



Republic of the Philippines
 Department of Education
 Region IV-A CALABARZON
 Division of Quezon
**Association of Secondary Teachers
 of Lingap-Quezon, Inc.**
 In partnership with
National Consumer Affairs Council
 and the
Department of Trade and Industry



I. Training Title : **National Consumer Awareness and
 Empowerment Summit
 (Localization for Consumer Protection)**

Theme: *One Mind and One Heart towards
 Values and Academic Excellence"*

II. Proponents : **Fernando T. Seño**
 Education Program Supervisor I - Social Studies
 Consultant, Association of Secondary Teachers of
 Lingap-Quezon, Inc.
 0906-3744743

Gil E. Contreras
 Teacher I – Social Studies
 President, Association of Secondary Teachers of
 Lingap-Quezon, Inc.
 0922-8779485

Leila M. Cabrerros
 Division Chief, Consumer Protection Division
 DTI Provincial Office, Lucena City

Senando M. Guinto
 Consumer Education
 DTI Regional Office, DTI IV-A

Felizardo B. Cupit
 Consumer Education
 DTI Regional Office, DTI IV-A

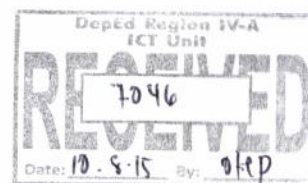
III. Training Duration : Wednesday to Friday, October 28-30, 2015
 8:00AM to 5:00PM

IV. Training Venue : Sevilla's Farm and Resort
 Domoit, Lucena City

V. Training Description

a. Rationale

The Department of Education is pressing for the education of students in public and private high schools on their rights as responsible consumers with the integration of consumerism in the academic curriculum. The **Project ECHOES** (Educating Consumers and Harnessing Organizations to Empower Society) a partnership between the Department of Education through the



c1. Participants/Person/s Involved

1. Social Studies teachers from private and public secondary schools nationwide.

c2. Plan of activities/matrix

| | Day 0 (Oct. 27, 2015) | Day 1 (Oct. 28, 2015) | Day 2 (Oct. 29, 2015) | Day 3 (Oct. 30, 2015) |
|----|-----------------------------|---|--|--|
| AM | | <p>7:00-10:00 Arrival and Registration</p> <p>10:00 Opening Program</p> <p>11:00 NCAC <i>RA 7394</i></p> | <p>8:00-12:00 DA, NMIS, DOH/BFAD <i>National Program on Consumer Protection</i></p> | <p>8:30-9:30 UP College of Development and Social Services, UPLB Consumer Education: <i>Perspective from the Academe</i></p> <p>10:00-11:00 Proposed Amendment(s) of RA 7394</p> <p>Presentation of Localized and K- 12 Ready of Product Standard Module</p> <p>11:00 Challenges and Opportunities Atty. Usec Victorio Mario A. Dimagiba</p> <p>11:30 Awarding of Certificates</p> |
| PM | Arrival and Registration | <p>1:00-5:00 DTI, DepEd, BSP, SEC, DOLE <i>National Program on Consumer Protection</i></p> | <p>1:00-5:00 MERALCO, NTC, DOE <i>National Program on Consumer Protection</i></p> | |


d. Budgetary requirements/source of fund


Registration:


Live-in Participants (inclusive of Food, Venue, Accommodation, Materials and Other Expenses) **Php 3,000.00**


Stay-out Participants (inclusive of Food, Venue, Materials and Other Expenses) **Php 2,500.00**

Prepared by:



Gili E. Contreras
Teacher I - Social Studies
President, Association of Secondary Teachers of Lingap-Quezon, Inc.


Fernando T. Seño
Education Program Supervisor I - Social Studies
Consultant, Association of Secondary Teachers of Lingap-Quezon, Inc.

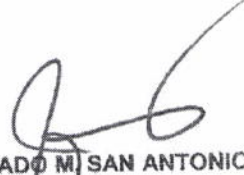

Senando M. Guinto
Consumer Education
DTI Regional Office, DTI IV-A

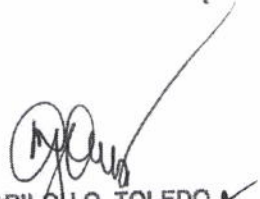

Felizardo B. Cupit
Consumer Education
DTI Regional Office, DTI IV-A

Recommending Approval:


TOLENTINO G. AQUINO, CESO VI
Schools Division Superintendent
Division of Quezon

Approved:


DIOSDADO M. SAN ANTONIO
Director IV
DepEd Regional Director
Region IV-A CALABARZON


MARILOU Q. TOLEDO
DTI Regional Director
Region IV-A CALABARZON

Bawat bata kinakalinga!

