

Project Partners



GIZ is an international cooperation organization for sustainable development with worldwide operations owned by the German Government. For 30 years, it has been providing forward looking contributions to political, economic, ecological and social development in partner countries.

www.giz.de



ASSIST is a non-stock, non-profit international capacity building organization with its headquarters in the Philippines. It aims to achieve and witness meaningful change to and for our planet and the people living on it. Since 2003, ASSIST has implemented over 30 projects funded by multi-lateral donors such as European Union, USAID, UNEP, UNIDO, DEG, GIZ, etc.

www.assistasia.org



Bohol is one of the provinces of Region 7, Central Visayas. Bohol's vision is to be a prime eco-cultural tourism destination and a strong, balanced agro-industrial province, with a well educated, God-loving and law-abiding citizenry, proud of their cultural heritage, enjoying a state of well-being and committed to sound environment management.

www.bohol.gov.ph



The DTI is responsible for realizing the country's goal of globally competitive and innovative industry and services sector that contribute to inclusive growth and employment generation.

www.dti.gov.ph



Zero Carbon Resorts (ZCR) is a four-year project launched in 2010 with the support of the European Union. With the goal of enabling tourism SMEs in Palawan and other parts of the Philippines to switch from fossil fuel to renewable energy, this initiative focuses on building the capacities of local tourism enterprises to become energy-autonomous, and promoting local production of renewable materials and green technologies

www.zerocarbonresorts.eu

Contact Information

ProGED Project Manila Office
6F Trade and Industry Building
361 Sen Gil Puyat Avenue
Makati City 1226 PHILIPPINES
Phone +63 2 897 8199

Volker Steigerwald PhD
Project Manager
volker.steigerwald@giz.de

website: www.greeneconomy.ph
email: info@greeneconomy.ph

ProGED Project Cebu Office
G/F LDM Bldg
Legaspi Street cor M J Cuenco Avenue
Cebu City 6000, PHILIPPINES
Phone +63 32 412 2256
Fax +63 32 254 4958

Miriam I Bacalso
Project Regional Coordinator
miriam.bacalso@giz.de

Department of Trade and Industry Regional
Operations and Development Group
6F Trade and Industry Building,
361 Sen Gil Puyat Avenue
Makati City 1226 PHILIPPINES
Phone +63 2 751 3336 / 751 3334
Fax +63 2 751 3335

Zenaida Cuison-Maglaya
Undersecretary, RODG
Department of Trade and Industry
useczcm@dti.gov.ph

DTI 7 Regional Office
3F Rm. 311 WDC Bldg
Osmeña Blvd. cor. P. Burgos St.
Cebu City 6000 PHILIPPINES
Phone +63 32 255 0036 / 255-0037
Fax +63 32 253 7465

Asteria C Caberte
Regional Director
asteriacaberte@yahoo.com



ProGED

PROMOTION OF GREEN ECONOMIC DEVELOPMENT



Implemented by **giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



Background and Context

The Philippine-German Cooperation Program Private Sector Promotion (PSP SMEDSEP), a joint undertaking of the Department of Trade and Industry (DTI) Regional Operations and Development Group (RODG) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) which ended in December 2012, assisted the Philippine Government in improving the frame conditions for private sector development.

As one of its initiatives in its final phase, the Program supported DTI to address the growing concern among micro, small and medium enterprises on the effects of climate change by introducing the concept of green economy—the pursuit of economic growth and development while preventing costly environmental degradation, adverse effects of climate change, biodiversity loss and unsustainable use of natural resources—into the MSME Development Plan 2011 to 2016.

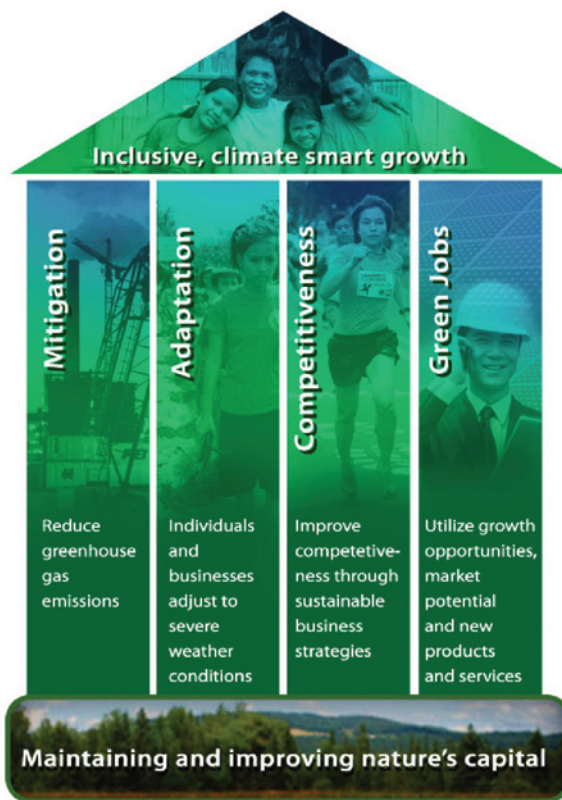
It promotes a green economy strategy founded on the five pillars of mitigation, adaptation, competitiveness, green jobs and preserving or even improving nature's capital.

