### Outcomes:

- a. Engaging, accurate and timely consumer education materials produced
- b. Engaged and informed youth committed to a more equitable, responsible, and resilient consumer landscape.

## **Radio Broadcasting Skit Competition Mechanics: Youth Consumer Education & Advocacy Edition**

### **1. Eligibility:**

The competition is open to junior high school students from any schools in Negros Oriental.

Students will form teams of 3 to 4 members each. With one advisor from their respective school per team.



The participating team must be able to travel to Dumaguete City for a 2-day consumer education and skit creation workshop which will be facilitated by DTI and its partner service provider, the Foundation University – Broadcast Communications Department.

## **2. Registration:**

Interested teams must register with the DTI-Negros Oriental Provincial Office thru the Focal Person Ms. Krystle Jade Bato at [krystlejadebato@dti.gov.ph](mailto:krystlejadebato@dti.gov.ph) by October 10, 2023.

Each team should email the names of their team members along with a chosen team name and school they represent.

*Email Subject: CWM 2023 Radio Skit Competition\_School\_Team Name*

## **3. Skit Theme:**

The skits should revolve around consumer education and protection. The skits should effectively communicate consumer rights, responsibilities, and actionable steps.

After the 2-day workshop, DTI-Negros Oriental through random assignment will give the specific category for each team.

Categories will include:

- a. Right Agency for Right Action
- b. DTI - Bagwis Award
- c. No return, No Exchange Policy
- d. Consumer Rights
- e. Consumer Responsibilities
- f. Product Standards and Mandatory Certification
- g. Price Act (Price tags, SRPs)
- h. SRE Accreditation



An infographic or social media card shall also be submitted depicting the message of the skit submitted.

#### 4. Skit Duration:

Each skit should have a minimum duration of 2 minutes and a maximum duration of 2.45 minutes.

#### 5. Script Guidelines:

Teams are required to write their own original scripts in English or bisaya or both.

Scripts should include informative content, advocacy elements, and engaging dialogue.

Proper citations must be provided for any references used.

#### 6. Skit Presentation:

Teams will be given one week to record their skits and will be submitted for judging on October 27, 2023.

The skits are pre-recorded and should be engaging, well-rehearsed, and clearly convey the advocacy message. Judges will be invited from the media, provincial government and DTI-Negros Oriental.



**7. Judging Criteria:**

Content Accuracy: 25 points

Advocacy Message: 25 points

Creativity and Originality: 35 points

Clarity and Delivery: 15 points

**8. Prize Categories:**

1st Place: 5,000 worth of gift certificate

2nd Place: 4,000 worth of gift certificate

3rd Place: 3,000 worth of gift certificate

Consolation Prizes: 2,000 worth of gift certificate

**9. Judges:**

The judging panel will consist of [4] judges with expertise in broadcasting, consumer protection, and advocacy, provincial government representatives.

**10. Awards Ceremony:**

The awards ceremony will take place during the presentation day on October 27, 2023 in Dumaguete City.

Winning teams will be announced, and feedback will be provided by the judges.



11. Registration Fee:

**Registration is free** and organizers will provide meals for the 2-day workshop as well as the awarding ceremony.

12. Broadcasting Showcase:

Winning skits will be aired to select radio stations to spread the advocacy message to the consumers in Negros Oriental.

13. Participation Certificates:

All participating students will receive certificates of participation.

16. Contact Information:

For inquiries and registration, please contact DTI-Negros Oriental at 0917-300-5811

By participating in this competition, students not only showcase their broadcasting skills but also contribute to raising awareness about consumer rights and responsibilities among their peers. Let's empower the youth to become advocates for positive change in consumer protection!