

BAGUIO GREEN 360: FOSTERING ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE BEHAVIOR THROUGH GREEN JOURNALISM

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The project aims to develop a local publication featuring 'green' businesses, resources and information as a means to promote environmentally sustainable behavior among the residents, tourists and establishments in Baguio City, Philippines. The program will also integrate a green business program which will assist and recognize businesses and institutions within the city who strive to operate in an environmentally and socially responsible manner.

The project also aims to build an alliance between the leaders, journalists, universities and green activists in Baguio City during the course of the project. The project's sustainability will greatly depend on this alliance.

Background: Baguio City has been hailed as the summer capital of the Philippines for its cool climate and refreshing environment. The city, once a mountain retreat for American soldiers during the early 1900s, is now a tourist spot for hundreds of thousands of visitors, both local and foreign. Being the center of education in this northern part of the Philippines, Baguio is also home to a growing population of students from nearby provinces. Envisioned as a compact garden city for 25,000 to 30,000 people, A 2007 census pegs the population of the university town to be 301,926^{1,2}.

With its fast increasing population and urbanization, the environmental condition of the city is alarmingly deteriorating. People are complaining about traffic, pollution, and the destruction of Baguio's greenery. The city has also been trying to scramble in finding solutions to its burgeoning waste problem³.

Solution: Tapping into Baguio's growing number of residents, schools and establishments, **BAGUIO GREEN 360** aims to be an inclusive program that will cater to the three main attractions of the city: education, business and tourism. The project will develop a publication designed in such a way that it will be patronized by a wide audience, including tourists. The publication will feature articles on "green" businesses, resources and information that will be gathered by a team composed of local leaders, journalists, academicians and students.

The project will also include a green business program component that will aim to assist and recognize establishments and institutions operating in a manner encompassing values that adhere to the triple-bottom line of people, planet and profit. Qualified businesses and institutions will be featured in the publication as an incentive.

References

1. 2007 Census of the Population (2008). *National Statistics Office, Philippines*. Retrieved January 25, 2013 from <http://www.census.gov.ph/data/census2007/index.html>

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3. Agreda, J. (2012, May 11). Baguio City scrambles for solutions on waste problem . *Sun.Star* . Retrieved January 25, 2013, from <http://www.sunstar.com.ph/baguio/local-news/2012/05/11/city-scrambles-solutions-waste-problem-221051>