



# Engaging Stakeholders and Partners: *“Adopt-an-Estero/ Water Body Program”*

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**ENVIRONMENTAL MANAGEMENT BUREAU**  
Department of Environment and Natural Resources



# Adopt-an Estero Program

A collaborative undertaking between & among the Estero Community, Donor-Partners, LGUs, other government agencies & the DENR to promote and achieve a cleaner, safer and healthier environment



# Objective of the Program

To clean the esteros and water bodies by mobilizing estero communities & getting them involved in clean-up activities & implementing plans towards cleaner esteros and water bodies



# Why engage stakeholders and partners in the Program?

- ▶ To institutionalize the program within the LGUs, particularly barangays, towards community empowerment;
- ▶ To ensure sustainability of the program and benefits derived;
- ▶ To boost public–private sector partnership



# Indicators of Partner– Stakeholder Support for the program

- ▶ Sustained community mobilization programs such as :
  - regular clean-up activities and increased participation rate of residents in the community;





## Partner Support ... (cont...)

- Continuing IEC campaigns and community training programs;
- community livelihood program relating to wastes (e.g. vermin-composting, recycling, crafts from recycled items, seedling production, etc.)
- successful clean-up of water bodies

Before



After



To date , there are 160 adopted esteros & 260 MOAs signed

<u>RO</u>	<u>Water bodies</u>	<u>Signed MOA</u>
1	11	11
2	12	67
3	6*(3)	11*(3)
4-A	13 *(1)	13*(1)
4-B	2	11
5	11	13
6	1	15
7	3	11*(1)
8	13	11
9	9	9
10	6	12
11	21	23
12	3	9
<b>CARAGA</b>	22	14
<b>CAR</b>	12	12
<b>NCR</b>	10 *(1)	12 *(1)
<b><u>TOTAL</u></b>	<b><u>155</u> *(160)</b>	<b><u>254</u> *(260)</b>

## Some of our Partners and the Esteros they adopted:

- **Tullahan River (Valenzuela, Malabon and Quezon City)**
  - Manila North Tollways Corporation
  - San Miguel Corporation
  - Caritas
- **Diliman Creek (Quezon City)**
  - Philippine Mine Safety and Environment Association (PMSEA)
- **Palico Creek (Makati, Muntinlupa)**
  - AMKOR Technology Philippines, Inc.
- **Maricaban Creek (Manila)**
  - Skyway Operations and Maintenance Corporation

# Some of our Partners and the Esteros they adopted:

## **Tripa de Gallina (Parañaque)**

- Philippine Coastal and River Guards Agroupation

## **Estero de Balete (Ermita, Manila)**

- Adamson University (AdU)

