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## IN THE NEWS

Strategic Communication and Initiative Service



# **BusinessMirror**

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A broader look at today's business

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# DENR highlights efforts to protect coastal and marine ecosystems

By JONATHAN L. MAYUGA

HE Philippines has achieved significant milestones in protecting its coastal and marine ecosystems, an official of the Department of Environment and Natural Resources (DENR) said.

A member of the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF), a six-nation partnership aimed at protecting the Coral Triangle, the Philippines made headway in effectively managing its marine protected areas (MPAs) and fisheries, Director Crisanta Marlene Rodriguez of the DENR's Biodiversity Management Bureau (BMB) said.

The CTI-CFF is a multilateral partnership of six countries—Indonesia, Malaysia, Papua New Guinea, Solomon Islands, Timor-Leste and the Philippines—to sustain extraordinary marine and coastal resources in the region known as the "global center of marine biodiversity" by addressing crucial issues, such as food security and climate change.

Rodriguez said the Philippines has delivered on its commitment to creating more MPAs with the enactment of Republic Act 11038, or the Expanded National Integrated Protected Areas System (E-Nipas) Act, early this year.

The E-Nipas law has brought to 43 the total number of nationally managed MPAs and 1,816 locally managed MPAs, all covering 1.4 percent of the country's total sea area. MPAs are areas in seas and oceans where human activity is regulated for conservation and protection of the natural resources within them.

"One of the milestones of the Philippines is the legislation of additional 10 [nationally managed] MPAs under the [E-Nipas Act]," Rodriguez said.

Rodriguez also reported the full implementation of the Coastal and Marine Ecosystems Management Program, which covered activities, such as habitat assessment for the Nipas MPAs, MPA networking technical assistance for local government units, support to 25 MPA networks and some 200 biodiversity-friendly enterprises, and the inclusion of ocean acidification baseline study in select MPAs.

On the other hand, coastal stability assessment, mapping, impact monitoring, resiliency studies and updating of coral reef baseline data were successfully conducted in the West Philippine Sea and the Philippine Rise, formerly known as Benham Rise, she said.

Other accomplishments of the country in MPA management include the establishment of a 2-million-hectare MPA in north-

66 One of the milestones of the Philippines is the legislation of additional 10 [nationally managed] MPAs under the [E-Nipas Act]."

-RODRIGUEZ

east Palawan, approval of MPA management plan for Davao Gulf and the creation of five-province MPA and MPA network within the Verde Island Passage, which has been dubbed as the "center of the center of marine shorefish biodiversity in the world." The five provinces are Batangas, Marinduque, Romblon, Oriental Mindoro and Occidental Mindoro.

Effective MPA management is one of the five targets under the country's National Plan of Action (NPOA) for the CTI-CFF. "Among the NPOA goals, the MPA truly mirrors how much we have achieved in terms of implementation and regional cooperation," Rodriguez pointed out.

Other significant milestones are the adoption of the ecosystem approach to fisheries management (EAFM), another goal set by the Philippines in its NPOA.

She said the country had intensified its effort to combat illegal fishing nationwide in order to improve food security and livelihood.



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To strengthen law enforcement on the country's coastal waters, Rodriguez said a Committee on Illegal, Unregulated and Unreported Fishing was created through Executive Order 154.

Of the 24 EAFM programs initiated, Rodriguez said six have been completed, while 18 are ongoing.

The BMB chief said the Philippines also made progress on its three other NPOA goals, namely: establishment of seascapes, achieving climate change-adaptation measures and improved status of threatened species.

The Philippines has successful hosted the CTI-CFF Ministerial Meetings and Senior Officials Meeting from December 9 to 15, which served as culminating activities for the country's two-year chairmanship of CTI-CFF.

Meanwhile, the BMB official acknowledged the important role played by the DENR's various development projects.

"We look forward to the continued support of our development partners as we embark on the progress of the next Regional Plan of Action. This then leads us to tackle issues on marine debris, nature-based ecotourism, blue carbon and sustained financing for the CTI-CFF goals," Rodriguez said.

Department of Environment and Natural Resources
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# The Manila Times





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### Benguet identifies 'Minahang Bayan'

ITOGON, Benguet: The Provincial Mining Regulatory Board (PMRB) declared a 64-hectare (ha) *Minahang Bayan* (Mining Town) in this mineral-rich town to be operated by a pocket mining group.

