





## **Manila Report Summer 2013 (16th Sustainable Shared Growth Seminar)**

### **INTEGRATION: Dr. Max C. Maquito**

The 16th Japan-Philippine Shared Growth Seminar “Rural-Urban Gap and Sustainable Shared Growth” was held at the College of Engineering, University of the Philippines on August 23, 2013.

At 8:45 AM, as scheduled, the seminar was opened with the Philippine and Japanese flag ceremonies. The Hi No Maru (Japanese flag) was borrowed from the Japanese embassy in the Philippines, and the national anthems of both countries were clips with English translations downloaded from YouTube. As I have reported in the Kawaraban of March of this year (Essay #368: Manila Report, Winter 2013), the holding of the flag ceremonies of the two hosting countries of this seminar was the result of consultations with the seminar organizing committee formed by Philippine nationals, based on a hint obtained in discussions with Professor Toru Nakanishi of the University of Tokyo. As you might know, at the end of the Second World War, Manila experienced devastation that would be comparable with that of Berlin and Stalingrad. While the Japanese army surrendered relatively quickly in other South East Asian cities, it is really perplexing that in the Philippines resistance was all out. When I was consulting the organizing committee about this matter of the flag ceremonies, a number of members shared their families’ experiences at the hands of the Japanese army during the war. I was worried that my proposal would be rejected. In the end, there was overwhelming acceptance of the proposal. “We should not forget that war, but we should also move on”

In his opening remarks, so as not to invite any misunderstanding, Prof. Nakanishi gave a moving talk about the significance of the flag ceremonies. When receiving the Japanese Embassy’s permission to borrow the Hi No Maru, I was to go with Prof. Nakanishi to receive the flag. Since we were going to the embassy anyway, I also proposed that we call on the Japanese Ambassador, but we were instead invited for dinner by the ambassador in honor of Prof. Nakanishi. Together with a fortunate group of members of the organizing committee, we were treated to the most delicious Japanese food in Manila at the Ambassador’s residence.

This seminar broke previous records. There was a doubling of participants (over 200), presentations (25), co-sponsors (Kajima Philippines, Agricultural Training Institute, Maria B. Valencia and Associates, Daniel B. Briones Construction, United Architects of the Philippines [Diliman Chapter]), and cooperators (Japanese Embassy in the Philippines, and Commission on Higher Education). I would like to express my gratitude for their kind support and cooperation, as well as for the hard work put in by the members of the organizing committee, the co-organizers (College of Architecture [University of the Philippines, Diliman], Philippine Center for Water and Sanitation, and PHILAJAMES), and the College of Engineering [University of the Philippines, Diliman --especially the Department of Mechanical Engineering]).

The seminar was broken down into the following five blocks: “Other KKK” (Block 1), “Social Services and Livelihoods in Urban-Rural Communities” (Block 2), “Sustainable Agriculture” (Block 3), “Sustainable Cities” (Block 4), and “Urban Green and Gray” (Block 5). There was on the average five 15-minute presentations for each block. A total of 25 presentations were made, taking up the whole day. (See the link below for the final version of the program) The Philippines was right in the middle of the rainy season, and during the week of the seminar, there were floods all over the country. Some presenters had to cancel. But owing to the earnest efforts of the organizing committee, we had about 220 participants.



My apologies to the presenters for not being able to mention their names as well as talk about all the presentations, but readers who are interested in knowing more could refer to the list of abstracts. All presentations pushed our mission of KKK (Kahusayan, Katarungan, Kalikasan OR Efficiency, Equity, and Environment) for the Philippines. In Block 1, various definitions of KKK were raised: from rather broad ones, such as “happiness”, “environmental ethics”, and “shared growth learned from Japan”, to narrower more concrete cases such as “mallng”(a favorite among Filipinos) and the “health policy” of the Aquino administration. In Block 2, the presentations focused on the diffusion of water and hygiene to the country side (WASH: Water Sanitation and Health), and the implementation of systems in the highlands that are in harmony with Mother Nature (KISS: Kapangan Indigenous and Sustainable Systems). Following lunch boxes, Block 3 focused on the discussion of a project being implemented in Negros, which I have referred to in my research as the DIRI (Downstream Integrated Radicular Import-Substitution) Model. As in Block 2, attempts towards attaining sustainable shared growth were discussed. WASH, however, is NGO-led, and KISS is government-led, while DIRI is firm-led. There is a diversity of approaches. In Block 4, the focus was on how to get away from a development that was centered on Metro Manila. Various models in other regions and another country (the Netherlands) were discussed. At the same time, there was discussion about how to better utilize the strategic location of the Philippines in East Asia. In Block 5, the green and gray aspects of the city was reported on. In the former, the topics were on malls, public spaces, and urban agriculture that put emphasis on nature. The latter aspect focused on the poor people who handled urban waste, and the importance of getting them into the mainstream of society.

A question flew from the audience. “What do you think of the prospects of the Philippines achieving shared growth, and how do you think it could be achieved?”

For the past several years I have been looking at manufacturing and, more recently, at agriculture for ways that will contribute to the Philippines achieving shared growth. In particular, I have been looking at manufacturing that would enable the sharing of growth with small- and medium-scale enterprises, workers, and the East Asian region, and sustainable agriculture that would make achievable KKK. I have come to the conclusion that without support and guidance of a state strategy, it would not be possible to achieve such possibilities. We have made various attempts, but I have come to feel that not much progress has been made. This, I think, is due to the Philippine society becoming severely addicted on remittances from OFWs. Even without a potentially difficult implementation of an industrial or agricultural strategy, OFWs will remit foreign reserves. So, I find it rather hard to paint a bright picture, with respect to this question.

This was how I would have ended up answering this question, except that two weeks prior to the seminar I discovered a possible path for the Philippines. Together with Prof. Hitoshi Hirakawa of Kokushikan University, Prof. Norio Tokumaru of Nagoya Institute of Technology, and Dr. Yoshizumi Endo of Soka University, we did a brief survey of the IT industry in the Philippines. Thanks to the one week of visiting IT organizations and heavy discussions with the three visitors, I have come to feel that the Philippine IT industry may just have enough dynamism to draw out the potential of manufacturing and agriculture.



During my presentation, I threw a question to the audience. "How many are interested in our learning from Japan?" Happily, around 2/3 of the audience raised their hands. To those who did not raise their hand, I told them that I shall talk about shared growth as I learned it from Japan, and show from an economics perspective how we can learn from Japan. To those who remained unconvinced after my 15-minute talk, may I refer you to a book series "Shared Growth Lessons from Japan for the Philippines", which we are now attempting to write.

I have decided to co-author this book series with a colleague with whom I am in good rapport regarding this topic. He asked me when should we come out with the book, to which my quick answer was "five years ago". Perhaps it was his extensive involvement in government policy making/implementation and developmental projects, which quickly made him recognize the importance of this research. For many years, I have been trying to persuade a close economist friend. But it seems that mainstream economics (i.e., market fundamentalism) has become deeply rooted even in the Philippines. We will write in detail about the vision underlying the Manila Seminars, and in so doing hope to introduce a different brand of market-based economics to the Philippine setting.

I have been greatly re-energized this summer during my stay in the Philippines. We are already planning to hold the 17th Sustainable Shared Growth Seminar on February next year. Surely there are cries within the organizing committee that we might be going too fast. Fortunately, the majority, if not all, of more than 20 members appears to understand the importance of our mission to help the Philippines achieve KKK. The 17th Manila Seminar will be held on the 11th of February, Japan's Foundation Day.



## **INTEGRATION: Dr. Aliza Racelis**

### **KKK (Kahusayan , Katarungan and Kalikasan) in Seminar 16:**

A. Mainstream economics, as it is known today, aims to maximize happiness through an efficient and effective choice and use of its human and natural resources in order to produce and distribute goods and services through mutually beneficial exchange. Yet, it is uncertain, from a historical-ethical perspective, whether economic outcomes of a market exchange have made human beings happy . It behooves us to assess, based on studies of the consumption and spending patterns of Filipinos, whether integral human development is being achieved, that is to say, whether economic output and market exchanges have translated into improvements in human well-being. Through economic analyses and policy simulations, the first block sought to show whether our country and countries in the region have made substantial accomplishments in critical areas such as health services, environmental protection, among others.

B. On ruminating on concrete ways in which SGRA Manila Seminar proponents have contributed and can further contribute to our triple aim of KKK (Kahusayan , Katarungan and Kalikasan), the second block of presentations showed concrete actions in the areas of Water, Sanitation & Health (WASH) as well as specific agricultural and food production areas such as Benguet Coffee. This block managed to show that, if we put our heads and hands together—in harmony and diversity—, there is hope in helping uplift the conditions (physical, health, environmental, etc.) of our fellow Filipinos.

C. The Sustainable Agriculture block effectively showed ways in which our Agriculture proponents can contribute to authentic 'sustainability'. Concretely, through the actual practice of organic farming, integrated farming techniques and systems, and the proposals for organizational innovations, this block has shown that, with collaborations and partnerships with others, we can make the sense of 'sustainable shared growth' reach more people in the Philippines and elsewhere.

D. The Sustainable Cities block—a 'staple' block in our SGRA Manila Seminars— managed to present innovative approaches to achieving sustainable urban planning, especially through the impulse given to specific high-potential growth corridors, such as those of Subic-Clark-Tarlac and General Santos. Interesting insights were taken home from the Copenhagen experience, especially through the sharing of the "finger plan" mode of urban planning and development.

E. The Urban Agriculture Architecture block showed ways in which we can contribute to the sustainable greening of people's lives and environments, through interesting presentations on how specific architectural and ecological theories—such as the greening of malls, agricultural architecture in urban areas, and waste recycling and utilization— can lead us to creative ways of helping communities and the economy.

**Conclusion & commitment: We commit ourselves to carrying on this thrust of achieving the "triple E". We are challenging ourselves to be the bridge between products & services providers and the demanders of these sustainable products & services.**



## **OFFICERS, BLOCK MANAGERS and SUB COM OFFICERS**

**Ms. Itsuko Atsumi**, Chief Director, Atsumi International Foundation

**Ms. Junko Imanishi**, Managing Director, Atsumi International Foundation;  
Chief Representative, Sekiguchi Global Research Association

**Dr. Ferdinand C. Maquito**, Philippine Chief Representative, Sekiguchi Global Research Association; Partner, Sekiguchi Global Research Advisory Philippines

**Note:** For each seminar, we organized the Philippine group into blocks and sub-committees. For the 16th Seminar, the officers are as follows:

**1. "Social Services and Livelihoods in Urban and Rural Communities"**

**Block Managers:** Dr. Jane Toribio (Department of Agrarian Reform), Ms. Lyn Capistrano (Philippine Center for Water and Sanitation)

**2. "Sustainable Agriculture" Block Managers:** Dr. Jose Medina (UP Los Banos, rtd.) and Prof. Rowena Bacongus (UP Los Banos)

**3. "Urban Agriculture Architecture" and "Sustainable Cities" Blocks Managers:** Prof. Mynn Alfonso (UST), Prof. Michael Tomeldan (UP College of Architecture)

**4. "Other KKK" Block Managers and "Scientific Sub-Committee" Officers;** Prof. Aliza Racelis (UP College of Business Administration) and Prof. Amparo Pamela Fabe (UP College of Social Science and Philosophy)

**5. Sponsorship Sub-Committee Officers:** Arch. Stephanie Gilles (UP College of Architecture), , Arch. Jocelyn Arcenas (UP College of Architecture), Arch. Ma. Esperanza Valencia (MEB Valencia and Associates)

**6. Logistics Sub-Committee Officers:** Dr. Jose Medina, Prof. Amparo Pamela Fabe, Ms. Grace Sapuay (PHILAJAMES), Prof. Edwin Quiros (College of Engineering, UP), Arch. Josefina Santos-De Asis (UP College of Architecture)