MEMORANDUM OF UNDERSTANDING

BETWEEN

THE DEPARTMENT OF TRADE AND INDUSTRY IV A

AND

THE DEPARTMENT OF EDUCATION IV A

for

PROJECT E.C.H.O.E.S

(Educating Consumers and Harnessing Organizations to Empower Society)

WHEREAS, the mandate of DTI IV A is the protection of consumers from trade malpractices and from substandard or hazardous products and to advance the right of the Filipino people to a balanced and healthy ecology in accord with the rhythm and harmony of nature;

WHEREAS, the mandate of DEP ED IV A is to formulate, implement and coordinates policies, plans, programs and projects in the areas of formal and non formal education and to provide, establish and maintain a complete, adequate, and integrated system of basic education relevant to the goals of national development.

WHEREAS, DTI IV A and DEP ED IV A have agreed to implement project E.C.H.O.E.S. (Educating Consumers and Harnessing Organizations to Empower Society).

THEREFORE, DTI IV A and DEP ED IV A (hereinafter jointly referred to as the " Participants") have reached the following understanding for their collaboration and cooperation in the promotion of their respective mandate relevant to consumer education.

I. PURPOSE

- a) The purpose of this MOU is to clarify and articulate the Participants current intentions to promote and strengthen areas of cooperation in the field of consumer education.
- b) The participants intend to work together to promote a wide range of consumer education programs that fall within their respective jurisdiction.

II. AREAS OF COOPERATION

- a) **ANNUAL NATIONAL CONSUMER AWARENESS SEMINAR:**
The Participants intend to organize a yearly Annual National Consumer Awareness Seminar wherein attendees will undergo series of talks and activities from the resource speakers on the different topics from the different national agencies involved in consumer welfare and protection such as: DepEd, DTI, NCAC, BSP, DOH, NMIS, NTC, DENR, DOE, DILG and others.
- b) **ANNUAL TANGHALANG PANGMAMIMILI:**
The Participants intend to organize a yearly Tanghalang Pangmamimili among all secondary schools in the CALABARZON region which will showcase the

untapped talents among secondary level students in the region in the promotion of consumer education.

c) **REGIONAL CONSUMER NET**

The participants intend to organize a wholistic consumer net in the region which will involve all the government agencies and all primary and secondary schools in the area in the promotion of vigilant and well informed consumers.

III. WORKING COMMITTEE

The Participants will establish a working committee to coordinate activities on their shared priorities. The working committee will be comprised of representatives from both national agencies and other sectors deemed essential in their collaborative efforts.

IV. COSTS

Unless otherwise agreed upon, each Participant will bear the costs resulting from its own participation in activities carried out in the furtherance of the objectives of this MOU. Nothing in this MOU will be construed as establishing a binding legal obligation to provide funds, goods or services including funding, goods or services for a particular project within the areas of collaboration.

V. EFFECTIVE DATE, AMENDMENT AND TERMINATION

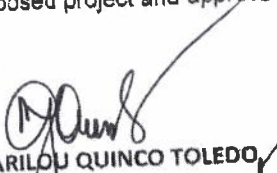
a) This MOU will be in effect on the date it is signed by the Participants and will remain in effect for a period of five (5) years from that date.

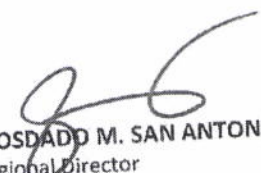

b) The MOU may be amended with the mutual written consent of the participants. Any such amendment will come into effect on the date determined by the Participants.

c) Either Participant may notify the other in writing of its intent to terminate the MOU at least thirty (30) days in advance of such termination.

We the undersigned have read and agreed with this MOU. Further, we have reviewed the proposed project and approve it.

By:


MARILOU QUINCO TOLEDO
Regional Director
DTI IV A


DIOSDADO M. SAN ANTONIO
Regional Director
DEP ED IV A


*Legal
DTI Calaga
re. legal services*



MEMORANDUM

FOR : USEC ZENaida CUISON-MAGLAYA
Undersecretary for Regional Operations Group

FROM : JOSE P. PEPITO *[Signature]*
Chairperson, NCAC

DATE : 3 August 2013

SUBJECT : THEME ADOPTED IN THE OBSERVANCE OF THE 2015
CONSUMER WELFARE MONTH CELEBRATION

Dado:
Pls. of all PEs.
Now that it's
official, let's
use this theme.

This pertains to the Consumer Welfare Month (CWM) celebration this October 2015.

*not
03.09.15*

Related thereto, please be advised that on the basis of review and deliberation of the proposed themes laid down in the NCAC Regular and Special meetings, the theme adopted for the CWM celebration this October was: "CONSUMER PROTECTION IN THE ASEAN ECONOMIC COMMUNITY".

Said theme seeks to underscore the need to provide a premium on consumer protection, with the advent of the implementation of the ASEAN Economic Integration where there would be freer movement of goods from member ASEAN countries. As such, said approach in the global arena is expected to bring about adverse impact on the interests of consumers.