Fay Apil, PMRB chairman and regional director of the Cordillera office of the Mines and Geosciences Bureau (MGB-CAR), said 56-ha of the applied area is within the patented mineral claim of Benguet Corp., while the 8-ha that fall under the company's Application for Production Sharing Agreement (APSA) would be subject to the required free and prior informed consent (FPIC) of the affected indigenous peoples (IPs) before these would be included in the declared site.

"The operation of the Minahang Bayan depends on the ability of the Luacan Indigenous Pocket Miners Association (Lipma) to comply with the requirements of their mandatory small-scale mining contract that will be issued by the MGB-CAR," Apil stressed.

Lipma is one of the existing pocket mining associations in the area.

The declared Minahang Bayan site, which is within the jurisdiction of Barangay Luacan, is the first-ever pocket mining site in the Cordillera

Administrative Region (CAR).

The MGB-CAR official disclosed that among the requirements for the applicant organization include the environmental compliance certificate, simplified environmental plan, mining plan, safety and health plan.

Apil said the decision to declare the Minahang Bayan site is pursuant to the provisions of Republic Act (RA) 7076 or the "Peoples Small-Scale Mining Act of 1991," in relation to the provisions of RA 7942 or the "Philippine Mining Act of 1995."

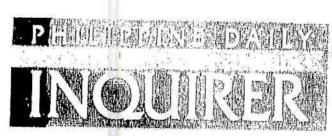
She revealed that the PMRB was able to process other pending applications for the declaration of Minahang Bayan sites in different parts of the province but one of the major requirements is the consent of the IPs who will be affected by their operations.

The official added that the PMRBs in other provinces already started processing the identification of Minahang Bayan sites in their areas in compliance with the order of Environment Secretary Roy Cimatu for the declaration of pocket mining sites that will legitimize the operation of illegal small-scale mining operations.

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LEGAZPI GOES UNDERWATER DESPITE P2-B FLOOD CONTROL SYSTEM

### 'USMAN' LANDSLIDES LEAVE 9 DEAD; 41K FLEE FLOODS IN BICOL,

## **EASTERN VISAYAS**

### By the Inquirer Staff

@Team\_Inquirer

Heavy rains from Tropical Depression "Usman" triggered landslides that killed at least nine people and caused floods in many areas in the Bicol region and in Eastern Visayas where it made landfall on Saturday morning, officials said.

The Office of Civil Defense (OCD) in Bicol said the rainsoaked ground at the upland barangay of San Francisco in Legazpi City collapsed, sending rocks and mud down a slope and burying a house where three people, including a 3-year-old boy, were killed.

It was not immediately clear how the victims were related to each other, but city officials said 10 other family members survived.

A landslide in nearby Sorsogon province on Saturday morning killed a woman while a 51-year-old man and his 11-yearold son died also in a landslide in Camarines Sur's Lagonoy town, the OCD said.

In Lope de Vega town, Northern Samar province, a 36year-old father and his two children, aged 15 and 14, were buried inside their house by a landslide at Barangay Henanoragan, said Lt. Col. Apollo Herrera, commander of the 43rd Infantry Battalion.

#### **Pumping stations**

Residents of Legazpi, the Albay capital, were dismayed that the city was flooded despite a P2.1-billion flood control system equipped with three pumping stations.

Legazpi Mayor Noel Rosal explained that the city had no control over the pumping stations, which were funded by the national government, since these were not turned over to the local government.

Usman made landfall in Borongan City in Eastern Samar province around 6 a.m. on Saturday and weakened to a low pres-



YEAR-END STORM Tropical Depression "Usman" dumped heavy rain on Eastern Visayas and Bicol provinces on Friday and Saturday, triggering floods and landslides that killed at least nine people, including four children, and displaced thousands of families. —MICHAEL B. JAUCIAN

sure area (LPA), according to weather specialist Aldczar Aurelio of the Philippine Atmospheric, Geophysical and Astronomical Services Administration (Pagasa).

The LPA, along with the tail end of a cold front, will continue to dump moderate to heavy rain

over Bicol and the provinces of Aurora, Quezon, Mindoro, Marinduque, Romblon and the northern parts of Palawan until Sunday morning.

Light to occasional heavy rains will prevail over Metro Manila, the Visayas, Cagayan

Valley and the rest of Calabarzon, Central Luzon and Palawan.

Weather will improve over most parts of the country on Dec. 31, Pagasa said.

Disaster officials reported flooding in several provinces in Bicol, southern Luzon and Eastern Visayas that forced thousands of families to evacuate.