**7. Secretariat:** Ms. Lenie Miro (SGRA Philippines)



# SEMINAR #16 PROGRAM



関口グローバル研究会

(as of Aug. 20, 2013)

**16<sup>th</sup> Sustainable Shared Growth Seminar**  
**August 23, 2013 (Friday)**  
**College of Engineering**  
**University of the Philippines, Diliman**

- 1. Theme:** The Urban-Rural Gap and Sustainable Shared Growth
- 2. Seminar Abstract:** The Philippines is in dire need of achieving shared growth, whereby there is a good balance between efficiency and equity. With the onset of significant changes in the climate, the environment has also become an important factor. There is, therefore, the urgent need for inter-disciplinary, inter-sectoral, and inter-national discussions and actions that would contribute to sustainable shared growth. One major facet of sustainable shared growth is the urban-rural gap, which is manifested in part by the net flow of resources to the city to the detriment of the countryside. While it is in the interest of efficiency that urban development is promoted, this should not overly sacrifice the other goals of equity and environment. This discussion need not be limited to the level of urban-rural but could also be extended to any level where the centralization vs. decentralization issue becomes relevant to the KKK discussions. [Note: KKK stands for Kahusayan (Efficiency), Katarungan (Equity), and Kalikasan (Environment)] In this sense, urban could be taken as the core, and rural as the periphery.
- 3. Target Participants** (Total: at least 150): Audience (Please submit registration form to the SGRA PH Secretariat by July 31, 2013 if you require a certificate, or by August 20, 2013 if you do not require a certificate)
  - 3.1. general public (including corporate, government, civil society)
  - 3.2. interested in having a non-specialist understanding of the various aspects of the seminar's theme
- 4. Participation Fee:** (payable upon registration)
  - 4.1. 400 pesos (whole day, includes lunch, merienda, and certificate)
  - 4.2. 300 pesos (half day, includes merienda)
- 5. Recommendation** for a number of presenters to the 2<sup>nd</sup> Asia Future Conference (AFC) being organized by SGRA to be held on August 22-24, 2014 in Bali, Indonesia
  - 5.1. Main Theme: Diversity/Harmony
    - 5.1.1. Call for Papers: see <http://www.aisf.or.jp/AFC/2014/call-for-papers/>
    - 5.1.2. Venue: see <http://www.grandinnabali.com/>
  - 5.2. Sustainable Shared Growth is one sub-theme
  - 5.3. Those recommended by the screening committee for the 2<sup>nd</sup> AFC will have to submit a paper based on their accepted presentation for Seminar16
  - 5.4. Awards will be given in the 2<sup>nd</sup> AFC for Best Papers, Best Presentations, Best Posters
  - 5.5. Recommended presenters in Seminar 16 may be provided by SGRA with a partial subsidy to support their participation in the 2<sup>nd</sup> AFC
  - 5.6. Those who will not be provided with subsidies are still encouraged to join the Philippine delegation to the 2<sup>nd</sup> AFC
- 6. For reports** on the 15<sup>th</sup> KKK Seminar and the 1<sup>st</sup> AFC, please see the following links
  - 6.1. [http://www.aisf.or.jp/sgra-in-english/2013/02/manila\\_report\\_winter\\_2013.html](http://www.aisf.or.jp/sgra-in-english/2013/02/manila_report_winter_2013.html)
  - 6.2. [http://www.aisf.or.jp/sgra-in-english/2013/03/the\\_first\\_asia\\_future\\_conferen.html](http://www.aisf.or.jp/sgra-in-english/2013/03/the_first_asia_future_conferen.html)
- 7. For Inquiries and/or Submissions**, please contact the seminar secretariat c/o Ms. Lenie M. Miro ([sgraphil@gmail.com](mailto:sgraphil@gmail.com))
- 8. Seminar Documents (Application Form, Latest Program, List of Abstract Proposals and other Author Documents)** could be found at the following link (URL below and QR Code on the right)

[http://www.aisf.or.jp/sgra-in-english/2013/04/seminar\\_16.html](http://www.aisf.or.jp/sgra-in-english/2013/04/seminar_16.html)



Towards a paperless seminar, there will be a minimum of handouts given out during the seminar. Please check and download documents from the above website prior to going to the seminar (website is regularly updated). Also feel free to take pictures (no flash) of slides during the seminar. We request, however, that you cite the Seminar as your source should you publicly use these sources. Thank you for your support!





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TIME	ACTIVITY	NOTES
0800-0830	<b>Registration + Philippine and Japan Flag Ceremony</b>	The seminar is a joint activity between Philippine and Japanese institutions
0830-0840	<b>Opening Remarks</b>	Toru Nakanishi (University of Tokyo)
0840-1016	<b>Other KKK</b>	
	1. Beyond Needs Gratification: Happiness Economics as Human Flourishing	Jovi C. Dacanay (School of Economics, University of Asia and the Pacific)
	2. The Sustainable Consumption Lifestyle: The Filipino Mall Experience	Amparo Pamela H. Fabe (Department of Sociology, University of the Philippines, Diliman)
	3. Spending Patterns of Filipinos of OFWs: A Review of Related Literature	Cid L. Terosa, Ph.D., Aurora G. Hidalgo, and Jovi C. Dacanay (School of Economics, University of Asia and the Pacific)
	4. Ecological Ethics: Inclusive Wealth Index and Beyond	Aliza D. Racelis (Virata School of Business, University of the Philippines, Diliman)
	5. Policy Simulation of the Aquino Health Agenda in Expanding Access to Health Services in Selected Regions in the Philippines	Rachel Lynn Y. Belandres (School of Economics, University of Asia and the Pacific)
	6. Shared Growth Lessons from Japan (No.1)	Ferdinand C. Maquito (Sekiguchi Global Research Association)
1016-1208	<b>Social Services and Livelihoods in Urban and Rural Communities</b>	
	7. Agrarian Reform and Rural Development: The Cordillera Experience	Joelynda Pastor Foyagan, Jane Delfin-Toribio, Adela Damaso Comila (DAR-Cordillera/MARO-Kapangan, Benguet/MARO-Buguias-Mankayan, Benguet, respectively)
	8. Kapanqan Indigenous and Sustainable Systems in Harmony with Mother Nature (KISS-HMN)	Jane Delfin Toribio and Roberto Kalaw Canuto (Municipal Agrarian Reform Officer, Kapanqan, Benguet, and Municipal Mayor, Kapanqan, Benguet, respectively)
	9. Saqada's Community-Based Eco-Tourism Leading to Sustainable Growth	Roberto L. Pangod and Eduardo T. Latawan, Jr. (Executive Assistant, Saqada, Mountain Province, and Municipal Mayor, Saqada, Mountain Province, respectively)
	10. Cordillera Coffee in Response to Climate Change (CC1-RCC)	Adela Damaso Comila (Municipality of Buguias and Mankayan)
	11. Sustaining Community Initiatives for Improving Water Supply and Sanitation	Paul L. Bayungan, assisted by Ramonsito S. Adriano, Recarti Q. Galsim, Bonifacio R. Tuiza, Reynaldo E. Prado (Philippine Center for Water and Sanitation, assisted by Sitio Silangan Water and Sanitation Association)
	12. Initial compilation of verses from the Holy Qu'ran pertaining to water, sanitation and hygiene (WASH)"	Zadiqueyah J. Hajihil (Muslim Students Association, Mindanao State University – Sulu Chapter)
	13. Participatory Water and Sanitation Resources Inventory and Assessment in a Rural Community	Apolonio T. Jimenez, Pedrito Guevarra and Lyn N. Capistrano (Philippine Center for Water and Sanitation – ITN Foundation)
1208-1300	<b>LUNCH</b>	Please pick up lunch boxes and drinks from the food/drink station at the room across the Engineering Theater. Food/drinks not allowed in Theater





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(as of Aug. 20, 2013)

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TIME	ACTIVITY	NOTES
1300-1420	<b>Sustainable Agriculture</b>	
	14. Organic Farming as an Art of Not Being Governed: Some Lessons from the Philippines and Japan	Toru E. Nakanishi (University of Tokyo)
	15. Import-Substitution in Manufacturing for Sustainable Agriculture (DIRI Approach)	Aladino C. Moraca (Ecological and Agricultural Development Foundation) and Ramon C. Uy (RU Foundry)
	16. Downstream Integrated Radicular Import-Substitution (DIRI): A Model for Sustainable Agriculture from Negros	Ferdinand C. Maquito (Sekiguchi Global Research Association), Aladino C. Moraca (Ecological Agricultural Development Foundation), Ramon C. Uy (RU Foundry), and Jose R. Medina (University of the Philippines, Los Banos)
	17. Organizational Innovations in the Promotion of Sustainable Agriculture: the Case of Negros Occidental	Andrew D. Gasmen, Rowena DT. Baconquis, and Jose R. Medina (University of the Philippines, Los Banos)
	18. Engaging Smallholder Upland Farmers through Integrated Crop-Livestock Farming Enterprises (InCLIFE)	Reynic Alo, Jose R. Medina and Rowena Baconquis (University of the Philippines, Los Banos)
1420-1524	<b>Sustainable Cities</b>	
	19. The Metropolitan Subic Area: Shaping the Future Metropolis	Michael V. Tomeldan (College of Architecture, University of the Philippines Diliman)
	20. Copenhagen: A Model of Sustainable Urban Development	Hans Peder Pedersen (Royal Danish Academy of Fine Arts, Department of Architecture and Urban Planning + Western Mindanao State University)
	21. The Subic-Clark-Tarlac Growth Corridor	Armando N. Alli (TAM Planners Company)
	22. General Santos City: A Different Aerotropolis Model	Danilo A. Silvestre (College of Architecture, University of the Philippines, Diliman)
1524-1555	<b>Merienda</b>	Lobby in front of Engineering Theater (food/drinks not allowed in the Theater)
1555-1700	<b>Urban Green and Gray</b>	
	23. Shared Growth and Shaping the Public Realm	Raymond Andrew Sih (College of Architecture, University of the Philippines, Diliman)
	24. Evaluating Sustainability of Green Open Spaces in Shopping Malls: The Greenbelt Park Experience	Marie Stephanie N. Gilles and Grace C. Ramos (College of Architecture, University of the Philippines, Diliman)
	25. Agriculture, in Architecture, in Cities: In pursuit of Sustainable Urban Cities and Landscapes	Maria Mynn Porciuncula-Alfonso (College of Architecture, University of Sto. Tomas)
	26. From Rural to Urban: The Plight of Waste-Pickers	Grace P. Sapuay (PHILAJAMES, Solid Waste Management Association of the Philippines)
1700-1730	<b>Integration</b>	Lyn Capistrano, Joe Medina, Mike Tomeldan, Max Maquito



# "Beyond Needs Gratification: Happiness Economics as Human Flourishing"

by **Jovi C. Dacanay**

(School of Economics, University of Asia and the Pacific)



Mainstream economics, as it is known today, aims to maximize happiness through an efficient and effective choice and use of its human and natural resources in order to produce and distribute goods and services through mutually beneficial exchange. There is no certainty, though, that even if an efficient and effective choice and use of natural and human resources has been done that the economic outcomes of a market exchange have made the actors of a market economy, the human person, happy.

This is a paper attempts to provide empirical evidence over such claims. Can economics provide an explanation towards the achievement of human flourishing? The conceptualization of happiness as human flourishing denotes that happiness is seen as the achievement of a life of virtue, a good

life, viewed as a goal by the human person or agent. The study aims to achieve the following. Supporting literature has been gathered from economics and psychology, and both strands of literature provide, a quantitative assessment of the good life. Life satisfaction may be evaluated from the angle of contentment for one's current income situation, one's level of needs gratification, and later on, one's capacity to act freely. But a more consistent, stable and enduring evaluation of happiness would persist from an integral notion of one's income and basic needs, freedom, income inequality and income aspirations all of which can only be achieved and stabilized with time.