## **Mauling Creek (Taguig City)**

- Udenna Environmental Services
- Inter-Continental Waste Disposal Systems

## **Marikina River**

- PETRON Corporation
- 



# Some examples of Stakeholders during Support Activities for Adopt-an-Estero/Water Body Program



## Active Participation in Orientations, Seminars, and Trainings



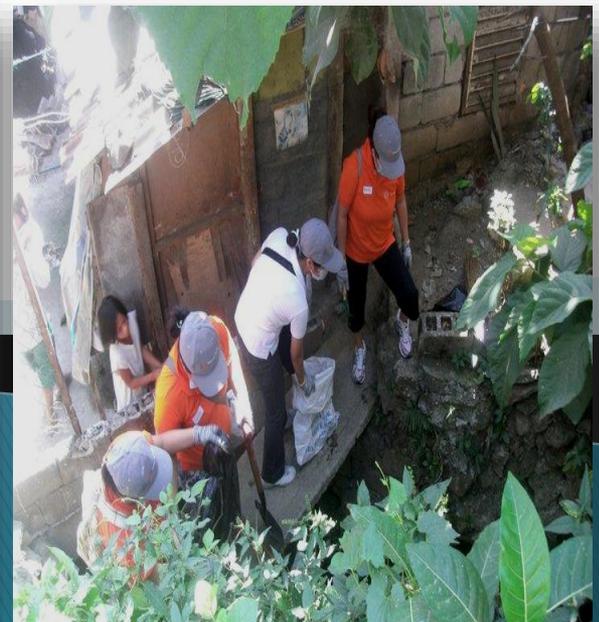
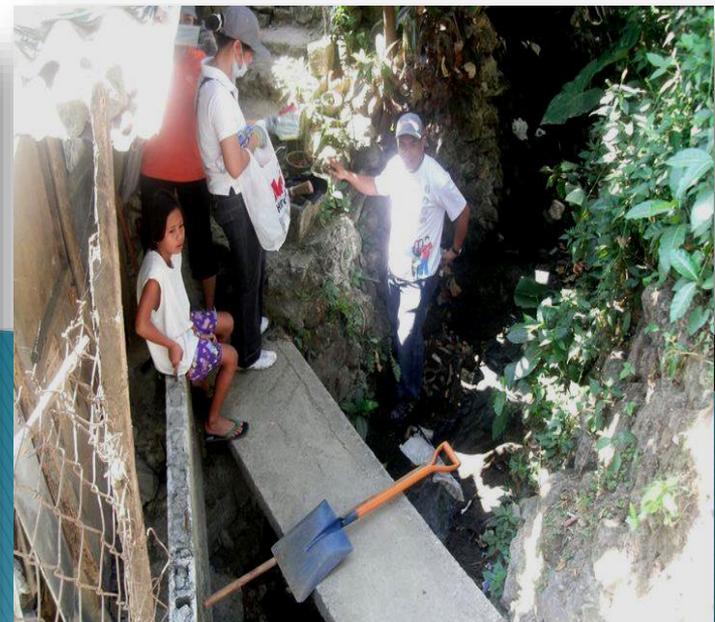


## Active Participation in Orientations, Seminars, and Trainings





- Conduct of simultaneous estero clean-up by barangays along the Diliman Creek every last Sunday of the month
- Distribution of the cleaning implements by adopting partner PMSEA for the clean-up.



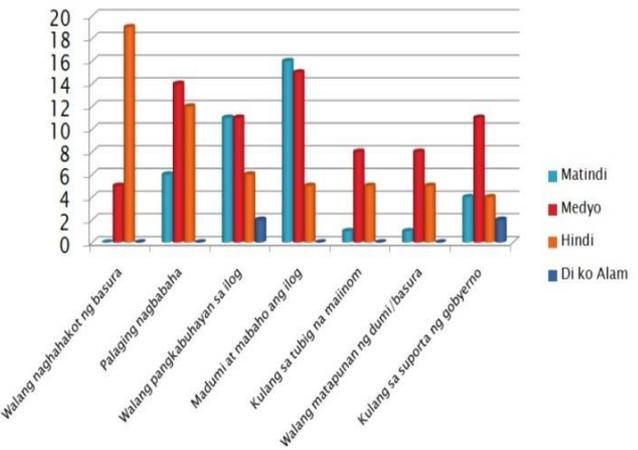


# Participation in the Conduct of Perception Survey

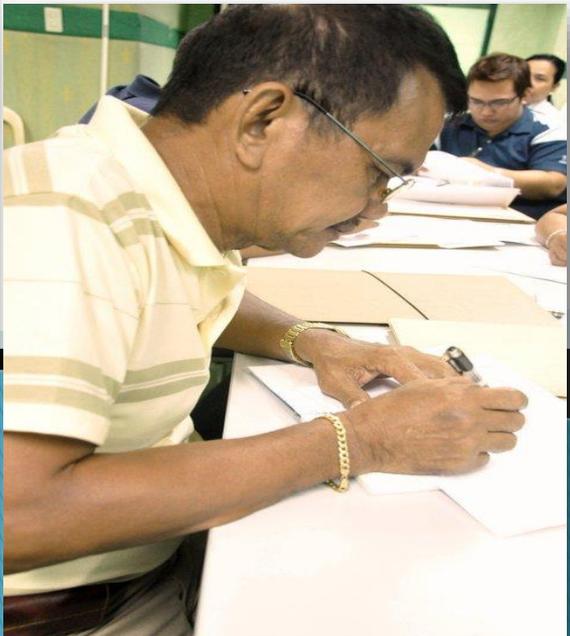
•A survey was conducted, with Quezon City LGU Officials (for the PEMSEA adoption of the Diliman Creek and its tributaries) and Malabon, Potrero residents (for the San Miguel Adoption of the Tullahan River) as respondents