#### Damaged dike, bridge

Civil defense officials in Bicol said Usman forced 2,718 families, or 11,696 individuals, to seek temporary shelters around the region.

In Eastern Visayas, the storm displaced at least 9,543 families, or 41,312 individuals, in the provinces of Leyte, Biliran, Samar, Eastern Samar and Northern Samar. Raging waters damaged a dike in Libon, Albay province, and washed out a bridge in Oas town.

Mayor Ann Gemma Ongjoco of Guinobatan town said mud washed down from the slopes of Mt. Mayon blocked several roads in her town.

In Catarman, capital of Northern Samar, only nine out of the town's 55 villages escaped flooding, according to the local disaster officer, Emeral Guevarra.

### Heaviest rains in 20 years

The town saw its heaviest rainfall in 20 years—a record 300 millimeters over a 10-hour period. The previous record was 485 mm in 1988, according to Feleon Corona, Pagasa's provincial manager.

In some parts of Lope de Vega town, also in Northern Samar, the floodwater was as deep as 10 meters. As many as 18 of the town's 22 barangays were affected by the flood, officials said.

Strong winds toppled trees and caused a power outage in Cavinti town, Laguna.

Power outages also were reported in Northern Samar and Marinduque province on Saturday. —REPORTS FROM REY ANTHONY OSTRIA, MAR ARGUELLES, MICHAEL JAUCIAN, SUZENE CAJEGAS, MARICAR CINCO, JOEY A. GABIETA, ROBERT DEJON AND RACHEL ARNAIZ INQ



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# Boracay showcases Digong's political will

### By Kuhlin Gacula

More than the restoration of Boracay Island to its former beauty following a six-month shutdown to pave the way for its rehabilitation, the move also showed the kind of leadership and determination of President Rodrigo "Digong" Duterte.

Even big hotels and establishments were not spared and many were ordered closed unless they comply with the requirements of the law.

Unlike his predecessors, especially the indecisive Aquino presidency, President Duterte showed distinct political will in ordering the multi-agency cleanup despite strong opposition from various sectors, especially the big business

owners on the island.

As it is, the Department of Environment and Natural Resources (DENR) was among the top agencies that worked for the rehabilitation of the world-famous destination.

Prior to the cleanup, the DENR in early April conducted a thorough review of the so-called Boracay master plan.

After the study, the agency recommended its closure for six months beginning 26 April.

#### Rehabilitation

Later, the newly-formed Boracay inter-agency task force buckled down to work and demolished illegal structures that violated the easement rules and those without proper waste sewerage systems

Even big hotels and establishments were not spared and many were ordered closed unless they comply with the requirements of the law.

Road repair works were also conducted and the DENR strictly enforced the local government ordinance mandating businesses and local residents to connect to the sewerage system of Boracay.

Those which could not connect to the system were required to build and maintain sewerage treatment plants and septic tanks to ensure that all wastewater have undergone appropriate treatment prior to their discharge into the sea.

Improper waste disposal was one of the reasons why Boracay's ecosystem was severely damaged.



They're back After a six-month shutdown, tourists are back in the more improved and cleaner Boracay Island.

JOHN HENRY DODSON



Department of Environment and Natural Resources
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### POINTGUARD



Ni MAGI GUNIGUNDO ISANG Maginhawang Bagong Taon!

Sa paggunita natin sa araw ng Kamatayan ni Rizal ngayong ika- 30 ng Disyembre, mahiya naman kayong magpipiknik sa Rizal Park sa pamilya Rizal na dumanas ng napakadilim na Pasko nung 1896 at malungkot na bagong taon nung 1899.

Ang basura at kalat na iniwan ng mga nagpiknik sa paligid ng monumento ni Rizal sa Luneta nito lang Pasko 2018 ay nagpapakita ng kahinaan ng core values ng pamilyang Pilipino. Kung sisikat ang araw, tiyak mauulit ang basura at kalat na ito sa bagong taon 2019.

Ang pagtatapon ng basura at kalat sa tamang lalagyan ay isang mahalagang bagay na nagpapaki-

### Ginawang liwasan ng basura ang Rizal Park

ta ng pagmamalasakit sa kalikasan at pagpapanatili ng kaayusan ng daigdig na ipinagkatiwala sa ating lahat ng Panginoong Diyos. Simple lang naman ang dapat gawin pero bakit hindi magawa? Hindi ba magbabaon lang naman ng isang bag na lalagyan ng basura ang bawat pamilya na magpi-picnic sa Luneta at dadalhin ito sa trash bin ng Rizal Park. Senyales ba ito ng katamaran? Hindi ba maliwanag na kawalan ito ng pakundangan sa kapwa?