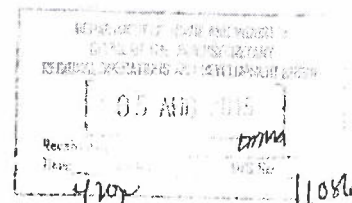
We hope that subject theme can already be cascaded down to the Regional Offices of the DTI where the same can be dovetailed in the set of activities that they are going to prepare.

E-MAILED

FOR REFERENCE AND GUIDANCE.

20150403 dup CWD, FBC, MGA/tenza

OFFICE OF THE REGIONAL
DIRECTOR
DTI IV - A
RECEIVED



BY: MCAMPLATUN DATE: 2015 09 03

GOLDEN OATH
for FILIPINO CONSUMERS & SUSTAINABILITY
(GO FILCONS)

P R O J E C T B R I E F

In a nutshell:

Next to Metro Manila, *Calabarzon* stands out as the biggest region both as an economic and a demographic unit. Given its enormous size amid the cut-to-the-bone structure of CPD in all regions, ensuring significant compliance to Fair Trade Laws (FTLs) and securing the interest of majority of our consumers is definitely a stiff uphill challenge.

To effectively perform our missions, *CPDr04a as a Division* look at innovative programs/projects & effective execution thru networking and wise choice of excellent channels to make things happen. Thus, an all-in approach dubbed as Golden OATH for Filipino Consumers & Sustainability (GO FILCONS).

GO FILCONS emphasizes sustainability because we strictly submit that it is every citizen's right to a safe environment amid the precarious Philippine climate situation. In another fashion, having well- educated Filipino consumers helps survival of legitimate businesses vis-a-vis suppliers of sub-standard ones and other Fair Trade Law violators, briefly said, a win-win situation both for businesses and consumers.

The use of "Golden Oath" gives the program noble and sacred meaning. Go suggests "pro-activeness"

Program components:

↓ Trainors' Training for School Mentors:

Rationale:

1. RA 7394 clearly mandates DepEd to initiate consumer education thru integration in the school curriculum.
2. Targeting the secondary school teachers as the main channel of creating awareness on consumerism targeting their respective students.
3. Youth look up at teachers as their moral and legitimate mentors.
4. Children are the best messengers to their respective family members and peers.
5. Youth is a key foundation of future generations of consumers

↓ National Consumer Consultation Summit

A yearly gathering of lead stakeholders to review existing consumer laws, policies and issues and drafting of resolutions to rationalize policy directions affecting consumers. It also seeks to agree on special projects beneficial to consumers and nation as a whole.

GOLDEN OATH
for **FILIPINO CONSUMERS & SUSTAINABILITY**
(GO FILCONS)

✓ Special Advocacy on Circular Economy:

- a comprehensive tool towards Sustainable Solution that will require dramatic paradigm shift among businesses, governments and consumers.

↓ Continuing Consumer Education for Secondary School Children

✓ Integration of Consumerism in Highschool Curriculum

- Drafting/ Revision of existing exemplars for integration/adoption by participating schools in the high school curricula.

✓ Tanghalang Pangmamimili

- challenging students on creative solutions to consumer issues thru display of talents using stage as a medium.

↓ Calabarzon Consumer Net (CCNET)

Creating a formal structure and efficient communication system to capture consumer issues that need immediate action. CCNet will enlist all national agencies mentioned in the RA 7394 plus other agencies like DOTC/LFTRB, SEC, etc. Media and academe will play important role in the Net.

CALENDAR OF ACTIVITIES

| DATE/ VENUE | ACTIVITY | TARGET PARTICIPANTS | REMARKS |
|--|---|--|---|
| October 28-30/ Sevilla's Farm & Resort | National Consumer Awareness and Empowerment Summit <i>Theme: ECHOES</i> "Educating Consumers & Harnessing Organizations to Empower Society" | <ul style="list-style-type: none"> ✓ 300 secondary school teachers ✓ National Agencies ✓ LGU of Quezon Province ✓ UPLB Dep of Social Development Services ✓ CCNET Members | Lead: <ul style="list-style-type: none"> ✓ DTI4A ✓ DepEd ✓ Association of Secondary Teachers of Lingap-Quezon |
| November 12, 2015 Sm-Dasmarinas, Cavite | Tanghalang Pangmamimili <i>Theme: Climate Change & the Right to a Sustainable & Safe Environment": Huge Challenge to ASEAN EC"</i> | <ul style="list-style-type: none"> ✓ 300 secondary students | DTI DepEd Jollibee SM |

Conceptualized:

Noted:

SENANDO M. GUNTO
STIDS, CPDR04a

FELIZARDO B. CUPIT
Chief, CPDR04a

MARILOU G. QUINCO-TOLEDO
Regional Director