**Key words:** happiness, human flourishing, basic needs, income aspiration, economic freedom

## **Profile:**

**Jovi C. Dacanay** graduated BS Statistics, MS Industrial Economics and MA Economics and is currently pursuing her PhD Economics. She lectures in Statistics, Social Economics and Research and Thesis Seminar in the School of Economics of the University of Asia and the Pacific. Her research includes industrial organization of health care markets, microfinance, social economics and the economics of film

**For more information, please see the following link:**

[http://www.aisf.or.jp/sgra-in-english/2013/07/jovi\\_c\\_dacanay\\_docs.html](http://www.aisf.or.jp/sgra-in-english/2013/07/jovi_c_dacanay_docs.html)



## "The Sustainable Consumption Lifestyle: The Filipino Mall Experience"

by **Prof. Amparo Pamela H. Fabe**

(Department of Sociology, University of the Philippines, Diliman)



This paper discusses the mall phenomenon in the Philippines and how it has transformed the consumption culture of a nation. It is important to define the culture of consumption by understanding consumer spaces. As the elements of consumption are internalized by societies, they become cultural signifiers. Consumption in the twenty-first century forms part of identity politics and fills a multitude of niches. Prior to the establishment of the SM Malls nationwide, Filipinos had to travel to a multitude of locations to buy goods and services.

Trips to three different shopping districts to buy groceries, clothes and shoes were not uncommon. A simple series of shopping transactions could take several days as one had to visit a number of small, distant shops. In the Philippines, malls now allow consumers to engage in all types of transactions in one location, and have transformed shopping into a one-time affair with less physical effort. Malls have also provided Filipinos with a new recreational geography, encouraged the consumption of "new" technological products such as PDAs and computers, and have made previously-inaccessible leisure facilities, such as gyms and bowling alleys, part of mainstream, middle-class life. The paper

concludes with the salient typologies of Filipino youth consumption amidst the rise of a consumer society and its impact on social class and gender.

### Profile:

**Amparo Pamela H. Fabe** is a UP Diliman trained economist and sociologist. She is a Consultant in Project Finance and Social Marketing. Her specific research interest is in the sociology of conflict and cultural studies. She pursued a Master's Degree in Industrial Economics at the University of Asia and the Pacific, and finished a Bachelor of Science Degree in Economics at the UP School of Economics. She has completed graduate studies in the Dynamics of Youth and Terrorism at the Southeast Asian Regional Center for Counter-Terrorism in Malaysia. She has written over 40 academic monographs, book chapters and journal articles.

**For more information, please see the following link:**

[http://www.aisf.or.jp/sgra-in-english/2013/06/prof\\_amparo\\_h\\_fabe\\_a\\_docs.html](http://www.aisf.or.jp/sgra-in-english/2013/06/prof_amparo_h_fabe_a_docs.html)



## **"Spending Patterns of Filipinos of OFWs: A Review of Related Literature"**

by **Cid L. Terosa, Ph.D., Aurora G. Hidalgo,**  
and **Jovi C. Dacanay**

(School of Economics, University of Asia and the Pacific)

Remittances are direct contributions of Overseas Filipinos to the economy. They stem directly from labor migration. As one of the largest labor exporters since the 1970s, the Philippines sends hundreds of thousands of workers to various destinations yearly. Historically, remittances have been rising at remarkable rates. From 2001 to 2011, remittances have grown by 234% or an annual average growth rate of about 12%. Based on the National Accounts of the Philippines from 2008 to 2010, the share of remittances in nominal gross domestic product (GDP) is 13.9% in 2008, 17.6% 2009, and 17.1% in 2010. As share of constant GDP, remittances account for 14.8% of real or constant GDP in 2008, 18.6% in 2009, and 18.1% in 2010. The objective of this study is to review related literature on the spending patterns of families of OFWs. It aims to gather and review studies on the spending behavior of remittance-recipient households of OFWs. Ultimately, this study aims to establish an empirical foundation for an updated and detailed study of the spending patterns of families of different types of OFWs. Empirical studies imply the need to identify the characteristics or attributes of migrant workers and their families because they have implications on the treatment and use of remittances. Hence, future studies and surveys should identify and analyze the demographic, socioeconomic, psychographic characteristics of OFWs by occupation and geographic origin. Also, empirical studies should determine the demographic, socioeconomic, and psychographic characteristics of OFW

families according to the occupation of their OFW relatives and geographic origin.

### **Profile:**

#### **Cid L. Terosa, Ph.D.**

Senior Economist and Associate Professor  
School of Economics  
University of Asia and the Pacific

#### **Aurora G. Hidalgo**

Senior Researcher  
Social Economics Unit  
School of Economics  
University of Asia and the Pacific

#### **Jovi C. Dacanay**

Senior Economist and Faculty Member  
School of Economics  
University of Asia and the Pacific

**For more information, please  
see the following link:**

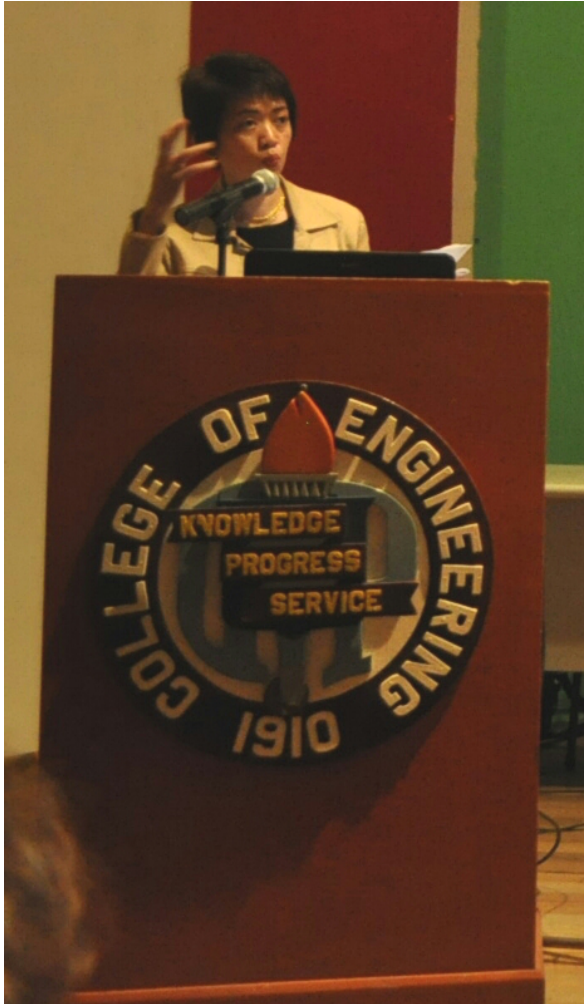
[http://www.aisf.or.jp/sgra-in-english/2013/06/clterosa\\_aghidalgo\\_and\\_jcdacan.html](http://www.aisf.or.jp/sgra-in-english/2013/06/clterosa_aghidalgo_and_jcdacan.html)



## "Ecological Ethics: Inclusive Wealth Index and Beyond"

by Dr. Aliza Racelis

(College of Business Administration, University of the Philippines, Diliman)



In my 14th Sustainable Shared Growth Seminar paper, I made reference to “development that meets the needs of the present without sacrificing the right of future generations to fulfill their needs” (World Commission on Environment and Development [WCED], 1987) as an important notion for ecological sustainability. One of my research proposals was to demand from businesses and markets that they ensure that metrics include their ability to minimize environmental degradation and decline. Traditional indicators such as per-capita gross domestic product (GDP) and the Human Development Index (HDI) are the primary metrics in assessing the progress of nations today. This created fundamental problems:

increases in total economic production do not necessarily translate into improvements in human well-being. Development is human and integral only to the degree that people flourish across the entire range of their personal gifts—body, mind, and spirit. In concrete terms, this means that people live in the heights of the human values of truth, freedom, justice, love, and friendship. This presentation explores: (1) the role of improved social institutions in resolving ecological problems, (2) the introduction of more social enterprises whose principal function is to address an intractable social need and serve the common good, and (3) the critical role of the virtues —especially the cardinal virtues of temperance, fortitude, prudence, justice—, for these make the person more able to deliberate about and successfully pursue both his own good and the good of the communities to which he belongs.

### Profile:

**Aliza** has been teaching at the U.P. College of Business Administration since 1993. Her topics of interest are:

- Management Accounting • Organizational Culture
- Business Ethics • Corporate Governance
- Leadership • Strategic Management

**For more information, please see the following link:**

[http://www.aisf.or.jp/sgra-in-english/2013/04/dr\\_aliza\\_racelis\\_doc s.html](http://www.aisf.or.jp/sgra-in-english/2013/04/dr_aliza_racelis_doc s.html)



## "Policy Simulation of the Aquino Health Agenda in Expanding Access to Health Services in Selected Regions in the Philippines"

by **Rachel Lynn Y. Belandres**

(School of Economics, University of Asia and the Pacific)



The Aquino Health Agenda was developed to address the problems of Filipinos in relation to access to health care services. Because of this, the policies under it should be simulated to determine if they are really pro-poor and cost effective. When it comes to pro-poorness, expanding health insurance coverage is more pro-poor than upgrading of health facilities in ARMM, Eastern Visayas and Bicol Region. This implies that if the government aims to achieve equity in expanding access to health care services, specifically in increasing the number of live births attended by skilled health personnel in all selected regions in the Philippines, then they should concentrate on expanding health insurance coverage under NHIP. On the other hand, when it comes to efficiency or cost-effectiveness, expanding health insurance coverage is more cost effective than upgrading of health facilities in Eastern Visayas, while upgrading of health facilities is more cost effective than expanding health

insurance coverage in ARMM and Bicol Region. This implies that if the government aims to achieve efficiency in increasing the number of live births attended by skilled health personnel in the Eastern Visayas, then they should focus on expanding health insurance coverage under NHIP. On the other hand, if the government aims to attain efficiency in achieving the policy goal in ARMM and Bicol Region, then they should focus on upgrading of health facilities. However, it is still highly recommended that both policy options should be implemented by the Aquino administration in the said regions, since they are both complementary with each other. Upgrading health facilities is beneficial in addressing the problem of low accessibility to health facilities of the poor and the physical problems of health facilities. On the other hand, expanding health insurance coverage is essential in addressing the financial problems of the poor in accessing health care services.

**For more information, please see the following link:**

[http://www.aisf.or.jp/sgra-in-english/2013/07/rachel\\_lynn\\_y\\_belandres\\_docs.html](http://www.aisf.or.jp/sgra-in-english/2013/07/rachel_lynn_y_belandres_docs.html)



## "Shared Growth Lessons from Japan (No.1)"

by **Dr. Max Maquito**

(Sekiguchi Global Research Association)



This gives an overview of a series of presentations to be made in the SGRA KKK Kahusayan [Efficiency], Katarungan [Equity], Kalikasan [Environment] seminars. This gives an overview of a series of presentations to be made in the SGRA KKK Kahusayan [Efficiency], Katarungan. The series hopes to express, in terms comprehensible to non-economists, the results of study on what this economist considers as one of the invaluable lessons that could be learned from Japan.

This is the so-called "shared growth" development experience, wherein Japan was able to achieve rapid economic growth and significant improvement in income distribution. This presentation

traces the sources of Japan's ability to achieve shared growth to three aspects: 1. development financing; 2. development policy/strategy; and 3. corporate architecture. In addition to shedding light on an often-misunderstood East Asian neighbor, this study hopes to contribute to Philippine development, which is in dire need of achieving shared growth. The absence of shared growth implies a situation wherein there is a significantly large gap between the core and periphery sectors of an economy or a region. Later presentations of this series in future seminars will go deeper into the points raised in this presentation.

