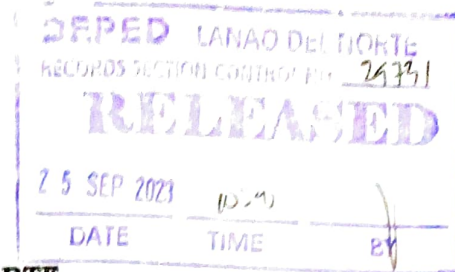




Republic of the Philippines
Department of Education
REGION X - NORTHERN MINDANAO
SCHOOLS DIVISION OF LANA DEL NORTE



18 September, 2023

DIVISION MEMORANDUM

No. 487 s. 2023

CONDUCT OF 17th PROVINCIAL CONSUMER QUIZ

To: CID Personnel
Secondary School Principals
Araling Panlipunan School Coordinators
This Division

1. In cognizant with the letter from the Office of the Provincial Director of the Department of Trade and Industry dated September 18, 2023 inviting all secondary schools to join the 17th Consumer Quiz for Grades 9 and 10 learners as one of the highlights of the Consumer Welfare Month celebration on October 6, 2023, 1:00 o'clock in the afternoon at Robinsons Mall Activity Center (Level 1), Macapagal Avenue, Tubod, Iligan City.
2. All interested schools are encouraged to submit your confirmations, including the names of the participants and coaches, on or before September 28, 2023.
3. For inquiries or to provide confirmation, please do not hesitate to contact **Ms. Jerlyn E. Bermudez** through the following contact numbers: 0997-375-6390/ 221-5532 or email at JerlynBermudez@dti.gov.ph
4. Immediate and wide dissemination of and compliance on the contents of this Memorandum is enjoined.

EDWIN R. MARIBOJOC EdD, CESO V
Schools Division Superintendent

ATCH: As Stated
To be indicated in the Perpetual Index
Under the following subjects:
CURRICULUM DTI ACTIVITY
CID Chief/adb



Address: Gov. A. Quibranza Prov'l. Gov't. Compound
Pigcarangan, Tubod, Lanao del Norte
Telephone Nos.: (063)227 - 6633, (063)341 - 5109
Email Address : lanao.norte@depd.gov.ph
Website: depdldn.com

2023 CONSUMER QUIZ MECHANICS

Grades 9-10 High School Students

October 6, 2023, 1:00 p.m.

Level 3, Robinsons Iligan

The following are the general rules and regulations of the DTI - Lanao del Norte Consumer Quiz for Grades 9 to 10 High School Students:

A. PRE-CONTEST

1. Schools will be given notice of said contest.
2. The contest is open to all Grades 9 & 10 (3rd & 4th year high school learners).
3. The school is responsible for procuring reading materials as deemed necessary in the preparation for the contest.
4. The school will excuse the contestant and his/her coach from his/her classes during the contest proper.

B. GENERAL MECHANICS

1. The school is responsible for transporting the contestant to the venue one hour before the start of the contest.
2. The contestant should wear his/her school I.D. and be in his/her school uniform for proper identification.
3. The contestants shall be provided with a pen and writing board where answers shall be written.
4. There will be three rounds involving easy, average, and difficult questions.
5. The questions shall be repeated twice for the contestants to understand.
6. The contestants are allowed to answer within ten seconds at the start of the third time the question is repeated.
7. The incorrect spelling of the answer is "wrong."
8. Tabulators shall tabulate the scores per school as prepared by the sponsors.
9. The contestant with the highest score after the three (3) rounds shall be declared as the winner.
10. In case of a tie, three questions shall be asked to break it. The first to garner the highest score becomes the winner.
11. Proclamation and awarding will be done immediately after the contest proper.
12. The coverage of the quiz shall be on general consumer welfare topics; consumer rights and responsibilities; related subjects that involve the consumer as a responsible member of society; handling consumer complaints and jurisdiction; practical problems the consumer faces in daily life; Fair Trade laws, rules and regulations including but not limited to R.A. 7394 (Consumer Act of the Philippines), R.A. 7581 (Price Act), R.A. No. 10642 (Philippine Lemon Law), and topics about this year's Consumer Welfare Month theme: **"GenS: Generation Sustainable."**
13. Pre-registration is required to join the quiz. Schools shall submit their list of participants on or before **September 28, 2023**.
14. The competition will take place on **October 6, 2023, at 1:00 p.m. on Level 3 of Robinsons Iligan**. Participants are encouraged to arrive at the venue at least 30 minutes before the contest begins. Latecomers may be denied entry.
15. If the quiz cannot be conducted as scheduled due to technical issues or any unforeseen circumstances, it shall be held at the soonest possible time through a written notice or announcement to all participants.

16. The Consumer Quiz is open to all Grades 9-10 High School Students, except the following:

- a. Those who are residing outside Iligan and Lanao del Norte
- b. Previous first placers (champion) of the Provincial Consumer Quiz, and
- c. Relatives of DTI employees up to the third degree of consanguinity or affinity.