Problema sa Kalikasan sa Inyong Barangay



- Maghihintay para sa mabilis na tugon ng gobyerno ukol sa pagbabago
- Mabaho ang ilog dahil sa palengke ng NepaQ Mart
- Walang programa para sa maliliit na barangay ng segregation bins





# **MURAL PAINTING CONTEST FOR BARANGAYS ALONG DILIMAN CREEK AND TRIBUTARIES**

## **SAVE DILIMAN CREEK!**

*“Sama-sama Tayo Tungo sa Malinis na Katubigan at Luntiang  
Kapaligiran”*

With the support of



As part of the Philippine Environment Month Celebration, the EMB conducted a Mural Painting Contest for 33 barangays traversing Diliman Creek and its tributaries. The winning murals were awarded last June 24, 2011.



The winning murals were awarded last June 24, 2011 at the Ninoy Aquino Parks and Wildlife Center. The Awarding Ceremony was also a tool for the barangays to report on their initiatives for Save the Diliman Creek Program.



## Community Dialogues & Council meetings

A meeting with the Muntinlupa City's Lake Management Office was held at the Barangay Buli last Feb. 14, 2011 for Amkor's Adoption of Palico Creek .





# Conduct of Partners Forum was held last September 16, 2011 for all Adopt-an-Estero partners in NCR





# Conduct of Trainers' Training at the La Mesa Eco-Park





# Development of Campaign Materials ( e.g. brochures & flyers)



## Estero Ko, Linis Ko

“Ang basurang itinapon mo, babalik din sa iyo” ay isang kasabihang napatunayan na ng panahon. Isa sa mga katunayan nito ay ang naging epekto ng bagyong Ondoy noong nakaraang taon na kumitil ng humigit kumulang 700 katao. Nasaksihan ng buong kamaynilaan at karatig-pook ang mga basurang tangay-tangay ng rumaragasang tubig-baha na nagmula sa mga estero na pumukaw sa mga karatig-bahay nito.

Alam niyo ba na hindi lamang pagbaha ang naging epekto ng basura sa ating mga estero, kundi pati na rin ang samu't-saring mga sakit na tulad ng diarrhea, kolera, kanser, dengue, atbp.

Hindi lamang buhay natin ang nakasalalay dito kundi pati na rin ang buhay at kalusugan ng ating mga anak.

### IKAW MISMO ANG SUSI SA PAGBABAGO!

Oo ikaw nga! Mga pare, mare, ate, at kuya, ang minimithi nating malinis na hangin at isdang lumalangoy sa malinaw na tubig na umaagos ng malaya mula sa mga basura, ay atin nang makakamit kung TAYO mismo ay makikitiisa sa pagbabago sa pamamagitan ng pagpapanatili ng kalinisan ng ating mahal na estero.

### Paano ba natin mapapanatiling malinis ang ating mga estero?

Simple lamang ang kasagutan diyen.

1. Iwasan na natin ang pagtatapon ng basura sa ating mga estero.
2. Imbes na magtapon ng basura sa estero, alamin ang iskedtyul ng kolektor ng basura sa ating mga barangay.
3. Sa pagtatapon ng basura, ating isagawa ang tamang segregasyon sa pamamagitan ng paghihiwalay ng mga basurang nabubulok at di-nabubulok.
4. Iwasang magkasabay ilabas ang pinaghiwalay na basura at dapat ayon sa iskedtyul ng paghalot.
5. Maging mabuting ehemplo tayo sa mata ng ating mga kapitbahay sa paglilinis ng ating mga estero sa pamamagitan ng pakikitiisa sa ating mga barangay.



## Marami nang nagkaisa.

## Papahuli ka pa ba?



Environmental Management Bureau  
Department of Environment and Natural Resources  
Tel. No. (02) 9284674; Fax No. (02) 9202246  
Email: emb@emb.gov.ph, embcentral@yahoo.com

## SAMA-SAMA TAYO TUNGO SA MALINIS NA KATUBIGAN AT LUNTIANG KAPALIGIRAN



Para sa kaalaman ng lahat, ang mga puno't halaman, maging ang kagubatan ay salaan ng kapaligiran. Ito ay nagiging salaan ng tubig-ulan. Sinisipsip ng mga ito ang tubig ulan at binabawasan ang mga masamang kemikal bago dumaloy sa ating mga katubigan. Ang proseso din na ito ang dahilan kung bakit ang mga puno't halaman ay nakapigil ng mga pagbaha. Ang mga puno't halaman din ang salaan ng carbon dioxide na siyang sanhi ng pabago-bagong klima. Sinisipsip ng mga halaman ang carbon dioxide at nagbubuga ng oksihen na siyang mahalagang pangangailangan ng tao para mabuhay.