Ang Rizal Park Administration na nasa pangangasiwa ng Dept. of Tourism at pinamumunuan ni NPDC Executive Director Penelope D. Belmonte, ay dapat magpaliwanag bakit nagmistulang Liwasan ng Basura ang Rizal Park. May sapat bang mga recycling trash bins sa mga piling lugar sa liwasan? May sapat bang mga malinis na toilet sa paligid ng Liwasan? May mga Park attendants ba na pinapaaala sa mga nagpipiknik na itapon sa mga trash bins ang kanilang basura?

Ang Kagawaran ng Edukasyon ay may malaking tungkulin at responsibilidad na itanghal at palaganapin ang 16 "civic at ethical principles" na pinagutos pa ni Pangulong Manuel\*L Quezon sa kanyang Executive Order No 217 (Agosto 19, 1939). Kabilang sa listahan ang pananampalataya sa Diyos; pag-ibig sa bansa na tahanan ng iyong mga kababayan at pinagmumulan ng iyong kaligayahan at kabutihan at may pangunahing turakulin kang ipagan, ay mamatay para sa bansa; igalang ang Saligang Batas at sumunod sa batas na pinapatupad ng iyong pamahalaan na pinapangalagaan ang iyong kaligtasan at mapayapang buhay; magbayad ng buwis; pangalagaan ang halalan at igalang ang pasya ng mayorya; mahalin at igalang ang mga magulang at paglingkuran sila; maging makatotohanan at tapat. makatarungan at matulun-

gin, magalang at matuwid sa pakikisalamuha sa kapwa; mamuhay ng simple at maging matipid; magpugay sa mga bayani; magsipag at huwag umiwas sa trabaho; umasa sa sariling sikap para sa iyong pagunlad at kaligayahan; magtrabaho ng maayos at may sigla at manatiling masinop at pulido magtrabaho at huwag ipagpaliban bukas ang maaaring gawin ngayon; tumulong sa iyong pamayanan dahil bahagi ka ng lipunan, tangkilikin ang mga vari sa Pilipinas at ng mga Pilipino; gamitin at itaguyod ang likas yaman ng Pilipinas.

Dati, ang mga bagay na ito ay nasa subject na Good Manners and Right Conduct o GMRC ngunit ito ay nilusaw ng DepEd at kinalat sa ibang asignatura tulad ng Araling Panlipunan, Reading at Language. Sa aking palagay, dito na nagumpisa ang paghina ng pagpapanday ng core values sa isip at diwa ng batang Pilipino.

Sundan sa Pahina 5

### GINAWANG...

Ang National Service Training Program o NSTP na nagtuturo at sinasanay ang mga estudyante sa Kolehiyo ng pagmamahal sa Diyos at Bayan ay huli na dahil ang edad ng College students ngayon ay 17-18 taon gulang na. Ang tamang asal at pag-uugali na hindi nakuha sa magu-

lang ay mahirap ng isaksak sa isip at puso ng mga estudyante.

Kulang na kulang din ng ayuda ang iba't ibang simbahan sa pagtuturo ng tamang asal at ugali. May Sunday School ang mga Protestante at Katekismo ang Katoliko subalit ang pokus ay hindi tamang pag-uugali. Maraming bata ang walang life verse na nakadambana sa kanilang mga puso.

May nabasa rin akong post sa FB mula sa isang dating basurero na ibinubunyag ang kawalan at kakulangan ng pamahalaan, lokal ng isang lungsod sa Metro Manila para mapangalagaan ang kalusugan ng mga basurero na walang sapat na gwantes, bota, over-alls, para hindi masugatan at maimpeksyon at magkasakit sa mikrobyo mula sa basura na kinokolekta

nila. Sa totoo lang, lahat ng basurero kulang ng mga gamit na ito. Kulang din sa pahinga at suweldo ang karamihan ng basurero. At ang pinakamahalaga, walang pinapatupad na Solid Waste Management Plan ang mga LGU. Nagpapabaya ang DENR at DILG sa pagkastigo sa mga mayor ng mga lungsod at bayan sa buong Pilipinas. Lahat hakot lang nang hakot ng basu-

ra. Ayaw daw mag-recycle ng basura ang taong bayan. Babalik ulit tayo sa inumpisahan natin: kawalan ng core values ng Pilipino.