### **Profile:**

**Dr. Ferdinand C. Maquito (nickname: Max)**

Philippine Chief Representative, Sekiguchi Global Research Association (SGRA)

Through SGRA, he pursues his research and advocacy for sustainable shared growth in the Philippines through manufacturing and the empowerment of poor rural communities

### **Education**

Ph.D. in Economics from the University of Tokyo (1996)

M.S. in Industrial Economics, Center for Research and Communication (1986)

B.S. Mechanical Engineering from the University of the Philippines (1982)

**For more information, please see following link:**

**[http://www.aisf.or.jp/sgra-in-english/2013/04/dr\\_max\\_maquito\\_docs.html](http://www.aisf.or.jp/sgra-in-english/2013/04/dr_max_maquito_docs.html)**

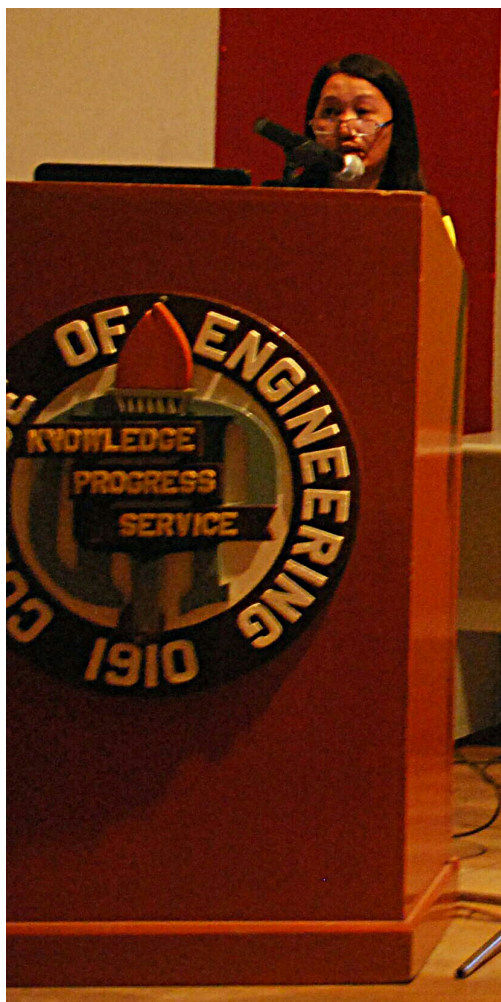


## **"Agrarian Reform and Rural Development: The Cordillera Experience"**

by **Joelynda Pastor Foyagan, Jane Delfin-Toribio, Ph.D.,**

**Adela Damaso Comila**

(DAR-Cordillera/MARO-Kapangan, Benguet/MARO-Buguias-Mankayan, Benguet, respectively)



Particularly, the poorest of the poor in the country are the landless indigenous peoples living in highly fragile and vulnerable ecosystems like the Cordillera. This region is home to about 2% of the Philippine population, where 90% are indigenous people collectively known as the Igorots. Though Cordillera is one of the richest in terms of natural resources, the Igorots have limited access to their ancestral lands. Even considered as "squatters of their own land", the government classified their lands to be under the forest reserves and national parks. However, the evolution of agrarian reform programs had somehow

perfected the ownership of at least 220,000 indigenous peoples covering more than 89,000 hectares under its land tenure improvement programs. In recognition, these programs have spurred rural growth in terms of developing the farm-to-market roads, irrigation facilities and other infrastructures, not excluding agricultural and institutional development of the indigenous peoples.

### **Profile:**

**JOELYNDA P. FOYAGAN** is presently the Provincial Coordinator for Abra and Mt. Province of the Department of Agrarian Reform of the Cordillera Administrative Region. As such, she coordinates the speedy and smooth implementation of the Land Tenure Program in the provinces covered. Being the program analyst at the Operations Division, she identifies, validates and prioritizes the landholdings for CARP coverage according to program type and phase of implementation. Among others, she does program planning on land acquisition and distribution of lands in the region as well as assists in the conduct of field investigation and provision of pertinent data for valuation of compensable lands. Aside from that, monitoring of the project is also her task while she conducts information drives and campaign on CARP to walk-in clients of the office.

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**For more information, please see the following link:**

**[http://www.aisf.or.jp/sgra-in-english/2013/06/jp\\_foyagan\\_jd\\_toribio\\_and\\_ad\\_c.html](http://www.aisf.or.jp/sgra-in-english/2013/06/jp_foyagan_jd_toribio_and_ad_c.html)**



## **"Kapangan Indigenous and Sustainable Systems in Harmony with Mother Nature (KISS-HMN)"**

by **Dr. Jane Delfin Toribio** and **Mayor Roberto Kalaw Canuto**

(Municipal Agrarian Reform Officer, Kapangan, Benguet, and Municipal Mayor, Kapangan, Benguet, respectively)



In the beginning, our mother nature was in harmony with its co-creation - the animals, the birds, all the creatures particularly the man.

Kapangan, Benguet, just a dot in the map of Asia, is still classified as fourth class municipality inhabited by more than 20,000 indigenous peoples. Through the ages, Kapangan takes pride in broadcasting that most people are still practicing indigenous sustainable systems harmoniously with our mother nature. Worthy to mention, their cultures, customs and traditions make people closely knit, happy and peaceful. Their diverse agricultural and environmentally-friendly technologies like natural farming and community-based forest management systems attribute to their simple but firmly-fixed living. Along with these are the other economic activities

coupled with their socio-political bearing in their communities led by the exceptionally peaceful and calm political leaders.

However, Kapangan's geophysical and highland characteristics, besides its richness in natural resources turned the municipality as vulnerable and fragile. When neglected or ignored, the indigenous peoples will lost their diversity and harmony.

### **Profile:**

**JANE PUL-OC DELFIN-TORIBIO** is the offspring of Mr. Gavino Apalias Campana and Mrs. Corona Pul-oc Campana of Pasdong, Atok, Benguet, Philippines, born in the happy hearts month of February.

She started her formal elementary education in 1969 and high school in 1976. In 1979, she entered college at Mountain State Agricultural College, now Benguet State University, La Trinidad, Benguet. After four years of struggle, she obtained her degree on Bachelor of Science in Agriculture, major in Agricultural Economics. In addition, her taking up units in Education qualified her to take the Professional Board Examination of Teachers, the Civil Service Sub-Professional and the Professional Examinations given by the Civil Service Commission, all of which she passed.

**For more information, please see the following link:**

**[http://www.aisf.or.jp/sgra-in-english/2013/06/dr\\_jane\\_delfin\\_toribio\\_and\\_may.html](http://www.aisf.or.jp/sgra-in-english/2013/06/dr_jane_delfin_toribio_and_may.html)**



## "Sagada's Community-Based Eco-Tourism Leading to Sustainable Growth"

by **Roberto L. Pangod** and **Mayor Eduardo T. Latawan, Jr.**

(Executive Assistant, Sagada, Mountain Province, and Municipal Mayor, Sagada, Mountain Province, respectively)

Nestled in the heart of the Cordillera mountain range in Northern Philippines, Sagada is naturally endowed with natural wonders and unique indigenous culture, which present huge potential for tourism development. For the past two decades, tourist arrivals have consistently increased thereby contributing to job generation and local economic development. Acting on this growth, the national government started investing hundreds of millions of pesos in tourism infrastructures in an elaborate attempt to turn Sagada into a major tourism hub.

This study seeks to examine how the local stakeholders and their leadership are responding to the hasty infusion of capital and fast-moving transformation of the local tourism industry into an extensive economic enterprise. Incidentally, they are innovating on a community-based ecotourism approach that highlights the collective management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining biodiversity, traditional life support systems and cultural integrity. Findings of the study underscore the specific conditions and attributes that elevate Sagada's tourism industry to what it is today and the systematic techniques that are being put into motion to ensure that benefits from tourism redound to all sectors under an equitable political and democratic structure.

### **Profile:**

**ROBERT L. PANGOD**, 45 years old, resides in Dagdag, Sagada, 2619

Mountain Province. He graduated his Bachelors of Arts, major in Political Science in Baguio Central University in 1990 and took up at least 18 units Master in Public Administration in Trinity College in the early 2001. His special skills include computer operations (MS Office, SPSS, Adobe Premier Pro), film making, indigenous music and environmental theatre arts. A multilingual guy, he can speak several indigenous dialects in the Cordillera, of course not to exclude Filipino and English.

**For more information, please see the following link:**

**[http://www.aisf.or.jp/sgra-in-english/2013/06/robert\\_l\\_pangod\\_and\\_mayor\\_edua.html](http://www.aisf.or.jp/sgra-in-english/2013/06/robert_l_pangod_and_mayor_edua.html)**



**"Cordillera Coffee in Response to Climate Change (CC1-RCC)" by Adela Damaso Comila (Municipality of Buguias and Mankayan)**



The Cordillera Administrative Region (CAR) is the Watershed Cradle of Northern Luzon hosting 12 major river basins. Cordillera is inhabited by 90% indigenous peoples of the total regional population of 1.6M or 1.7% of the Philippine population with 13 major ethnic tribes. Land area is 1.8M hectares, a mere 6% of national land area. It is composed of 6 provinces, two cities, 75 municipalities, and 1,176 barangays. Landlocked and mountainous, it is physically constrained, 70% of land area are above 30% slope with elevation 500 MASL & above. Being a minority, it receives meagre government investments. Despite its constraints, it is known for natural

resources, water, minerals, forests, leading to the development of hydropower generation, mining industry, and is food basket of highland vegetables and most sought aromatic coffee.

The Cordillera Coffee Industry is a climate change mitigation strategy in itself through the indigenous practices of production to processing. Production is used to be traditional and for home consumption. However, farmers realized the economic contribution to their household economy. Hence, continued expansions of plantations adopting modern technology are being advocated.

**Profile:**

**ADELA DAMASO COMILA** was born in October 7, 1963 at Pasdong, Atok, Benguet and now resides at FB 120, BSU Compound, Balili, La Trinidad, Benguet, Philippines 2601. She finished her Masters in Public Administration in Baguio Central University, Baguio City, and obtained Doctoral Units in Rural Development in Benguet State University. Her Bachelors background is on Agricultural Education where she completed this in Benguet State University in 1985.

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## "Sustaining Community Initiatives for Improving Water Supply and Sanitation"

by **Project Officer Paul L. Bayungan**,  
assisted by **Chairperson Ramonsito S. Adriano**,  
**Treasurer Recarti Q. Galsim**,  
**Vice Chairperson Bonifacio R. Tuiza**,  
**Advisor Reynaldo E. Prado**

(Philippine Center for Water and Sanitation, assisted by Sitio Silangan Water and Sanitation Association)



The paper reports on sustainability trends resulting from a community-based project in Sitio Silangan, Barangay Canlubang, Calamba, Laguna where PCWS--with support from Baxter Healthcare Philippines--trained four people in early 2013 to build, operate, repair and maintain pilot demonstration units of biogas digester septic tank, rainwater harvesting tank, iron removal filter and biosand filter. These low-cost technologies are now being used by community members who have the least financial resources; are most impacted by water scarcity and lack of access to potable water; and lack safe and adequate sanitation facilities. Using

these technologies, more and more community residents are now meeting their daily needs for potable and non-potable water, a substantial improvement from just three months ago.