Ang mga tanim nating puno't halaman din ang siyang nakapagbibigay sa atin ng mga masusustansyang gulay at prutas. Nakapigildin ang mga puno't halaman sa pagguho ng lupa.

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Ano pa ang hinihintay natin? Gawin nang luntian ang ating kapaligiran lalo na ang paligid ng ating mga katubigan!

## MARAMI NANG NAKIISA! PAPAHLI KA PA BA?

### Mga Halamang Maaring Itanim Malapit sa mga Ilog at Estero:

<b>PUNO</b>	Ipil-ipil, Kakawate, Kamachile, Tibig, Paper Mulberry, Benguet Pine, at Alnus
<b>PALUMPONG (SHRUB)</b>	Bayabas, Lantana, at Sunflower
<b>BAGING (VINES)</b>	Kudzu at Centrosema
<b>KAWAYAN</b>	Kawayan-tinik, Kawayan-kiling, at Buho
<b>DAMO</b>	Bermuda, Kikuyu, Napier, at Vetiver



# Campaign Materials ( tarpaulins , t-shirts and posters)

**This is the State of our Water Bodies**

Neglected... Ignored...

They are the causes of floodings and sources of major illnesses: Dengue, Diarrhea, Cholera, Dysentery, etc.

Would you allow your children to live and grow in this environment?

**ADOPT A WATER BODY**  
Be part of the solution.  
Let us clean our water bodies!  
Makibahagi sa Pagbabago!

To adopt a water body, please contact the



**ENVIRONMENTAL MANAGEMENT BUREAU**  
Department of Environment and Natural Resources  
Tel. No. (02) 9284674; Fax No. (02) 9202246  
Email: emb@emb.gov.ph  
www.emb.gov.ph



## BAWASAN ANG BASURANG ITINATAPON! MAG-SEGREGATE



**NABUBULOK**  
-bata ng prutas at gulay, basang, bituka at kaka ng isda, luyang dahon, tirang pagkain, atbp.

↓

**COMPOST**




**NARERESIKLO**  
-paper, karton, bote, tin cans, pet bottles, plastics, atbp.

↓

**RECYCLING FACILITY**




**SPECIAL WASTE**  
-painta, spray canisters, thinner, baterya (Lead-acid/household), mga sirang gamut tulad ng sirang aparador, TV, radyo, refrigerator, atbp.

↓

**TREATMENT PLANT**




**PANAPON**  
-sanitary napkins, disposable diapers, bata ng benta at iba pang wrappers, sachets, mga big siparayo, atbp.

↓

**ALTERNATIVE TECHNOLOGY  
SANITARY LAND FILL**





# Exhibits





# News Releases



## The Good News

### DENR, mining sector to clean QC estero

By Rhodina Villanueva (philstar.com) Updated November 28, 2010 12:00 AM Comments (0)

MANILA, Philippines - The Department of Environment and Natural Resources (DENR) recently partnered with the mining sector to undertake rehabilitation of one of Quezon City's major creeks as part of the government's *estero* cleanup program.

DENR Secretary Ramon Paje sealed the partnership by forging a Memorandum of Agreement (MOA) with the Philippine Mine Safety and Environment Association (PMSEA), represented by its president Louie Sarmiento, for the cleanup of Diliman Creek and its minor tributaries.

PMSEA is an organization of mining companies, quarries, cement plants, suppliers, professional organizations and government agencies that promotes occupational safety in mining and related operations.

"We are pleased that the PMSEA has heeded our call to the private sector to adopt *esteros* and creeks and assist in their cleanup before we move on to restoring the Pasig River," Paje said.

The MOA is effective immediately upon its execution and covers a period of one year.

Paje is confident that the partnership will bring significant improvement to the condition of the creek. "This program will showcase a successfully concerted effort to reduce pollution in the Diliman creek and its minor tributaries that will eventually lead to a healthy, clean and safe environment for all the communities surrounding it," he said.