Ating tandaan na ang kaunlaran ng bansa ay nakasalalay sa pambansang kilos ng taong bayan. Para maganap ito, kailangan palakasin at linangin sa mga bata ang core values na nasa listahan ni Quezon. Huwag

umasa sa mga mayor at iba pang pulitiko na ang alam lang ay magbigay ng panis na hamon at grocery bag na ang laman ay instant noodles, sardinas, at limang kilong bigas tuwing Pasko. Maawa tayo sa mga anak at apo natin na magmamana ng Pilipinas na winawasak ng mga pulitikong ibinoboto ng mga botante tuwing subasta, este halalan pala.



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## Pollution by the numbers

exico City—The Great Chinese Famine, which peaked in 1960, was the world's largest on record. But the effects of that famine—including its toll of more than 30 million deaths—were not quantified until long after the fact. That was partly because government officials were afraid to bring whatever information they had to the attention of Mao Zedong, whose Great Leap Forward policy had played a role in causing the famine. But it was also because so few people actually understood the scale of the problem, owing to a lack of data.

Is air pollution today's great famine?

In recent decades, data collection has improved dramatically in many areas. The economy, for example, is tracked and monitored to an unprecedented extent, allowing policymakers and the public alike to recognize very quickly when economic growth is slowing down, job creation is below potential, or demand is flagging. Even if that information does not enable economists to predict future slowdowns with much accuracy, it does facilitate timely responses. This is one reason why there are fewer major economic crises nowadays, and why world GDP, despite a recent slowdown, is growing much faster than it did a century ago.

Yet, when it comes to pollution, and specifically air quality, not nearly enough attention has been paid to data collection and analysis, especially in emerging economies like India and China, where airquality deterioration is obvious and severe. Though broad figures are being collected, there are not enough granular data to provide a clear picture of the specific

factors affecting air quality.

At the international level, the Asian Development Bank (ADB) hopes that its Inclusive Green Growth Index (IGGI) will help close this gap. The IGGI aims to assess countries' performance not only according to economic and social parameters, but also on the

### **WORLD VIEW**

KAUSHIK BASU

basis of their environmental record. More detailed than similar efforts made in the past, the IGGI uses 28 indicators, including clean-water access and air-pollution levels.

clean-water access and air-pollution levels.

The ADB's data show that, in Asia, the highest performers on environmental sustainability include Singapore, Bhutan, Sri Lanka and Laos. At the bottom of the list lie Turkmenistan, Uzbekistan and Mongolia. While factors like natural resources and geography undoubtedly contribute to countries' performance, such comparisons can be useful to spur purposeful action, with specific data points offering insights into where each country could stand to improve.

At the national level, China's government has been doing impressive work to improve its pollution data in order to guide its environmental strategy, which includes, among other things, the world's largest carbon-pricing system, covering seven provinces. For example, high-frequency data collected through Continuous Emissions Monitoring Systems provide crucial information regarding the sources of air pollutants, enabling the government to create effective incentives for firms to curb emissions.

Moreover, since the end of 2013, China's government has required 14,410 coal companies to upload hourly data on emissions from their production units onto a publicly available online platform. Such data informed new rules and regulations focused on reducing emissions. According to a recent paper by Valerie Karplus, Shuang Zhang and Douglas Almond, the new rules contributed to a 13.9-percent drop in sulfurdioxide concentration from coal-fired power plants. It should be noted that this

approach works only if, as is the case in China, companies face heavy penalties not just for polluting, but also for falsifying data.

This is not to say that data alone should determine policy. Economics is a social science, and aggregate outcomes often reflect the effects of idiosyncratic behavior, attitudes and events. The same goes for environmental policymaking: Interventions can fail for reasons that have little to do with design.

That is what happened in India, when new cooking stoves were introduced in order to cut indoor pollution, a major cause of health problems among the country's poor. The project should have worked: Laboratory tests confirmed that the stoves produced less pollution. But a carefully controlled randomized intervention designed by Rema Hanna, Esther Duflo and Michael Greenstone showed otherwise.

Initially, smoke inhalation did decline. But that effect quickly disappeared, because households failed to maintain the stoves and used them irregularly, inappropriately, and increasingly infrequently. Four years later, there was no overall change in health outcomes or greenhouse-gas emissions.