The paper also reports on the Sitio Silangan water and sanitation association (WSA), which was formed by the community to sustain initiatives that have been started. WSA members include all the beneficiaries of the low-cost water and sanitation technologies. The WSA's Action Plan includes raising awareness to the rest of the community residents about low-cost water, sanitation and hygiene (WASH) technologies for human health, community empowerment and environmental protection.

### Profile:

**PAUL L. BAYUNGAN** is a Project Officer at the Philippine Center for Water and Sanitation - ITN Foundation (PCWS-ITNF). He used to work with the US Peace Corps as Technical Trainer and Language and Culture Facilitator. Paul also worked as Community Extension Officer at the World Vision Philippines; Community Organizer at the Philippine Rural Reconstruction Movement; and Community Organizer at the National Anti-Poverty Commission.

**For more information, please see the following link:**

[http://www.aisf.or.jp/sgra-in-english/2013/06/recarti\\_q\\_galsim\\_ramonsito\\_s\\_a.html](http://www.aisf.or.jp/sgra-in-english/2013/06/recarti_q_galsim_ramonsito_s_a.html)



## "Initial compilation of verses from the Holy Qu'ran pertaining to water, sanitation and hygiene (WASH)"

by **Zadiqueyah J. Hajihil**

(Muslim Students Association, Mindanao State University – Sulu Chapter)



An initial compilation of verses from the Holy Qu'ran pertaining to water, sanitation and hygiene (WASH) is being done to support the work of nongovernment organizations doing awareness raising campaigns, advocacy efforts and project implementation in Muslim communities in the Philippines. The implementation of sanitation and hygiene campaigns in Islamic communities becomes effective when messages are linked to verses from the Qu'ran. Water is important in the daily life of Muslims as washing is a requirement prior to praying and the performance of other rituals. The initial compilation came about in the hope of starting a groundswell of demand calling for safe sanitation and clean drinking water for everyone in the local context of the community. Verses from the Qu'ran. Water is important in the daily life of Muslims as washing is a requirement

prior to praying and the performance of other rituals. The initial compilation came about in the hope of starting a groundswell of demand calling for safe sanitation and clean drinking water for everyone in the local context of the community. Using verses from the Holy Qu'ran is an approach in enhancing the participation of people in Islamic communities affected by conflicts to set WASH targets and goals that could contribute to peace efforts. The compilation is used in focus group discussions leading to community agreements on WASH concerns. With the compilation, madrasah schools could integrated WASH into its teachings. Verses from the initial compilation are also used to push WASH concerns up the local political agenda for prioritization and action. It is hoped that other researchers will continue the compilation and that the findings are presented in an accessible way to create new learning opportunities.

### **Profile:**

**ZADIQUEYAH J. HAJIHIL** is the Vice-President of the Muslim Students Association of Mindanao State University (MSU) in Sulu province.

**For more information, please see the following link:**

**[http://www.aisf.or.jp/sgra-in-english/2013/07/zadiqueyah\\_j\\_hajihil\\_docs.html](http://www.aisf.or.jp/sgra-in-english/2013/07/zadiqueyah_j_hajihil_docs.html)**



## "Participatory Water and Sanitation Resources Inventory and Assessment in a Rural Community"

by **Apolonio T. Jimenez, Pedrito Guevarra**  
and **Lyn N. Capistrano**

(Philippine Center for Water and Sanitation – ITN Foundation)



Philippine Center for Water and Sanitation – ITN Foundation ([www.itnphil.org.ph](http://www.itnphil.org.ph)) engages communities in participatory water and sanitation resources inventory and assessment (PWSRIA). In view of the findings from the PWSRIA, the PCWS-ITNF engineers then present and explain to the community the various feasible water supply and sanitation technology options in the local context to enable the

community to make informed choices, undertake collective agreements and make decisions. The PWSRIA process allows the community to select the most appropriate low-cost water supply and sanitation technology options they would like to implement as their demonstration projects. It leads to action planning and other related activities that will follow. Aside from water supply and sanitation, the PWSRIA is able to tackle with the community deeper issues of change, empowerment and power relations. PWSRIA is part of interrelated activities of a bigger effort combining policy recommendation, awareness raising, capacity building, hygiene promotion, and strengthening partnerships to ensure access to potable water and improved sanitation in a community.

### Profile:

**APOLONIO T. JIMENEZ** is the Deputy Executive Director of the Philippine Center for Water and Sanitation – ITN Foundation (PCWS-ITNF). He is a licensed civil engineer. Apol has been with PCWS-ITNF since 2002. Prior to joining PCWS-ITNF, he has worked as Municipal Engineer in South Ubian, Tawi-Tawi and as an Engineer of the Department of Public Works and Highways in Bongao, Tawi-Tawi.

**LYN N. CAPISTRANO** is the Executive Director of the Philippine Center for Water and Sanitation – ITN Foundation (PCWS-ITNF).

**For more information, please see the following link:**

[http://www.aisf.or.jp/sgra-in-english/2013/07/apolonio\\_t\\_jimenez\\_pedrito\\_gue.html](http://www.aisf.or.jp/sgra-in-english/2013/07/apolonio_t_jimenez_pedrito_gue.html)



## "Organic Farming as an Art of Not Being Governed: Some Lessons from the Philippines and Japan"

by **Prof. Toru Nakanishi**

(University of Tokyo)



The purpose of this presentation is to clarify the proposition that “the weak” can enjoy freedom, autonomous self-governance and environmental conservation by ingeniously utilizing a small-scale but independent and imperfect closed economy, especially in the islands societies. In the case studies, we explore strategic behaviors in organic farming in the Philippines and Japan. Here, we will pay attentions to the fact that organic farming methods follow the principle of small quantity but large variety, referring the framework of “escape society” in “Zo-mia” discussed by James C. Scott (2009).

Poverty alleviation becomes the highest target for the donors today, since Millennium Goals were declared. Indeed, the standard of the livings for the poor in the Philippines has improved according to the official data. The fact that absolute poverty has dramatically reduced shows that the poverty issue is reaching a new stage where poverty has only relative meanings especially in the Southeast Asia setting. It is often said, however, that globalization may not offer favorable

opportunities for “the weak” in the developing countries. It may invite an irreversible crisis to them in the future.

This crisis may be especially profound in the rural areas. The simplification by conventional agriculture based on F1 (first filial generation) seeds or GM (genetically modified) seeds can erode the bio-diversification the organic agriculture based on indigenous seeds or heirloom varieties have conserved. My concern is the fact that there have been so many people who have local knowledge on the arts of not being governed by “the state” or the global corporations. They have not raise the standard of revolt to “the state” or the global corporations but have kept the subtle relationships with them. They do not have created the autarky in their locality, but have fostered and developed the local knowledge to “escape” from the direct or indirect exploitation by “the state” or the global corporations while often utilizing rich resources in the counter-parts.

### **Profile:**

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## **"Import-Substitution in Manufacturing for Sustainable Agriculture (DIRI Approach)"**

by **Executive Director. Aladino C. Moraca**  
(Ecological and Agricultural Development Foundation)

and

**President Ramon C. Uy**  
(RU Foundry)



The concept of import substitution through fabrication and manufacturing of replacement parts for sugar mills was introduced by Mr. Ramon C. Uy, Sr. in 1970s to 1980s. He is the owner of RU Foundry and Machine Shop Corporation. The initiatives was strengthened when the company started to manufacture machineries and equipment in 1997 to date to support sustainable agriculture and waste management programs and projects.

Import substitution came into the consciousness of Mr. Uy as a means to promote local action to create wealth and push for decentralize development.

Approaches of import substitution engaged by RU Foundry and Machine

Shop Corporation in partnership with Ecological and Agricultural Development Foundation, Inc. (EcoAgri) is to produce goods and services such as: safe and healthy food, organic fertilizer and water by adopting appropriate and renewable energy technologies. Products and machineries developed and manufactured are: shredder machine for biodegradable and non-biodegradable (waste management and composting facilities), hydraulic ram pump for water supply (drinking and irrigation), essential oil extractor, windmill for pumping water, post harvest support facilities and other appropriate and renewable energy technologies.

### **Profile:**

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### **PERSONAL**

Born: June 10, 1969, Barangay Tagukon,  
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Age 44; Height 5'7 ; Weight 172 lbs.; Filipino;  
Male;

Married; Roman Catholic

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## **"Downstream Integrated Radicular Import-Substitution (DIRI): A Model for Sustainable Agriculture from Negros "**

by **Dr. Max Maquito**

(Sekiguchi Global Research Association),

**Executive Director Aladino C. Moraca**

(Ecological Agricultural Development Foundation),

**President Ramon C. Uy**

(RU Foundry),

and

**Dr. Jose R. Medina**

(University of the Philippines, Los Banos, rtd.)



We shall present the initial results of a survey research of over a hundred small-scale Negrese farmers involved in a social network that we have referred to as the Downstream Integrated Radicular Import-Substitution (DIRI) model. In addition to articulating the DIRI model, the survey aims to analyze the diffusion and effectiveness of technological innovations introduced through the DIRI network and aimed at promoting

sustainable agriculture. The radicle of this particular DIRI model is formed from the combination of a corporate entity, RU Foundry and, a civil society organization, EcoAgri Foundation. The technological innovations studied include ram pump, shredder, distiller, vermi-composting, biogas, non-GMO seeds, and marketing of organic produce.

Sustainable agriculture provides a good mechanism for achieving efficiency, equity, and environmental-friendliness. Sustainable agricultural farms are able to achieve yields that could compete with conventional practices, to reduce their use of costly external inputs, and to maintain the health of the environment of the farm. Despite these benefits, however, conventional farming continues to be the prevalent form of farming in the Philippines and the world. This study hopes to shed light on this paradox.

**\*Assisted by Dante Escarmoso**

**For more information, please  
see the following link:**

[http://www.aisf.or.jp/sgra-in-english/2013/06/dr\\_max\\_maquito\\_mr\\_aladino\\_mr\\_u.html](http://www.aisf.or.jp/sgra-in-english/2013/06/dr_max_maquito_mr_aladino_mr_u.html)



## **"Organizational Innovations in the Promotion of Sustainable Agriculture: the Case of Negros Occidental"**

by **Andrew D. Gasmen, Rowena DT. Baconguis,**  
and **Jose R. Medina**

(University of the Philippines, Los Banos)



In recent years, the agriculture sector is faced with rapidly changing context brought about by globalization, exponential growth of information and communications technology, and climate change, among others. Development organizations serving the sector thus need to be innovative in order meet the challenges of the changing times successfully (Rajalahti, 2009).

This paper presents the organizational innovations of government agencies in Negros Occidental in their effort to promote sustainable agriculture, specifically the institutionalization of organic agriculture in the entire province. It describes the context by which the organic agriculture movement has emerged in the province and the innovative responses of government institutions/agencies as organizations to ensure that this movement is well-

supported. It also examines the strengths and weaknesses of such initiatives and what further effort maybe done.

The city and municipal governments and the national government agencies serving the area have likewise designated their counterpart focal persons whose main function is to coordinate all organic agriculture concerns of their agencies.

Innovative organizational responses are far from perfect. More is needed to meet the provincial goal of 10% conversion to organic agriculture in commitment to the promotion of sustainable agriculture.

**For more information, please see the following link:**

**[http://www.aisf.or.jp/sgra-english/2013/07/adgasmen\\_rdtbaconguis\\_jrmedina.html](http://www.aisf.or.jp/sgra-english/2013/07/adgasmen_rdtbaconguis_jrmedina.html)**



## "Engaging Smallholder Upland Farmers through Integrated Crop-Livestock Farming Enterprises (InCLiFE")

by **Reynic Alo, Jose R. Medina**

and **Rowena Baconguis**

(University of the Philippines, Los Banos)



The decline of sugar industry in the 80's significantly affected the standard of living of the families in Negros Occidental. This is one of the major factors that increased poverty and malnutrition rate among farm families particularly in upland communities.

