

GO GREEN PHILIPPINES

A Sustainable Environmental Program

A joint project of the Fashion Accessories Manufacturers And Exporters Foundation Philippines, Inc. (FAME Foundation) and the Department Of Environment And Natural Resources Region VII (DENR-VII)

FACT SHEET

Project Name **GO GREEN PHILIPPINES**

A Sustainable Environmental Program

www.gogreenphilippines.com

Objectives

To preserve the natural resources of the Philippines through 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;

To cover specific environmental aspects as proposed by the DENR Region VII:

1. Forest Management - planting of pangantuon (white wood) trees, as well as other trees such as ipil (brownish wood) and sibucan (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.

To contribute to a sustainable environment and to promote corporate social responsibility in the industry; and

To gather international support, especially from foreign buyers, in preserving the industry's raw materials.

Phase 1

To initially support the DENR Region VII reforestation program and cover 100 hectares by 2015 with the wild mamalis (pangantuon) trees heavily used by the fashion accessories industry as a primary source of white wood; and

In return for the support of the industry's foreign buyers, the buyers shall be given naming rights as well as the right to use the Go Green Philippines trademark for marketing collaterals.

Statistics

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.

DENR Region VII 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.

Mechanics for Contributions

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

Mechanics for Contributions

is renewable every year with a yearly donation of a one-hectare plantation worth \$2,500.) 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.

Event Tie-In

Go Green will be presented to the international community at the upcoming Bijoux Cebu event, a fashion accessories and jewelry fair organized by the FAME Foundation.

In addition to project updates, the buyers will be taken on a special trip to the tree plantation currently being cultivated as a result of the program.

Event Dates

September 20-22, 2008

Venue

Shangri-la's Mactan Resort And Spa, Cebu, Philippines

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