17. Questions may come in any of the following forms: Multiple Choice, Identification, True or False. Where applicable, wrong spelling renders the answer incorrect.

18. If a participant experiences technical issues and the like, the same shall be resolved solely by the concerned participant/s and shall not stop nor delay the conduct of the quiz.

19. The quiz results, determination, and proclamation of winners shall be final and uncontestable.

20. The winner will represent the province in the Regional Consumer Quiz, which will take place in Cagayan de Oro City.

C. QUIZ PROPER

1. Detailed instructions on how the competition works will be provided by the quizmasters/hosts before the competition begins.
2. The hosts will present and read out the questions.
3. Participants are required to provide their answers before the countdown timer expires once the question is displayed.

D. DECLARATION OF WINNERS

1. The contestant with the highest points on the leaderboard shall be declared the Champion/Winner of the DTI LDN Consumer Quiz for Grades 9 to 10 High School Students.
2. The contestant with the second-highest score shall be declared the Second Placer.
3. The contestant with the third-highest score shall be declared the Third Placer.
4. Awards will be presented immediately following the Declaration of Winners.

Place	Cash Prize
1 st Place/Champion	Php 6,000.00
2 nd Place	Php 4,000.00
3 rd Place	Php 3,000.00
4 th to 10 th Place	Php 500.00

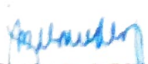
To claim their prizes, winners should contact the DTI Provincial or Regional Office in their respective areas for detailed instructions. Winners will be asked to provide proof of registration, valid identification containing their full name, photo, and address, as well as any other necessary documentation to verify their identity.


All participants can request an electronic Certificate of Participation.

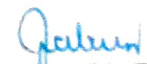
Prepared by:

Noted by:

Approved by:


JERLYN E. BERMUDEZ
Consumer Advocacy
Coordinator


MARIA LOURDES S. TIONGCO
Division Chief
Consumer Protection Division


JANE MARIE L. TABUCAN
Provincial Director
DTI Lanao del Norte

Brief : **CONSUMER WELFARE MONTH (CWM) 2023**

Date : 11 August 2023

From : Consumer Policy and Advocacy Bureau (CPAB)

BACKGROUND¹

During the United Nations Sustainable Development Summit in September 2015, the Philippines, together with 192 other United Nations (UN) member states, committed to achieving the 17 Sustainable Development Goals (SDGs) by 2030.

The SDGs, also called the Global Goals, have a range of economic, social, environmental, and governance targets and there was recognition, early on, that these need to be achieved to attain the long-term vision as articulated in AmBisyon Natin 2040. Among these goals is Responsible Consumption and Production.

The Goal is challenging given that the Philippines' poverty incidence among is at 18.1% which translates to 19.99 million living below the poverty line. This is a factor to wide adoption of the "tingi" or single-serve retail culture and the use of plastics as these are seen as cheap and durable. Nevertheless, the DTI realizes that sustainable consumption needs to be widely practiced given that the Philippines is prone to natural disasters. The World Risk Index 2022 also ranked the Philippines as the country with the highest disaster risk. This report covers the risks associated with natural events (e.g. typhoons, earthquakes) and the countries' response and mitigation ability and infrastructure.

In 2018, the Department of Trade and Industry (DTI), through the Consumer Protection Group (CPG), formally started its campaign to promote Sustainable Consumption and Production (SCP) in the country to help shape consumer behavior.

CONSUMERS ARE EMBRACING SUSTAINABILITY²

- There has been a sharp increase in people adopting a more sustainable lifestyle:
 - Buying just what is needed
 - Reducing meat consumption
 - Opting for low carbon emission modes of transport
- Consumers value circularity
 - 53% claimed to have repaired an item instead of replacing it with a new equivalent
 - 40% bought secondhand or refurbished goods
 - 38% paid extra for a more durable or longer-lasting product

¹ Proportion of Poor Filipinos was Recorded at 18.1 Percent in 2021. Philippine Statistics Authority. 15 August 2022. Retrieved last 10 August 2023 from <https://psa.gov.ph/content/proportion-poor-filipinos-was-recorded-181-percent-2021>

² How consumers are embracing sustainability 2022. Deloitte. Retrieved last 10 August 2023 from <https://www2.deloitte.com/uk/en/pages/consumer-business/articles/sustainable-consumer.html>

- Consumers have become more conscious when purchasing clothing and footwear, fixing and buying secondhand clothes, and choosing brands based on sustainability and ethical practices.
- Consumers have some understanding of what makes a product sustainable:
 - It is important to note that although consumers can already recognize factors that make a product sustainable, they value durability over recyclability.
- Certain sustainable practices that appeal to consumers include:
 - Frequent and essential purchases or products have the highest interest in sustainable and ethical values compared to discretionary, and purchases such as alcohol, tobacco, and cars.
 - Most important environmentally sustainable or ethical practices to consumers:
 - Producing sustainable packaging and products
 - Reducing waste in the manufacturing process
 - Committing to ethical working practices
 - Reducing carbon footprint
 - Respect for human rights