The lesson should be clear. The only way we can hope to overcome the momentous environmental challenges the world faces—emphasized, for example, in the Intergovernmental Panel on Climate Change's latest report—is to use every tool we can. That means collecting data and using what we learn to design the right rules and incentives, without ignoring human behavior and psychology. It will not be easy. But, given what is at stake, that is all the more reason to try. Project Syndicate

Kaushik Basu, former chief economist of the World Bank and former chief economic adviser to the government of India, is professor of economics at Cornell University and nonresident senior fellow at the Brookings Institution. Department of Environment and Natural Resources

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### **Tourists help reforest Catanduanes**

THE provincial government of Catanduanes, in the Bicol region, has adopted a unique program that allows tourists to plant trees during their visit.

Dubbed "One Tourist, One Tree," provincial tourism Head Carmel Bonifacio-Garcia said the undertaking encourages foreign and domestic tourists to plant a tree to government-identified areas.

She added that it also intends to support the programs of the Department of Environment and Natural Resources (DENR) aimed at reforesting the archipelago to mitigate the impact of climate change as the province is among DENR's list of the country's most important biodiversity areas.

For the past four years, some 1,280 trees have been planted at Mt. Cagmasoso in San Andres, Pag-Asa Radar Station in Bato, Puraran Beach and Balacay Point in Baras, Carangyan Beach in Pandan, and Simamla Breeding Station, a government facility in the capital town of Virac.

Incepted in 2015, the program helps promote responsible and

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sustainable tourism in Catanduanes by incorporating the tree-planting

activity into the itinerary of the guests as well as sporting events.



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## Fashion for climate action launched

The global fashion sector significantly increased momentum to address climate change by launching the Fashion Industry Charter for Climate Action. Under the auspices of the United Nations (UN) Climate Change, leading fashion brands, retailers, supplier organizations, and others, including a major shipping company, have agreed to collectively address the climate impact of the fashion sector across its entire value chain.

Forty-three leaders, including Adidas, Burberry, Esprit, Guess, Gap Inc. Hugo Boss, H&M Group, Inditex, Kering, Levi Strauss & Co., Puma SE, PVH Corp., Target; leading membership organizations, including Business for Social Responsibility, Sustainable Apparel Coalition, China National Textile and Apparel Council, Outdoor Industry Association and Textile Exchange; global logistics company Maersk and global NGO WWF International have committed to implementing or supporting the 16 principles and targets that underpin the Fashion Climate Charter.

The Charter, which is open for other companies and organizations to join, recognizes the crucial role that fashion plays on both sides of the climate equation; as a contributor to greenhouse gas emissions, and as a sector with multiple opportunities to reduce emissions while contributing to sustainable development.

Aligned with the goals of the Paris Agreement, the Charter contains the vision for the industry to achieve net zero emissions by 2050 and defines issues that will be addressed by signatories, ranging from decarbonization of the production phase, selection of climate friendly and sustainable materials, low-carbon transport,

improved consumer dialogue and awareness, working with the financing community and policymakers to catalyze scalable solutions, and exploring circular business models. To make concrete progress on these commitments, six working groups have been established in which signatories will work to define steps for implementation.

The signatories are not waiting for these issues to be fully elaborated and have set an initial target to reduce their aggregate



SOLAR power panels installation training for women is life-changing skills that benefit the whole community, and reduce the impact on the environment.

greenhouse gas emissions by 30 percent by 2030 and have defined concrete measures, such as phasing out coal-fired boilers or other sources of coal-fired heat and power generation in their own companies and direct suppliers from 2025.

"The fashion industry is always two steps ahead when it comes to defining world culture, so I am pleased to see it now also leading the way in terms of climate action," said UN Climate Change Executive Secretary Patricia Espinosa. "I congratulate the signatories of this important charter, which represents a unique commitment and collaboration from an array of fashion leaders. The Charter, like the renowned fashion runways of the world, sets an example that I hope others will follow."

The Charter is industry-led, and open to a wider group of fashion stakeholders. It is supported by a range of relevant organizations and NGOs that will foster ambition which will be tracked and recognized by UN Climate Change, The Charter aims to drive climate action in the sector, including by complementing and supporting other fashion sector initiatives aimed at increasing climate action.

"We are aware that more than 90 percent of PUMA's Carbon Footprint is being generated in shared supply chains. If we want to reduce carbon emissions in our supply chains, we need to work together with our industry peers," said Bjørn Gulden, CEO of PUMA. "The Fashion Industry Charter for Climate Action provides a collective industry effort to support the goals of the Paris Agreement. We appreciate that UN Climate Change has set up a global platform and call upon our industry peers to join the initiative."