MUAD, an NGO, has developed a sustainable integrated farming system, dubbed as Integrated Crop-Livestock Farming Enterprises (InCLiFE), to improve the quality of life of upland communities through the practice of organic farming system and social enterprise. InCLiFE is a combination of organic farming technologies guided by the concepts and principles of sustainable agriculture.

The paper presents the experiences of the selected members from two upland farmer organizations in implementing this InCLiFE model in their areas: BISFFA and KGB-AKO. Farmer members from both organizations learned new techniques in doing integrated crop-livestock farming and developed innovations in incorporating organic technologies. BISFFA has developed a profitable farming venture by producing home-based organic

fertilizer and utilizing organic inputs in the production process. The introduction of organic technologies among members of KGB-AKO has improved productivity of coffee, banana and other fruits. An innovative strategy of InCLiFe was the organization of self-help training groups to manage and showcase integrated organic farming among members. A major activity has been the processing of the organic farm production certification of 90% of the farms of BISFFA with the Negros Island Certification (NICERT). With the certification, farmers will be able to enjoy premium prices for their produce.

### Profile:

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**3. DATE OF BIRTH :** October 11, 1963

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**6. POST GRADUATE :** Studied MS Rural Development  
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Kabankalan City, Negros Occidental 2003-2005

**For more information, Please see the following link:**

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**Sekiguchi Global Research Association (SGRA) Seminar 16  
August 23, 2013, Melchor Hall Theater, University of the Philippines,  
Quezon City**

**SUSTAINABLE CITIES  
MICHAEL V. TOMELDAN**

**INTRODUCTION: URBANIZATION IN THE PHILIPPINES**

Although Manila and Quezon City were cities that were master planned (Burnham Plan for Manila in 1904 and Frost Plan for Quezon City in 1939) in the 20th century, limited resources, lack of political will, and rapid urbanization prevented strict adherence to the plans. As more people populated the city of Manila and the adjacent cities and towns in the 1960s and 1970s, towns in nearby provinces became suburbs that provided the lands to meet the demand for housing and production.

In 1975, Manila, along with three cities and 13 municipalities (mostly from Rizal province) were consolidated to form Metropolitan Manila by virtue of Presidential Decree 940. The National Capital Region (NCR) or Metropolitan Manila has been the premier metropolis in the Philippines ever since. Today, it accounts for about 13% of the national population and 33% of the National Gross Domestic Product. Metropolitan Manila's lack of urban planning and management, however, have resulted in congestion, lack of open spaces, a polluted environment, poor services, and blighted areas.

The spatial development of Metro Manila evolved into a radio-centric pattern where rapid growth moved outward from its historical nucleus. As the urban population increased, built-up areas from the urban core merged into the urban centers of the smaller peripheral cities and municipalities, leaving very little for metropolitan parks and open spaces. Decentralization is a recognized strategy for stemming the further influx of migrants into Metro Manila as well as equitably distributing economic development to other urban areas in the Philippines. To avoid the ills of Metro Manila, other models of metropolitan development have to be explored for new growth centers.

**1. THE METROPOLITAN SUBIC AREA: SHAPING THE FUTURE METROPOLIS**  
Michael V. Tomeldan, FUAP, PIEP

Since the turnover of Subic Bay in 1993, the Philippine government has subsequently converted the former military facility into a free port zone but has struggled for several years to transform it into a thriving logistics hub. In 2011, the Subic-Clark Alliance for Development (SCAD) initiated studies regarding the consolidation of the Subic Bay Freeport and the four municipalities and one city that surround it into one metropolitan area. The Subic Bay Freeport, three Local Government Units (LGUs) from Bataan Province, and three from Zambales province have a total land area of 1,030 square kilometres.



The intent of the metropolitan study is to draft a blueprint for the future physical development of the Study Area by clearly designating areas for development as well as areas for preservation. The planning approach adopted a careful assessment of development threats and potentials through consultations and thematic mapping and analysis. Areas were carefully analyzed so that land uses could be designated as production, settlement, protection, and infrastructure.

## **2.COPENHAGEN: A MODEL OF SUSTAINABLE URBAN DEVELOPMENT**

**Hans Peder Pedersen**

Copenhagen, which was a harbour city since the 12th century, has so many similarities with the origins of Manila but took an entirely different direction that transformed it into one of the most sustainable cities in the world. In 1947, Danish architects and planners Peter Bredsdorff and Sten Eiler Rasmussen unveiled a visionary structure plan for the Greater Copenhagen Area that became the basis for its future urban development. The Plan was appropriately dubbed the Finger Plan (Fingerplanen), a metaphor which helped illustrate the radio-centric expansion of the city (the palm) along five radiating corridors (fingers). Unlike Metro Manila, however, the areas (wedges between the fingers) were preserved as forests, agricultural lands and recreational areas. The city expanded outward along five main commuter rail lines ("S-Train") while preserving sizable green spaces around the urbanized nodes. Radial motorways were also later laid out in the green wedges. The Integrated Transport System (vehicular roads, rail systems, bikeways) gave the people a lot of transport options that increased mobility. New housing projects were built (with at least 1,000 meters distance from stations) along the suburban railways to accommodate a growing urban population while retaining the green wedges between the fingers.

The Finger Plan has endured for more than 60 years mainly because of a sustained consultative process of reassessment and refinement to address specific areas or new urban development issues. Copenhagen has benefitted a lot from the foresightedness of the Finger Plan and has been recognized consistently as one of the most liveable cities in the world, the most bicycle-friendly, and one of the most environment-friendly cities.

## **3.THE SUBIC-CLARK-TARLAC GROWTH CORRIDOR**

**Armando N. Alli, FUAP, PIEP**

The Subic-Clark-Tarlac Expressway (SCTEX) is a 94-kilometer four-lane divided expressway situated around 90 kilometers north of Metro Manila that connects the Subic Bay Freeport Zone with its 600,000 TEU Container Terminal at Subic Bay in the southwest, the Clark Special Economic Zone with its Diosdado Macapagal International Airport in Pampanga, and the Techno Park in Tarlac City in the northeast. The national government recognized as early as 2000 that the Subic-Clark corridor could be the main engine to both regional and national economic growth, having established the Subic-Clark Alliance for Development Council or SCAD Council to plan for and implement an integrated and coordinated development of the area.

The completed 94-kilometer Subic-Clark-Tarlac Expressway (SCTEx) provides a vital lifeline between three hubs of production and logistics that both government and private sectors are actively pursuing, and which could consequently evolve and merge into a competitive logistics mega-hub in Asia.



Aside from boosting the development potentials of the Subic Bay Freeport Zone, the Clark Economic Zone, and the techno-park in Tarlac City, the SCTEx has also created opportunities for complementary industries along the expressway. It is in this context that the Subic-Clark-Alliance for Development Council (SCADC), initiated the formulation of a SCAD Corridor Conceptual Land Use Plan (SCoLUP) for the rational and sustainable development or preservation of lands along the new tollway. The Conceptual Plan of the “SCADC Corridor” considers 5 kilometers widths on both sides of the expressway covering 100,000 hectares in thirteen Local Government Units (LGUs) in four provinces.

#### **4.GENERAL SANTOS CITY: A DIFFERENT AEROTROPOLIS MODEL**

**Danilo A. Silvestre, FUAP, PIEP**

An aerotropolis is a city or urban form with an airport at its core and an economy that capitalizes on the connectivity that the infrastructure offers. The airport-oriented city offers strong and fast linkages for workers, suppliers, passengers, and goods to the global market. The rapid growth of airport-linked commercial enterprises and businesses in the 21st century has prompted many cities around the world to pursue spatial developments that puts the airport at the center, build transport infrastructure that connects it to the supply chain, and introduce land uses that encourage aviation-linked enterprises and complementary developments.

General Santos City in South Cotabato province is one of the fastest urbanizing cities in the Philippines. It has the 600-hectare General Santos International Airport which has been showing a steady growth in passenger and cargo traffic. As a city that is widely known for its fishing and agriculture industries, the Study explores a different aerotropolis model that may be more suitable for General Santos City.

#### **URBAN GREEN AND GRAY**

#### **5.EVALUATING SUSTAINABILITY OF GREEN OPEN SPACES IN SHOPPING MALLS: THE GREENBELT PARK EXPERIENCE**

**Marie Stephanie N. Gilles, Dr. Grace C. Ramos**

Green open spaces provide a variety of functions that satisfy human needs: recreation, enhancing the quality of life, improving air quality, ground water storage, climate moderation and flood control. Any attempt to monetize these spaces is challenging since these forms will always possess intangible values that are beyond calculation. A considerable amount of studies have been done on open landscape amenities and their price effects on residential properties, but there is hardly any study available on determining amenity values of green open spaces inside shopping malls, mainly due to varying thrusts of private developers and priorities in space planning.

This paper aims to approximate the amenity values of parks inside malls and evaluate their sustainability, approaching it from the contingent property valuation angle, using hedonic price modeling. Through a case study of restaurants inside malls (interviews and mapping inventory), it will establish the correlation between restaurant distances to park amenities falling under the categories of zoning, rental rates, volume of foot traffic, food quality and park features.



It is hypothesized that the retail shops or restaurants located near the parks have a higher probability of ROI (return on investment) despite higher rental fees, based on volume of foot traffic generated by this amenity.

To validate this assumption, Geographic Information Systems (GIS) is used as a tool in measuring these observations, using Geographically Weighted Regressions (GWR) analysis. Through statistical data software, factor analysis among the variables is performed to determine those that are significant, after which these are entered into a regression analysis to corroborate initial assumptions and hypotheses regarding the inverse proportionality between ROI and zoning/ distance and view to park, i.e. the nearer the shops are to the park, the faster the ROI.

It is the researcher's hope that, having the parks' economic viability and sustainability established, it will encourage urban planners and mall developers to allocate more generous portions of green open space, thereby contributing to the general welfare of its users and ultimately enhancing the sense of place and communion with nature.

## **6.SHARED GROWTH AND SHAPING THE PUBLIC REALM**

**Raymond Andrew Sih, UAP, LEED AP**

Conventional zoning is essentially a legal framework that initiates development and directs the type, density, and location of land use. However, it lacks the specificity to shape the public realm to be more inclusive and sustainable. Innovative and site specific urban design and regulatory tools if implemented properly can achieve more tangible results in the built environment, such as preserving natural environmental features, protecting the unique character of a community, or controlling the kind of development in more detail. The paper discusses examples of urban design and regulatory tools used both here and abroad, the possibilities in their implementation, and how they can directly influence the physical form and performance of development.



## **"The Metropolitan Subic Area: Shaping the Future Metropolis"**

by **Arch. Michael V. Tomeldan**

(College of Architecture, University of the Philippines Diliman)

Presentation #1 for Sustainable Cities Block



### **INTRODUCTION: URBANIZATION IN THE PHILIPPINES**

Although Manila and Quezon City were cities that were master planned (Burnham Plan for Manila in 1904 and Frost Plan for Quezon City in 1939) in the 20th century, limited resources, lack of political will, and rapid urbanization prevented strict adherence to the plans. As more people populated the city of Manila and the adjacent cities and towns in the 1960s and 1970s, towns in nearby provinces became suburbs that provided the lands to meet the demand for housing and production.

The spatial development of Metro Manila evolved into a radio-centric pattern where rapid growth moved outward from its historical nucleus. As the urban population increased, built-up

areas from the urban core merged into the urban centers of the smaller peripheral cities and municipalities, leaving very little for metropolitan parks and open spaces. Decentralization is a recognized strategy for stemming the further influx of migrants into Metro Manila as well as equitably distributing economic development to other urban areas in the Philippines. To avoid the ills of Metro Manila, other models of metropolitan development have to be explored for new growth centers.

