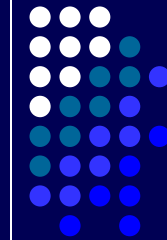


NGO Initiatives on Water Resources Management:

The Pasig River Experience



In the beginning...



- The Pasig River was alive. Its waters were clean. It was beautiful.

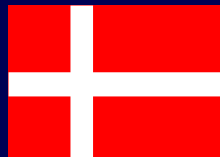
And then these happened...



Shanties along Pasig River

- More correctly, we let these happen to the Pasig River.

When help was needed the most, it came.



Danish International Development Assistance (Danida)



Department of Environment and Natural Resources (DENR)

1990 PASIG RIVER REHABILITATION PROGRAM (PRRP)



Barges parked along the banks

- Pasig River is virtually dead but can be resurrected
- Resurrection will take 15 Years
- Budget Required: 15 Billion Pesos
- Implementation of 21 Projects
- To achieve Class "C" water standard

Which NGOs involved itself in River Rehabilitation Programs?

- There are quite a few but two stand out
 - The Clean & Green Foundation
 - Sagip Pasig Movement

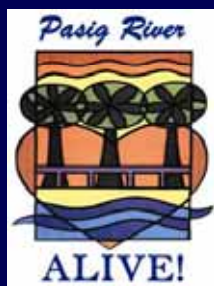


The Clean & Green Foundation



- implemented its Piso Para sa Pasig Program as one of several others;
- As can be seen on its logo, it was to raise funds at first.

Then it began implementing its other projects



...as a private sector organization that will foster sustained public participation to ensure the successful completion of the government's PASIG RIVER REHABILITATION PROGRAMME (PRRP).

CGFI Projects and Activities



- A concert series, a music album, a heritage map, an international marathon, a cleanest and greenest barangay contest, a Pasig River Covenant with political leaders

SWIM

Structured
Water
Interactive
Module



TrEK

Tree and
Environment
Knowledge

Riverwatch
Volunteer Group



*Kumusta ka na
Ilog Pasig?*

...and many other advocacy projects
throughout the years.

**In summary, CGFI is Pasig River
rehabilitation program's...**



- most active advocacy arm.
- It may be credited as the NGO responsible for putting the concept of river rehabilitation into the people's consciousness.



The Sagip Pasig Movement



“Empowering communities for environmental change”

1993 - Our Beginnings...



- 30 NGOs, then headed by First Lady Ming Ramos, took cognizance of the importance of stakeholder participation and established the Sagip Pasig Movement. It was then led by Green Forum Phils.
- Green Coalition Inc., an environmental NGO network headed by former Sen. Orlando Mercado, convened the consultations.

SPM's Vision



Sagip Pasig Movement envisions a society that works as one for a balanced ecosystem towards the improvement of life for the succeeding generations.

SPM's Mission



To achieve its vision, SPM will mobilize various sectors to establish a movement of strong and capable communities working towards the protection, conservation and the rehabilitation of the Pasig and other river systems.

Community-Based Waste Management Projects



Instituted in 138 communities out of 235 organized communities



1994 - Public Disclosure



- Lason sa Ilog Award
- Most Improved Industry Award
- Dangal ng Ilog Award
 - Unilever Philippines
 - the 1st ever Hall of Famer
 - Nestle Philippines
 - SC Johnsons



1996 - ANNUAL FLUVIAL PARADE



1997 – Mascomthea SPM's Cultural Arm



5 Generations of Malayang Anak ng Sining
Community Theatre

1997 - Clean River Zone (CRZ)



- **SPM was formally incorporated**
 - CRZ 1 model adopted by Unilever Philippines integrating CRZ Roadmap in their CSR

What is a Clean River Zone?



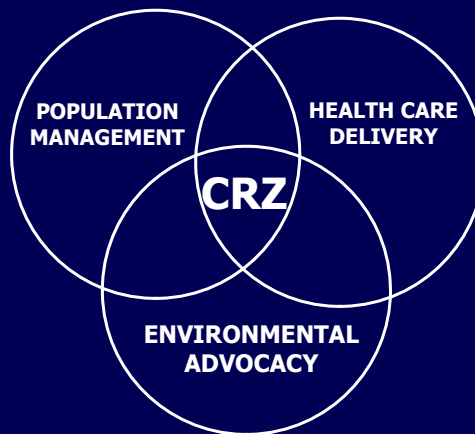
- “Finite and defined zones, multi-sectoral yet coordinative in all river rehabilitation efforts. CRZs are envisioned as organized communities [comprised of industrial, residential, commercial, schools, markets, local government, other sectors in the riverbank communities]”
- Area-focused community-based river rehabilitation program



2002 - DANIDA funded additional CRZs:

- Strengthening Manila CRZ 1 and Expansion to CRZ 2 & CRZ 3
- San Juan CRZ
- Mandaluyong CRZ

2004 - PHE Framework



2005 – Impact Study of SPM's Public Disclosure Campaign



- Documenting Lason (Unfinished Business)
 - 10 Industry Cases

2005 - Resource Center for Philippine Rivers



- SPM conceptualized RCPR after taking the lead role in convening the National Summit on the State of Philippine Rivers in cooperation with UNDP/Earth Day Network Philippines & the DENR with SPM serving as Secretariat
- Assisted the following:
 - Formation of the Sagip Angat River in Bulacan
 - Formation of the Clean Bicol River: Sagumayon
 - Sagip Tullahan: Tullahan River Rehabilitation Initiative Program

2006 - Community-Based Organizations



- 235 community-based organizations (CBOs);
- It is now working on its research and documentation project: *"Kaya Ko, Kaya Mo, Kaya ng Komunidad!"*

2007 - CRZ Literacy Mission



- CRZ Institute Formation
 - Curriculum-based NSTP Program on Community-Based River Rehabilitation
- PUP Campus Action Research on Eco-Waste (CARE) Program
- Is in a partnership with the University Belt Consortium on Research (15-member universities)

“Mamayang nagkakaisa
tungo sa isang malinis
na ilog”
(United citizenry for a
clean river)



In summary, SPM is Pasig River rehabilitation program's...



- most hardworking entity on the ground level—the 407 communities.
- The only entity in the river rehabilitation program that is consistently working with said communities and is able to harness people's participation in the project.

So, what has these NGOs contributed?



- One is very successful in its advocacy campaigns,
- Another is very successful in harnessing community participation.
- And in my humble opinion, both are the most consistent and successful partners in the government's ongoing efforts to rehabilitate the Pasig River.

And what is the importance of a clean and living Pasig River to the Manila Bay?



- Everything! Without a clean Pasig River, we can never save Manila Bay.
- As philosopher Plautus once said...
 - *"He who does not know his way to the sea should take a river for his guide."*

THANK YOU