DTI recognized the strong link between the green development path and enhancing the competitiveness of enterprises.

Towards this end, the Republic of the Philippines and the German Federal Ministry for Economic Cooperation and Development is now embarking on a new project, Promotion of Green Economic Development (ProGED).

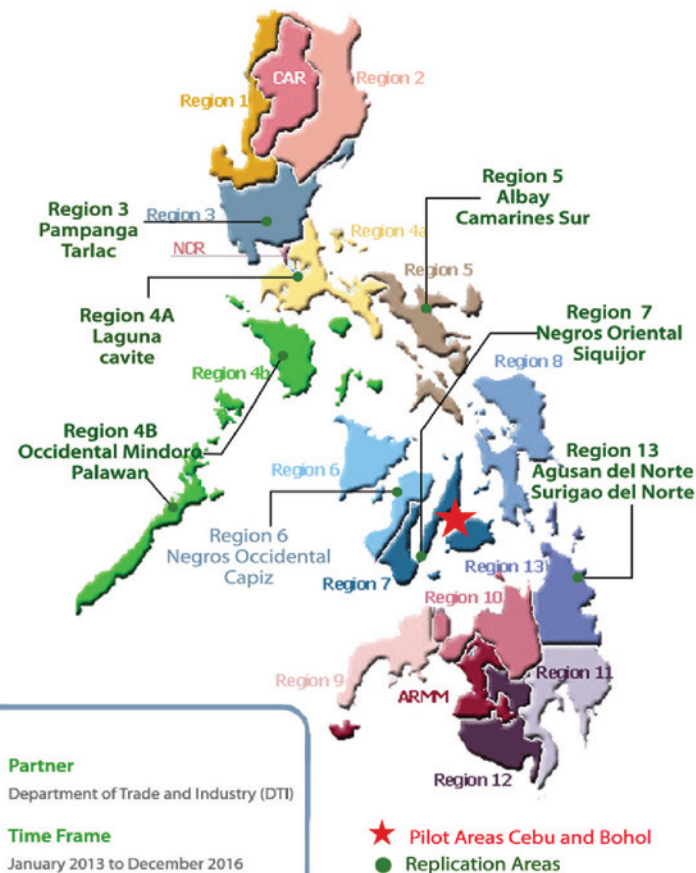
The project focuses initially on the tourism sector with its high potential for investment, employment and poverty reduction due to its linkages with upstream and downstream industries in other economic sectors.

Pillars of Green Economy



Project Objective

MSMEs as well as government institutions relevant to economic development increasingly implement environment friendly, climate smart and inclusive strategies and measures.



- ▶ **Partner**
Department of Trade and Industry (DTI)
- ▶ **Time Frame**
January 2013 to December 2016
- ▶ **Target Group**
Micro, small and medium enterprises

Approach

Multi level: Policy advice and the creation of favorable political and economic framework conditions at the National Level combined with practical implementation and concrete verifiable impacts at the Local Level: Aside from DTI, the project will also cooperate with other government agencies, the private sector and various development partners.

The project starts in the pilot regions of Bohol and Cebu, intending to scale up lessons learned after the first year together with DTI to other regions and to the national level.

The project focuses its activities on the tourism sector and its value chain as a pilot, with the possibility of including other relevant sectors in the pilot areas.

Innovative approaches of greening the Value Chain and Local and Regional Economic Development are combined with a consistent Market System Development approach.

Lines of Intervention

Information and awareness on Green Economic Development	Green service facilitation and matchmaking	Green framework conditions
<ul style="list-style-type: none"> ● MSMEs and LGUs realize that being environment friendly and climate smart makes economic sense ● More MSMEs acquire information on the requirements and possibilities to access green finance ● MSMEs which go green are publicly recognized, for example through green tourism standards 	<ul style="list-style-type: none"> ● MSMEs demand enterprise specific environment friendly and climate smart technologies which enhance their competitiveness ● Service providers offer services which are known to and demanded by MSMEs as they become environment friendly and climate smart ● Companies introduce specific environment friendly and climate smart ways of doing business within their supply chain 	<ul style="list-style-type: none"> ● DTI's programs and approaches better support MSMEs in making their business more environment friendly and climate smart ● MSMEs and LGUs cooperate to use opportunities for an environment friendly and climate smart development