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## **"Copenhagen: A Model of Sustainable Urban Development"**

by **Prof. Hans Peder Pedersen**

(Royal Danish Academy of Fine Arts, Department of Architecture and Urban Planning +  
Western Mindanao State University)

Presentation #2 for Sustainable Cities Block



expanded outward along five main commuter rail lines ("S-Train") while preserving sizable green spaces around the urbanized nodes. Radial motorways were also later laid out in the green wedges. The Integrated Transport System (vehicular roads, rail systems, bikeways) gave the people a lot of transport options that increased mobility. New housing projects were built (with at least 1,000 meters distance from stations) along the suburban railways to accommodate a growing urban population while retaining the green wedges between the fingers.

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## "The Subic-Clark-Tarlac Growth Corridor"

by **Arch. Armando N. Alli**

(TAM Planners Company) Presentation #3 for Sustainable Cities Block



### 3. THE SUBIC-CLARK-TARLAC GROWTH CORRIDOR

The Subic-Clark-Tarlac Expressway (SCTEX) is a 94-kilometer four-lane divided expressway situated around 90 kilometers north of Metro Manila that connects the Subic Bay Freeport Zone with its 600,000 TEU Container Terminal at Subic Bay in the southwest, the Clark Special Economic Zone with its Diosdado Macapagal International Airport in Pampanga, and the Techno Park in Tarlac City in the northeast. The national government recognized as early as 2000 that the Subic-Clark corridor could be the main engine to both regional and national economic growth, having established the Subic-Clark Alliance for Development Council or SCAD Council to plan for and implement an integrated and coordinated development of the area.

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that both government and private sectors are actively pursuing, and which could consequently evolve and merge into a competitive logistics mega-hub in Asia. Aside from boosting the development potentials of the Subic Bay Freeport Zone, the Clark Economic Zone, and the techno-park in Tarlac City, the SCTEX has also created opportunities for complementary industries along the expressway.

#### Profile:

**Architect (Ar) Armando N. ALLÍ, apec ar**

Architect (Ar) Armando N. ALLÍ (pronounced al - YEEH) is a product of the University of the Philippines (UP) College of Architecture (1982) and of the UP School of Urban and Regional Planning (1994). He has had more than thirty (30) years of progressively responsible/diversified experience in the professional practice of the architectural and allied design professions, particularly in the fields of land use, site, physical, transportation, and environmental planning, environmental design, general consulting, professional practice regulation, construction arbitration and mediation, volunteer government service, architecture advocacy, the project management of consulting services and the crafting of national laws and regulations that concern the management and use of the built environment. PEC) Architect.

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## **"General Santos City: A Different Aerotropolis Model"**

by **Danilo A. Silvestre** and **Lester Valdes**

(General Santos Airport Project)

Presentation #5 for Sustainable Cities Block

### **5. GENERAL SANTOS CITY: A DIFFERENT AEROTROPOLIS MODEL Danilo A. Silvestre and Lester Valdes**

An aerotropolis is a city or urban form with an airport at its core and an economy that capitalizes on the connectivity that the infrastructure offers. The airport-oriented city offers strong and fast linkages for workers, suppliers, passengers, and goods to the global market.

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#### **Profile:**

**Jose DANILO A. SILVESTRE** is currently the Director of the Office for Initiatives in Culture and the Arts (OICA) of the University of the Philippines Diliman. He is an Associate Professor with 23 years of teaching experience at UP Diliman, and served as the 7th Dean of the UP College of Architecture from 2007 to 2010. Professor Silvestre currently handles graduate courses in Urban Design/Community Architecture and Tropical Design. He also

teaches Architectural Design subjects in the Undergraduate Program of the College of Architecture. Silvestre, integrates his academic work with an active professional practice as Principal Architect/Environmental Planner and Managing Partner of D.A. Silvestre & Associates, which he founded in 1984. His ongoing projects include the new Puerto Princesa City Hall in Palawan, currently under construction; the master plan of the Dikasalarin Artists Village, Baler, Aurora; the campus masterplan of the Aurora National High School and Reserva Elementary School, Baler, Aurora; the Reserva Library and Museum, Baler, Aurora, all of which are currently under construction. In addition, Architect Silvestre is Project Team Leader for the proposed General Santos Aerotropolis development study. Architect Silvestre graduated with a Bachelor of Science in Architecture, magna cum laude in 1979 from the University of the Philippines Diliman. He earned a Master of Architecture also from UPD in 1991. He has had 33 years of professional practice as a licensed Architect, and 18 years of practice as a licensed Environmental Planner.

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## "Shared Growth and Shaping the Public Realm"

by **Arch. Raymond Andrew Sih**

(College of Architecture, University of the Philippines, Diliman)

Presentation #4 for Sustainable Cities Block



tools used both here and abroad, the possibilities in their implementation, and how they can directly influence the physical form and performance of development.

### **Profile:**

**RAYMOND ANDREW L. SIH**

UAP, LEED AP BD+C

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Urban Design and Sustainable Design  
Consultant and LEED Accredited Professional for  
government, nonprofit organizations and private  
sector projects

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### **4.SHARED GROWTH AND SHAPING THE PUBLIC REALM**

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## "Evaluating Sustainability of Green Open Spaces in Shopping Malls: The Greenbelt Park Experience"

by **Arch. Marie Stephanie N. Gilles, Dr. Grace C. Ramos**

(College of Architecture, University of the Philippines, Diliman)

Presentation #6 for Sustainable Cities Block



Green open spaces provide a variety of functions that satisfy human needs: recreation, enhancing the quality of life, improving air quality, ground water storage, climate moderation and flood control. Any attempt to monetize these spaces is challenging since these forms will always possess intangible values that are beyond calculation. A considerable amount of studies have been done on open landscape amenities and their price effects on residential properties, but there is hardly any study available on determining amenity values of green open spaces inside shopping malls, mainly due to varying thrusts of private developers and priorities in space planning.

This paper aims to approximate the amenity values of parks inside malls and evaluate their sustainability, approaching

it from the contingent property valuation angle, using hedonic price modeling. T

It is the researcher's hope that, having the parks' economic viability and sustainability established, it will encourage urban planners and mall developers to allocate more generous portions of green open space, thereby contributing to the general welfare of its users and ultimately enhancing the sense of place and communion with nature.

**Keywords:** determining amenity values, green open spaces in malls

### **Profile:**

#### **PROFESSIONAL LICENSE AND AFFILIATIONS**

Licensed Architect, Professional Regulations

Commission Reg. No. 10952, issued on August 4, 1992, Manila, Philippines

Director, Continuing Professional Education, United Architects of the Philippines, Diliman Chapter

Member, Philippine Green Building Council and Green Architecture Advocacy of the Philippines  
Director, Gerry Roxas Leadership Awardees (GRLA) Institute & Chairman of Scholarship Committee

Kalinangan Youth Foundation Inc. (KALFI) Board of Trustees

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# "Agriculture, in Architecture, in Cities: In pursuit of Sustainable Urban Cities and Landscapes"

by **Arch. Maria Mynn Porciuncula-Alfonso**

(College of Architecture, University of Sto. Tomas)



By 2040, Metro Manila will have a population of 13,788,000 (13.8 M) from 2010 - 11,552,100 (11.6 M) reported by National Statistics Office (NSO). Future urban life will be facing harsh conditions not only from global climate change but from high cost of electricity, transportation and food due to our dependency to diminishing fossil fuel. There is no sufficient land in the rural land for increased food needed, as well as the increased demand for fuel will make the production and transport of these produce to urban land highly expensive.

Presently, for our food supplies, we need to conserve our rural farms and start the renaissance of subsistence agriculture in our land and houses, and commercial agriculture in our public and private land and buildings in the cities. Thus, transporting of food from the rural to urban will be less, less vehicles, less gas, less carbon emissions. Then, abundance of vegetation in the buildings and cities, means less use of energy, cleaner air, fresh food and healthy people.

This paper will demonstrate how edible plants and fruit trees can visually enhance the city

landscapes and functionally make food more available. Horizontally, we need to grow plants and trees in plazas, parks, streetscapes, squatter free rivers and esteros, school yards, under overpasses, residential front and back yards and other easements. And vertically, to grow plants in buildings like barangay halls, public markets, low cost medium rise housing, residential condominiums, high rise office buildings in their façade, breezeways, walls and roofs.

The vision of appropriate environmentally balanced cities utilizing vegetation that integrate fresh and healthy edible plants and fruit trees in architecturally and culturally acceptable ways, may provide urban livelihood, cool and comfortable living conditions and energy efficient structures of the future low carbon Filipino urban cities and landscapes.

**Keywords** : Sustainable Urban Landscapes, Sustainable Cities, Urban Agriculture

## **Profile:**

My name is **Maria Mynn Porciuncula-Alfonso**. I am currently a faculty member at the College of Architecture, University of Santo Tomas (UST), City of Manila, Philippines. Also, I am completing my doctoral studies in Urban and Regional Planning at the School of Urban and Regional Planning (SURP), University of the Philippines (UP), Diliman, Quezon City, MM Philippines. I took my Master in Tropical Landscape Architecture at UP while my BS in Architecture at UST. My research focus is on developing green, sustainable environments and energy efficient building designs.

**For more information, please see the following link:**

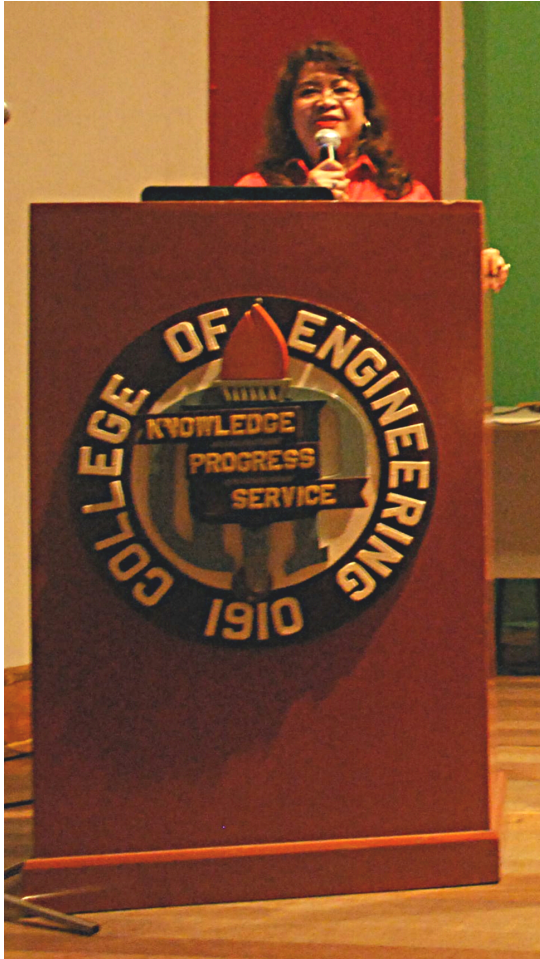
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## "From Rural to Urban: The Plight of Waste-Pickers"

by **Grace P. Sapuay**

(PHILAJAMES, Solid Waste Management Association of the Philippines)



Solid waste is an urban phenomenon which has created a new type of employment opportunities that has attracted the rural migrants who come to the city seeking other means of livelihood. Dumping grounds in the cities have such opportunities in waste-picking since this activity requires practically no skill – a job which can easily be done by migrants. Waste-picking offers income opportunities that can be easily done without the need for documents and employers. Unknown to many, this group of workers have become vital to the recovery of recyclables. Yet, they are the least recognized of all workers in the urban setting.