Under the MOA, the PMSEA will provide their expertise in the installation of engineering solutions, as well as assistance in training community leaders on solid waste management and social mobilization.

The PMSEA is also tasked with the surface cleanup of the identified pilot site, and will assist the DENR and the Quezon City government in information dissemination and community mobilization.

In turn, the DENR through its Environmental Management Bureau and the Laguna Lake Development Authority will implement the provisions of Republic Act 9003 (Ecological Solid Waste Management Act) and RA 9275, the Clean Water Act. "These include monitoring surrounding establishments and the creek's water quality, providing technical assistance in establishing a materials recovery facility, and conducting social preparation for key stakeholders," Paje said.

The Diliman creek is a tributary of the San Juan River, one of the major tributaries of the Pasig River which empties into Manila Bay. The creek's water quality has deteriorated due to the volume of silt, waste and other debris coming from communities and establishments along its banks.



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### 33 barangays help clean up Diliman Creek

April 19, 2011 22:38:00  
Kristine L. Alave  
Philippine Daily Inquirer

MANILA, Philippines—Diliman Creek in Quezon City, a major tributary of the Pasig River, is clogged and littered with trash.

When it rains, water spills over from the creek, causing floods in the nearby residential areas.

To stop the further degradation of the creek, the Department of [Environment](#) and Natural Resources (DENR) and the local government of Quezon City signed a memorandum of agreement (MOA) on Tuesday to clean up the tributary with the help of residents of 33 barangays surrounding it.

Environment Secretary Ramon Paje said the rehabilitation of the creek was part of the agency's Earth Day celebrations.

"Maintaining clean waterways is a collective priority. The first MOA we signed for Diliman Creek was with the Philippine Mine Safety and Environment Association. This time, we are strengthening the participation of the barangays surrounding the creek to prevent garbage from clogging the waterway," Paje said.

Under the MOA, [environmental](#) measures will be undertaken at the creek, like holding information and education campaigns, community mobilization activities and training programs for stakeholders.

Paje said local leaders have agreed to stop the dumping of garbage in the creek. They also pledged to participate in [the clean](#) up, which will take place every fourth Sunday of the month.

In preparation for the clean up on April 24, the PMSEA will distribute cleaning tools such as gloves, shovels, and other materials to the 33 barangays

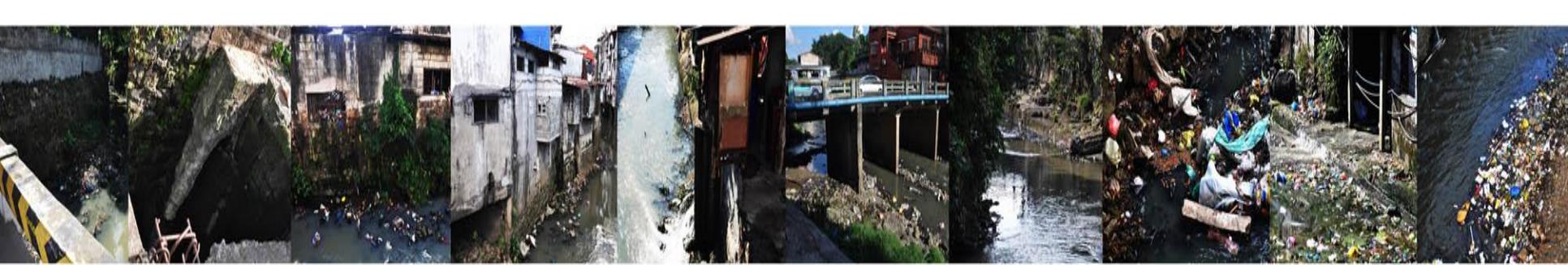
The clean up will entail dredging and de-silting. There are also plans to introduce phytoremediation through constructed wetlands, the planting of bamboo and other plant species along the river banks, rip-rapping or coco-matting and the construction and greening of linear parks.

For its part, the DENR and its attached agencies will intensify the monitoring of industrial and commercial establishments near the creek.

At the same time, the DENR said it will provide regular [water quality](#) monitoring and technical assistance to stakeholder groups in the area.

The revival of Diliman Creek is part of the DENR's "Adopt-an-Estero Program" which encourages the private sector, national and local governments and civil society to extend support in cleaning up urban center waterways.

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*THANK YOU!!!*



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