

THE ECO SAVERS PROGRAM OF MARIKINA CITY

PROMOTING A CULTURE OF DISCIPLINE
AMONG THE YOUTH THROUGH ECOLOGICAL
SOLID WASTE MANAGEMENT

PROGRAM PROFILE

- ◉ DATE STARTED - June 2004
- ◉ TARGET PARTICIPANTS: students and teachers of all public schools. Households of these students and teachers.
- ◉ No. of public schools: 27
- ◉ Student/teacher population: 70,699
- ◉ Source of funds: Initially from UNDP (US\$5,000.00) for the printing of passbooks

PROGRAM RATIONALE

Marikina City has been known to be a benchmark of environmental cleanliness and effective solid waste management. It was the first city in Metropolitan Manila to fully implement the waste segregation program, which is basic in ecological waste management. The Ecological solid waste management Act of 2001 requires cities to adopt a waste segregation scheme to pave the way for the realization of an initial waste diversion of 20% through reuse, reduce, recycle.

WASTE FACTS

- ◉ Estimated waste generation/day: 230 tons
- ◉ Percentage of biodegradable: 45%
- ◉ Percentage of non biodegradable:55%, about 80% of which are recyclable
- ◉ Est. Cost of waste management: P1.00/kg or P230,000.00/day

BENEFICIARIES' NEEDS

- ◉ Students need a healthy and livable communities
- ◉ Junkshops need an opportunity to expand their business
- ◉ City government needs to realize its waste reduction goal and entice people to practice ecological waste management

OBJECTIVES

- ◉ To educate and achieve the target 100,000 households in Marikina to religiously practice waste segregation and recovery of recyclable wastes by enlisting public school students and teachers to be eco savers.
- ◉ To gradually realize the waste diversion target of 20% through recycling
- ◉ To eventually reduce the cost being incurred by the city in its solid waste management program
- ◉ To instill the value of environmental concern, preservation of health, consciousness on the amount and type of wastes they produce, and the importance of savings

CORRESPONDING STRATEGIES

- ◉ City government - tapped the participation of students in order to penetrate the households in the city's advocacy campaign for waste reduction and recycling. Distributed passbook to each student/teacher. Met with principals, parents and teachers to explain the program
- ◉ Junkshops - tie up with city government
- ◉ Students - monitor their waste generation at the household and retrieve dry recyclables and bring them to school during the assigned Eco Day.

WHY THE TITLE “ECO SAVERS”

“Eco Savers” conveys a lot of meanings, including the following:

1. Saver of ecological system by being aware of sound environmental practices.
2. An ecological solid waste management practitioner from a household
3. Economic savings realized through recycling of garbage

CULTURAL IMPACT

The Eco Savers program has awakened and harnessed the value of savings and the culture of discipline, capitalizing on waste management at source.

ECONOMIC IMPACT

- ◉ On the part of city government: the program has contributed to the decrease in the cost being incurred in the disposal of solid waste. From the 50 truckloads a day to the dumpsite, now it has gradually gone down to an average of 30 a day.
- ◉ Individual savings or points earned, within a school year period, range from US\$2 to US\$40, which helped defray the expenses on school supplies being borne by parents.
- ◉ The program has provided junkshops within the city with regular clientele, helping boost their economic activities
- ◉ The monetary value of the recyclables under this program has reached a total of P8,251,680.42 (US\$184,000.00) from 2004-2010, which could have ended up in the dumpsite had they not been recovered.

SOCIAL IMPACT

- The program has encouraged the involvement of the parents paving the way for regular interaction with teachers and city government personnel.
- The program has stirred the consciousness and curiosity of the community, thereby promoting waste segregation and recycling practices at the household level.

GENDER-EQUITY IMPACT

The program, its objectives, methodologies, and long-term benefits, work to the advantage of every citizen of the city.

ENVIRONMENTAL IMPACT

RECOVERED RECYCLABLES (SY 2004-2010)	QTY. (kgs. / tons)	WHAT YOU USE TO PRODUCE	WHAT YOU USE WHEN RECYCLE	SAVED / NOT RELEASED
PAPER	985,288.03 kgs. / 985.29 tons	16,749 mature trees 23,646,960 gallons of water 1,202,290 lbs. CO2 released	0 trees 9,928,800 gallons of water 876,650 lbs. CO2 released	16,749 mature trees 13,711,200 gallons of water 325,640 lbs. CO2 not released
PLASTIC	386,759.06 kgs. / 386.76 tons	264,930.6 gallons of oil 2,233,152.24 kwh energy	0 gallon of oil 268,024.68 kwh energy	264,930.06 gallons of oil 1,965,127.56 kwh energy
BOTTLES	1,570,724 pcs. / 1,570.72 tons	2,089,062.92 lbs. of sand 692,687.52 lbs. CO2 released	0 sand 1,617.84 lbs. CO2 released	2,089,062.92 lbs. of sand 691,069.68 lbs. CO2 not released

The decreased no. of trips being made by the garbage trucks has contributed to Traffic decongestion, less air pollution, and energy conservation.

POLITICAL IMPACT

- The program has made the constituents feel the presence of the city government, thereby strengthening their faith in their government
- It also manifests the strong political will of the city government in implementing bold and innovative programs aimed at attaining full compliance with the law.
- It has also become a benchmark for other local government units during their study tours.

TRANSFERABILITY AND SUSTAINABILITY

- ◉ Strength: city's efficient and effective solid waste management plays a strong component of the program and the economic impact it creates (there's money in recycling)
- ◉ Weakness: the program requires a lot of clerical work (i.e. recording, computation, monitoring, etc.)
- ◉ Opportunity: the program and its implementing strategies can easily be replicated through public or private initiative. This will help and inspire other cities to look for ways to achieve their waste reduction and waste diversion targets within a short period of time.
- ◉ Threat: the possibility of waning interest in the program caused by the "flash in the pan" mentality.

SIMPLICITY

The city government initiated the conceptualization, determined the stakeholders, met with these stakeholders, formulated the guidelines, and brought about the printing of the needed passbooks. There was no financial equity from the participants, just recyclables from their households.

ACROSS THE BOARD INVOLVEMENT.

Teachers take the lead in practicing the tenets of the Eco Savers program. Other school personnel are just as involved, sharing a common desire to further ecological solid waste management efforts.



STARTING THEM YOUNG. Pupils get an early training in the recovery of recyclable household wastes. It's an experience that instills in them the values of discipline & concern for the environment.



DOING THE NUMBERS. Eco Savers personnel record in the individual passbooks the points that correspond to the recyclable wastes students bring to school.



EMBRACING ECO DAY. Parang Elem. Sch. Is one of the 17 Public elem. Schools in Marikina whose students actively take part on Eco Day. Even parents show their full-fledged support to the waste management advocacy.





PAYBACK TIME. Public school children take their pick from an array of Books and other educational materials at the Eco Savers Mobile Store - A privilege engendered by their contribution to the Eco Savers Club.