This study presents the profile of waste-pickers, local situations and conditions of the dumpsites in some

selected municipalities in the Philippines. The study aims to present some aspects in the lives of waste-pickers and the issues they face such threat of losing their jobs in the event of dumpsite closures, as well as the opportunities that they can avail if they are given the proper training. The challenge right now is how to upgrade the status of these waste-pickers to certain level of recognition, further improve their livelihood through allied enterprising activities, and provide them the dignity they deserve as agents of solid waste management.

**Keywords:** Wastepickers, Solid waste management, Rural to urban migration

### Profile

**Mrs. Grace P. Sapuay** holds a Bachelor of Science degree (major in Marine Science) from the University of the Philippines, Diliman in 1983. She finished her Master of Science degree in Fisheries major in Fishery Biology at the University of the Philippine in the Visayas in 1987. In 1988 she was granted a Monbusho Scholarship by the Japanese Government's Ministry of Education (Monbusho) and pursued a Master's Degree in Fisheries specializing in fishery resources from Kagoshima University, Kagoshima City, Japan. Last April, 2013, she graduated with a Diploma Urban and Regional Planning degree and has recently passed the licensure exam in Environmental Planning.

At present, she is the president of the Philippine Association of Japanese Ministry of Education Scholars (PHILAJAMES), the President of the Solid Waste Management Association of the Philippines (SWAPP);

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## EPISTLE OF BOUNTY & GRATITUDE:

To whom it may concern,

I would like to extend my sincerest gratitude in giving us the opportunity to be a part of the 16th Sustainable Shared Growth Seminar of SGRA Philippines. I would also like to say Thank you to Arch. Josie de Asis and Arch. Frances Joy Francisco for inviting to the said event and giving us a chance to widen our horizons. Moreover I would also like to thank the other organizers that made the event possible. Lastly, I would also like to inform you that I have received the following e-certificates from the SGRA Seminar secretariat.

Sincerely yours,

Ms. Erica Jane Orilla

Student - BS Arch.

T.I.P. - Q.C.

Dear Organizers,

Good Morning! I would like to thank all the organizers for having me be part of your 16th SGRA forum. It helped me a lot more in understanding Philippines economic growth, issues and its relevance to my course. I have also received the e-certificate. Again thank you very much (Arigatou gozaimasu :) )

Sincerely,

Jeavelyn Dela Pena

Good day,

I just read the message and I apologize for the delayed reply. Again, I would like to extend my gratitude to Ar. Josie and Ar. Francisco, who gave me the opportunity to attend the seminar dated last August 23, 2013. The seminar expanded my knowledge in relation to my architectural thesis.

Thank you and I hope that I could have this unique opportunity again.

Regards,

Mitzi Morela P. De Leon

5th year BS Architecture

Technological Institute of the Philippines QC

hi ma'am, thank you po for letting us n mkapunta sa seminar, maganda po yung mga topic. GOD bless thank you po ulit. :)

pti kay ma'am frances po n nag-inform smen about the seminar :)

Dear SGRA Philippines,

I wanted to say thank you sincerely, for organizing the seminar about Shared Growth.

This event is really something that opened my mind for a wide range of ideas that came from other country. I'm very glad that this seminar is very useful for my course, since I'm still a student, and I guess will still help me when I become a professional.

I hope that you won't get tired of organizing seminars and invite us (students) again next time. Thank you again and God Bless you all.

Sincerely Yours,

Jane Cristine Pinlac





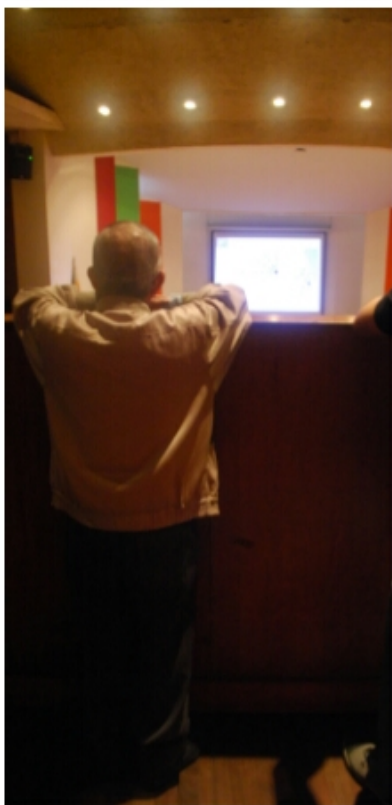
























関口グローバル研究会

Co-Organizers







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## PHILIPPINE AGRICULTURAL TRAINING INSTITUTE

The Philippines' Agricultural Training Institute (Filipino: Surian ng Pagsasanay sa Pagsasaka, abbreviated as ATI), is an agency of the Philippine government under the Department of Agriculture responsible for training agricultural extension workers and their clientele; conducting multi-level training programs to promote and accelerate rural development; and ensuring that research results are communicated to the farmers through appropriate training and extension activities.

At present, ATI, being the extension and training arm of the Philippine Department of Agriculture, is geographically situated nationwide to be able to reach its target clientele in the agriculture and fisheries sector. It has 16 regional training centers and one international training center, with its Central Office located at Diliman, Quezon City, Philippines.

### Major Services

- Training on various agricultural technologies, agri-related livelihood enterprises focusing on the value chain, social technologies such as extension delivery systems, IEC development and ICT Literacy for extension workers, among others.
- Technology Demonstration
- Farm and Business Advisory through the Farmers' Contact Center (FCC)
- Technical Assistance to Rural-based Organizations

### RIC-HEEAP Entrepreneurial Projects as well as conduct of consultative meetings and other forms of technical assistance

- Provision of multimedia IEC materials at the Agriculture and Fisheries Knowledge Center
- e-Extension services through e-learning courses on A & F and digital learning resources
- Accreditation of Extension Service Providers (ESPs)
- Provision of extension grants to accredited ESPs
- Scholarship Programs

### Youth in Agriculture and Fisheries Program and Expanded Human Resource Development Program

- Provision of grants for policy research on extension

**For more information, please follow the link:**

[http://en.wikipedia.org/wiki/Agricultural\\_Training\\_Institute\\_\(Philippines\)](http://en.wikipedia.org/wiki/Agricultural_Training_Institute_(Philippines))





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## KAJIMA PHILIPPINES INC.

**KAJIMA**  
PHILIPPINES INC.

**鹿島**  
KAJIMA CORPORATION

The Kajima Group "strives to continually advance its business operations and contribute to society" under its management philosophy. Our objective is to earn the trust and regard of all stakeholders, including stockholders, customers, business partners, local communities and employees.

Our fundamental stance on corporate governance is to ensure fair and transparent corporate conduct by improving management supervision by corporate auditors, the Board of Directors and others; enhancing our internal control system to manage risk and maintain accountability; and formulating measures for strict compliance.

### Corporate Governance System

As a company under a corporate auditor system, we implemented an executive officer system to separate the functions of management and supervision from execution, to strengthen these functions, and to enhance the efficiency and speed of management. In addition, we maintained and upgraded our internal management system to prevent violations of laws and regulations and other misconduct, as well as inappropriate and illegal accounting practices.

### COMPANY INFORMATION

**Full name** Kajima Corporation

#### Headquarters

12th Floor, Sky Plaza Building, 6788 Ayala Avenue ; Makati ; National Capital Region; 1226

**Legal Form:** Limited Liability Company

**Operational Status:** Operational

**CIBI:** F000001303

**Financial Auditors:** Virgilio R. Santos And Company (2012)

**Total Employees:** 8,164

**Tel:** (02) 8866818

### COMPANY DESCRIPTION

General engineering construction

#### KEY EXECUTIVES

**Sadao Umeda**

**Chairman**



**For more information, please follow the link:**

<http://www.kajima.com/english/prof/overview/index.html>





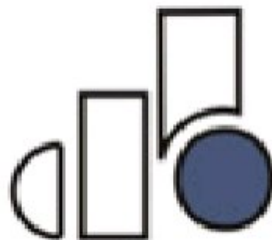
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**Ma. Esperanza B. Valencia & Associates / D.M.Briones  
Construction Enterprises, Inc**



**Ma. Esperanza B. Valencia and Associates**

58 Road 1, Project 6, Quezon City  
email: [mebvandassociates@yahoo.com](mailto:mebvandassociates@yahoo.com) Tel.: (02)928-0462 Telefax: (02)920-2150

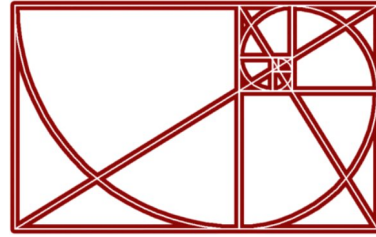


**D.M. BRIONES CONSTRUCTION ENTERPRISES, INC.**

Main Office: Diamond Street RGA Village, Cabaguio Avenue, Davao City  
Tel. No. (082) 221-6490 Telfax no. (082) 221-1267

Manila Office: 58 Road 1, Project 6, Quezon City  
Tel. No. (02)928-0462 Telfax no. (02)920-2150





The Diliman Chapter of the United Architects of the Philippines was officially chartered on July 14, 1979 under the leadership of its first president Dean Aurelio T. Juguilon, during the term of then UAP National President Felipe Mendoza. Its charter members were mostly faculty members and graduates of the U.P. College of Architecture as well as architects from the Campus Planning, Development and Maintenance Office (CPDMO) of the University of the Philippines.

For twelve long years, or up to the fiscal year 1993-1994, as many of its members were elected to national positions, the Diliman Chapter deeply involved itself in activities of the UAP National organization.

In 1994, president Armin B. Sarthou took over the chapter's management and revitalized it with a strong thrust into a regular Continuing Professional Education Program. With much fanfare, the chapter's very first regular monthly CPE Seminar was held in July 1994 at the UP College of Architecture, with Bronne C. Dytoc as speaker. A major CPE event for the year was the very successful week-long seminar on Construction Management held at the National Engineering Center of the University of the Philippines in Diliman.

Many of the regular activities of the chapter today were institutionalized as far back as 1994. For example, Execom Meetings have always been held every 1st Thursday of the month. General Membership Meetings (GMMs) every 2nd Thursday of the month. General Membership Meetings held every 3rd Thursday of the month. Committee meetings held every 3rd Thursday of the month. Committee meetings held every last Saturday of the month.. Also in 1994, the chapter resurrected its monthly newsletter and renamed it "Liwanagan".

Within its first year of reactivation in 1994, UAP Diliman garnered 2nd place in UAP's Best Chapter Awards

In April 1996, during president Armin B. Sarthou, Jr's second term, the chapter was accorded for the first time in its colored history, UAP's Best Chapter Award for "its exemplary performance" as a chapter giving "emphasis in recognition of its efforts to uplift the quality of its UAP membership."

This feat has since become a habit, and was repeated each year from 1997 to 2000 under the leaderships of Danilo A. Silvestre and Ma. Lourdes B. Alampay, and Rowena B. Caingat. In April 2000, under the leadership of President Caingat, the Diliman Chapter garnered the "Hall of Fame" for its fifth Best Chapter Award.

**For more information, please follow the link:**

[http://www.arkispecs.com/club\\_db/org.php?org\\_id=uap-diliman](http://www.arkispecs.com/club_db/org.php?org_id=uap-diliman)



## **SEMINAR#16 Manila Report**

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### **The URBAN RURAL GAP and SUSTAINABLE SHARED GROWTH**

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**Poster:(16th SGRA SHARED GROWTH SEMINAR REPORT COVER)**

**courtesy of** Architect Carlo Gianni Bitonio Bustos (DesignLAB Adchitectural Services/ MNL MNML) (Design.Life.Architecture.Bustos)(Virtuoso Designs. Unpretentious Concepts, Creative Solutions) (AMDG) (Ad Maiorem Dei Gloriam)