

GO GREEN PHILIPPINES

A Sustainable Environmental Program

A joint project of FAME Foundation Philippines, Inc. and the Department Of Environment And Natural Resources Region VII

THE PROJECT

Go Green is a sustainable environmental program to revitalize the Philippine ecosystem and sustain the Philippine fashion accessories industry. It is an initiative of the Fashion Accessories Manufacturers And Exporters Foundation Philippines, Inc. (FAME Foundation) in partnership with the Department Of Environment And Natural Resources Region VII (DENR-VII).

Go Green Philippines was formally launched last October 2007 at the Manila FAME International Show in response to the need to preserve the natural environment. An initiative of Cebu FAME Foundation, Go Green has a 3-fold objective:

- ✓ RECYCLE natural components to ensure continuing natural sources.
- ✓ REPLENISH what is used to use what has been replenished.
- ✓ REVITALIZE nature and breathe new life to the communities.

The areas to be covered by Go Green as proposed by the DENR Region VII are as follows:

1. Forest Management - planting of pangantuan (white wood) trees, as well as other trees such as ipil (brownish wood) and sibucao (red wood) trees, buri propagation and bamboo planting.
2. Coastal Environmental Program - protecting of coral reefs and establishing sea shell sanctuaries.
3. Livelihood Projects - helping rural communities through livelihood programs and skills training and education that can also support the fashion jewelry industry.

Currently in its first phase, Go Green is focused on forest management. The island of Cebu, from which most of the raw materials used in the Philippine fashion accessories industry are sourced, has a forestland of 142,000 hectares. However, only 7,100 hectares, a mere 5%, is covered with vegetation. The remaining 134,900 hectares are currently barren.

The DENR has set its target to increase the reforested area to 25,560 hectares, or 18%, by 2015. Cebu FAME Foundation aims to contribute to this goal by covering 100 hectares with lush tree plantations through the Go Green program.

The trees to be planted and cultivated are the wild mamalis (pangantuan) trees. A preferred source of white wood because they dye and shape with flawless precision, these trees are heavily used by the fashion accessories industry.

Go Green is seeking the support and involvement of the international community. This is why for a minimum purchase made by buyers from a FAME Foundation member, the member will donate 100 trees to the project in the name of the buyer.

Go Green is FAME Foundation's way of contributing to a sustainable environment and promoting corporate social responsibility in the industry.

THE RATIONALE

The Philippines is positioned to be Asia's prime destination for green jewelry. This distinction is reliant on the abundance of the Philippine ecosystem and the consequent availability of raw materials. Go Green Philippines ensures the sustainability of these resources and at the same time promotes social responsibility for its members.

Ever since the Philippine fashion accessory industry started back in the 1970s, it has been using natural and indigenous materials available throughout the archipelago. From the raw materials to the finished products, the industry has been promoting eco-friendly jewelry, long before "eco-friendly" became popular.

Now, with the growing awareness of environmental concerns across the world, eco-fashion is very much in demand. Thus, the Philippines is positioning itself to be Asia's prime destination for "green jewelry".

Cebu in particular is the primary source of most of these raw materials. These materials are sought after by the manufacturers and exporters of the fashion accessories industry, because they exhibit versatility in adapting to international fashion.

As the industry continues to grow, the Cebu FAME Foundation has identified the need to ensure the sustainability of the country's natural resources, especially those used by the industry.

Hence, the Go Green Philippines program was launched. With Go Green, Philippine manufacturers and exporters are able to contribute to a sustainable environment and at the same time promote corporate social responsibility within the industry.

With Go Green, a multitude of benefits will be shared by the different industry players:

- ✓ The manufacturers and exporters are ensured of a continuous supply of materials for their products.
- ✓ Buyers can be assured of non-diminishing and continuing sources of merchandise.
- ✓ Philippine grassroots communities are assured of a sustainable livelihood.
- ✓ And best of all, nature, upon which everyone is ultimately dependent upon, is preserved and renewed.

THE MECHANICS

Go Green can realize its vision with the support of the international community. While accepting donations, Go Green also allows buyers to use the Go Green trademark in their marketing collaterals. This makes Go Green Philippines a working partnership between the FAME Foundation and its customers.

Developed by Cebu FAME Foundation and the DENR, the following mechanics for donations have been established:

1. Support for Go Green may be expressed in 3 ways:
 - a. A buyer makes a minimum purchase from a FAME Foundation member, who will make a corresponding donation to Go Green in the name of the buyer;
 - b. A buyer orders Go Green labels for his purchases. The labels may be used as a promotional tool and the payment for the labels are channeled back to the Go Green project. Each label costs only US\$0.05.
 - c. A buyer makes an outright donation for a one-hectare plantation worth \$2,500 for 2,500 trees, and get naming rights as well as the right to use the Go Green Philippines trademark for marketing collaterals. (Use of the Go Green trademark is renewable every year with a yearly donation of a one-hectare plantation worth \$2,500.)
 - d. Any concerned individual may make cash donations to the Go Green project.
2. The donor is issued Go Green certificates equivalent to his donation. The certificates indicate the equivalent number of trees and their specific locations.
3. A detailed record is made in the registry of the DENR for every tree planted together with the name of the donor.
4. Cebu FAME Foundation gives an update every 6 months on the status of the Go Green program.
5. All donations and consequent use of the forest products are subject to DENR and Cebu FAME Foundation rules and regulations.

CONTACT DETAILS

For inquiries, one may contact:

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