EMERGENCE OF ENVIRONMENTAL SUSTAINABILITY IN THE PHILIPPINES^{3,4}

- 88.7% of Filipinos believe that companies should take a proactive and transparent approach to tackling the world's environmental issues
- 91.8% of Filipinos believe that their efforts to sustain the environment will have a significant impact on whether or not the planet gets better or becomes worse
- Top sustainability-driven actions that Filipinos have taken in a month
 - 65.1% have conserved energy
 - 64.9% have avoided food waste
 - 56.7% have segregated their wastes
 - 53.9% have used their own refill or reusable items
 - 53.8% have used modes of transportation with lesser carbon emissions (like walking, biking, or using public transportation)
- Top sustainability-driven actions that Filipinos have taken in a year
 - 66.3% of Filipinos have bought products or availed of services solely for the aim of supporting eco-friendly and ethical practices
 - 51.9% of them referred a brand to friends and families for its eco-friendly and ethical practices
 - 42.1% researched the brand's practices beyond labels or disclosures before buying the product
- More than half (57.9%) of Filipinos are willing to pay extra to cover the expenses associated with the sustainable and ethical production of goods and services.

BARRIERS TO SUSTAINABILITY⁵

- Primary reasons why consumers do not adopt a more sustainable lifestyle:
 - Cost

³ The Rise of environmental sustainability in the Philippines. 2023. Standard Insights. Retrieved last 10 August 2023 from <https://standard-insights.com/blog/rise-of-environmental-sustainability-in-the-philippines/>

⁴ Consumer Report Philippines 2023. Standard Insights. Retrieved last 10 August 2023 from <https://standard-insights.com/consumer-reports/philippines-2023/>

⁵ How consumers are embracing sustainability. 2022 Deloitte. Retrieved last 10 August 2023 from <https://www2.deloitte.com/uk/en/pages/consumer-business/articles/sustainable-consumer.html>

- Lack of interest in the issue of sustainability
- Lack of information
- Consumers demand the availability of more sustainable alternatives and better schemes to remove plastic and packaging
- Consumers also want more clarity on disposal and recycling
- Some consumers are either not willing to pay more for sustainability or are unsure whether they would
- There is an issue of trust for consumers as they do not know what commitments businesses have made on climate change and sustainability issues.

CWM 2023 – GENS: GENERATION SUSTAINABLE

- Former President Fidel V. Ramos signed Proclamation No. 1098, declaring October every year as Consumer Welfare Month (CWM) on 26 September 1997.
- The CWM aims to promote the dissemination of sound consumer information on subjects that affect the consumers and encourage dialogue and cooperation among the consumers, business, and government sectors in strengthening consumer rights awareness and protection.
- Over the years, different government agencies led the celebration of the CWM every October.

Year	Lead Agency	Theme
2000	Department of Trade and Industry (DTI)	Mapanuri at Masigasig na Mamimili: Hamon sa Bagong Milenyo
2006	DTI	Enforcing Consumer Rights Towards a Progressive Philippines
2007	Department of Education (DepEd)	Education and Information: Key to Consumer Empowerment
2009	Department of Health (DOH)	Generic Drugs: Gawang Pinoy! Galing Pinoy! Tangkilikin Natin!
2010	Department of Environment and Natural Resources (DENR)	Consumers: Green Multipliers
2011	Department of Agriculture (DA)	Sapat, ligtas, at abot-kayang pagkain para sa lahat
2012	DTI	Get Organized. Be Heard. Be Empowered
2013	DOH	Health Product—Quality, Efficacy, Safety and Transparency: Everybody's Concern
2014	Department of Energy (DOE)	Sapat na Impormasyon: Susi sa Wastong Paggamit ng Enerhiya
2015	DTI and National Consumer Affairs Council (NCAC)	Consumer Protection in the ASEAN Economic Community
2016	Bangko Sentral ng Pilipinas (BSP)	Consumer Protection: A Shared Responsibility
2017	DTI	Consumer Rights in the Digital Age
2018	DTI	Making digital marketplaces fairer

Year	Lead Agency	Theme
2019	DTI	Sustainable Consumption: Understanding the Impact of Consumers' Choices in a Shared Environment
2020	DTI	Sustainable Consumer in the New Normal
2021	DTI	Digital Consumers: The New Normal
2022	DTI	Sustainable Consumerism in the Digital Age

- The DTI-Consumer Protection Group (CPG) furthers the promotion of sustainable consumption with this year's CWM theme, "GenS: Generation Sustainable". It highlights the rise of more sustainability-oriented consumers and the importance of responsible consumption and the adoption of sustainable lifestyles to harness genuine and sustained change.
- It further reinforces the need for consumers to consciously make sustainable choices in availing goods and services and supporting government-led initiatives and grassroots efforts in promoting sustainability.