

PHILIPPINE ENVIRONMENT



OBJECTIVES



To champion the environmental programs and projects of the government on solid waste



To serve as educational platform for students



To become source of information via online and available to access anytime and anywhere



A means for stakeholders to participate and to actively support environmental conservation efforts



To disseminate and share information on the existing law on R.A. 9003 "Ecological Solid Waste Management Act"



To encourage millennials to engage on a more ethical and to become more sensible online user by sharing the "Philippine Environment Connect" to their online network



To meet the huge demand and taking advantage on the fast-growing Information and Communication Technology (ICT)



GOALS

Environmental Education - Engaging youth to be more future conservation leaders by investing in environmental education and outdoor learning will adequately prepare our children for the future that they will inherit.

Main goals:

- o Children should be able to connect to the nature
- o Teach the students to be environmental stewards
- o Service-Learning

Solid Waste Towards Sustainable Resource Management and Development – This aims to address by enhancing ecological balance in our nation through sustainable and integrated waste management.

Main goals:

- o A clean and productive environment that will help ensure the needs of the next generation
- o A clean, healthy and orderly environment through waste segregation and recycling, (clean air, clean water, clean environment)
- o To attain proper waste management that collectively structured with the following programs:
 - o Education
 - o Engineering
 - o Enforcement
 - o Entrepreneurship





STRATEGIC IMPLEMENTATION

Sustained information dissemination and advocacy will ensure broader community support and involvement in the program. DENR-EMB will conduct the following:

- o Environmental program and performances with social messages by the DENR-EMB
- o Online digital marketing / search engine optimization (SEO) tools
- o Distribution of leaflets in strategic areas within key city areas describing the program and encouraging community participation
- o Public announcements by the DENR officials and employees
- o School/Community orientations by trained facilitators to household members, students, employees, constituents and teachers in various barangays
- o Production of a video presentation re: clean air , clean water, clean environment

To ensure the program's life beyond its initial phase, continuous capacity building as well as collaboration should be conducted, to sustain high participation among communities and stakeholders. Partnerships should also be maintained to ensure the expansion of the program. The DENR-EMB Solid Waste Management Division will work to develop partnerships to institutions such as Non Government Organizations (NGO), Technology Providers, Press and Media for continuing assistance, and other institution for medium and long term projects.

TECHNOLOGY COMPONENTS

The “**Philippine Environment Connect**” is implemented through the use of comprehensive and integrated software application systems published through the following various online technology platforms:



Integrated and Interactive Online Website.

The official website or online portal and its content management system (CMS) is a robust online platform that will enable Solid Waste Management Division of the DENR-EMB to promote and deliver information to the public that is very informative, relevant and timely.

Immersive Virtual Reality (VR) Platform

As an immersive technology tool, the VR solution will serve as a platform for DENR-EMB to enhance better engagement to the general public, online users and clients, convert prospects and drive enormous results in a global spectrum.



Interactive Games

The interactive games focus specifically on waste management. The games are intended for primary and secondary students to connect via web online and at the same time to grasp knowledge about solid waste management while playing.

Photo and Video Presentations/Animations

Visual communication is the most powerful digital marketing tool available. Video platform is more persuasive than other types of content and it is believed to be that no technology is better at conveying emotion than video.



Beacon App Technology

Beacon technology is a new technology that uses Bluetooth Low Energy (BLE) technology that enables indoor support navigation deployment. The technology will be used to integrate mobile app on mobile devices for alert messages and deliver information right at the palm of the mobile users.

Online Social Media

The internet and social media network provides a wide range of benefits and opportunities to empower online programs and projects. People can maintain social connections and support networks that can access more information than ever before. With over 2 Billion active social media accounts, to promote specific advocacies and activities for marketing and promotion is no longer optional.

