

SIXTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
First Regular Session)



13 SEP 10 P 3:14

SENATE
S. No. 1622

RECEIVED BY: *ji*

Introduced by Senator Miriam Defensor Santiago

EXPLANATORY NOTE

The Constitution, Article 11, Section 16 provides that:

The State shall protect and advance the right of the people to a balanced and healthful ecology in accord with the rhythm and harmony of nature.

The Philippines is facing growing environmental problems, such as global climate change, waste disposal, and air and water pollution. As such, Filipino consumers are willing to pay more for environment-friendly products. Environmental marketing claims convey information about products and influence purchasing decisions. Conveying accurate and reliable environmental information in environmental marketing claims will be of great use to the consumers, willing to change their purchasing patterns. However, environmental marketing claims are largely unregulated and can sometime be deceptive.

This bills seeks to: (1) prevent the use of fraudulent, deceptive, and misleading environmental marketing claims; (2) establish uniform, accurate standards and definitions that reflect the best available manufacturing practices, products, and packaging; and (3) encourage both consumers and industry to adopt habits and practices that favor natural resource conservation and environmental protection.*

Miriam Defensor Santiago
MIRIAM DEFENSOR SANTIAGO
ms

* This bill was originally filed during the Thirteenth Congress, First Regular Session.

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1 AN ACT
2 ESTABLISHING AN ENVIRONMENTAL MARKETING CLAIMS
3 MONITORING PROGRAM

Be it enacted by the Senate and the House of Representatives of the Philippines in Congress assembled:

4 SECTION 1. *Short Title.* - This Act shall be known as the "Environmental Marketing
5 Claims Act."

6 SECTION 2. *Definitions.* - For the purposes of this Act, the term:

7 (A) "Product" means any commodity, goods, or item distributed for promotional use,
8 rent, lease, or sale, through retail or wholesale sales agencies or agencies or instrumentalities, for
9 consumption or use;

10 (B) "Package" means the coating, covering, container, or wrapping used during a
11 product life cycle, including any outer container, wrapping or label used in the retail display of
12 any product;

13 (C) "Life cycle" includes the extraction; processing and manufacturing; transportation
14 and distribution; use; and management as waste of raw materials used in the manufacture of a
15 product or package, and of the product or package;

16 (D) "Environmental marketing claim" means any symbols or terms that are on a label,
17 package, or product or that are used in promotion or advertising to inform consumers about the
18 environmental impact or environmental attributes of a product or package during any part of its
19 life cycle;

1 (E) "Label" means any written, printed, or graphic material affixed to or appearing
2 upon a product or package or appearing upon a shelf or display area that refers to a product or
3 package;

4 (F) "Secretary" means the Secretary of Trade and Industry;

5 (G) "End product" means only those items that are designed to be used until disposal;
6 items designed to be used in production of a subsequent item are excluded;

7 (H) "Post-consumer material" means only those products or packages generated by a
8 business or consumer, as defined by the Secretary, which have served their intended end uses,
9 and which have been separated or diverted from solid waste except that such term shall not
10 include wastes generated during the production of an end product;

11 (I) "Pre-consumer material" means waste generated during production which cannot
12 be returned to the same production process, nor used by the same parent company to make a
13 product similar to the original product, nor used by another company to make a product similar
14 to the original product, used by the same parent company to manufacture a different product, and
15 includes all wastes generated during the intermediate steps producing an end product by
16 succeeding companies;

17 (J) "Secondary material" means any combination of pre-consumer and post-
18 consumer material.

19 SECTION 3. *Environmental Labelling Regulatory Program.* - The Secretary shall
20 establish, by regulation, an environmental marketing claims regulatory program. The purposes of
21 such a program shall be to carry out the provisions of this Act.

22 SECTION 4. *Independent Advisory Board.* - The Secretary, by regulation, shall establish
23 not later than 180 days after the date of enactment of this Act, an Independent Advisory Board,
24 hereinafter the "Board", to advise and make recommendations to the Secretary concerning the
25 regulation of environmental marketing claims.

1 (A) *Membership.* - The Board shall consist of fifteen (15) members, including four (4)
2 *ex officio* members, who shall be appointed by the Secretary as follows:

3 (1) Three (3) members who are recognized as consumer advocates, one of
4 whom is a recognized expert in marketing or consumer perception;

5 (2) Five (5) members representative of the industry and manufacturing,
6 including:

7 (a) One (1) retailer;

8 (b) One (1) manufacturer;

9 (c) One (1) recognized waste management expert in the private sector;
10 and

11 (d) One (1) end user of post-consumer materials;

12 (3) Three (3) members representative of environmental organizations, of
13 whom one member is a recognized expert in soil science or environmental
14 toxicology;

15 (4) Two (2) members, who shall serve *ex officio*, who are officers or
16 employees of the government, and of whom:

17 (a) One (1) member is recognized expert in consumer protection; and

18 (b) One (1) member is recognized as a waste management, pollution
19 reduction, or pollution prevention expert.

20 (5) Two members, who shall serve *ex officio*, who are officers or employees
21 of the Department of Environment and Natural Resources and who are
22 involved in pollution prevention and waste management.

23 Members of the Board serving *ex officio* shall have no vote. The Chairman of the Board
24 shall be designated by the Secretary. The Board shall meet at the call of the Secretary or the
25 Chairman.

26 (B) *Administrative Matters.* - The Board shall conduct its business in open meetings,
27 subject to any requirement for privacy in personal matters and review of confidential information

1 under any provision of law, and may hold hearings to seek public comment and participation in
2 formulating recommendations for the definitions and standards described in Section 5(A).

3 Members of the Board who are not otherwise employed by the Government may be
4 allowed travel expenses, including per diem in lieu of subsistence, as determined by the
5 Secretary and subject to the applicable laws.

6 (C) *Annual Report.* - Not more than 180 days after the initial meeting of the Board,
7 and annually thereafter, the Chairman of the Board shall submit to the Secretary a report that
8 outlines the activities and recommendations of the Board relating to the items described in
9 Section 5. The initial report shall include the recommendations described in Section 5(A).

10 SECTION 5. *Regulation of Environmental Marketing Claims.* -

11 (A) *Recommendations by the Board.* - Recommendations by the Board to the
12 Secretary, shall include definitions and standards to be used in regulating environmental
13 marketing claims on a national basis. In making such recommendations, the Board shall consider
14 available studies, standards, and other information that the Chairman of the Board determines to
15 be appropriate.

16 (B) *Final Recommendations.* - The Secretary, after considering the recommendation
17 of the Board described in paragraph (A), shall, not later than 18 months after the date of the
18 enactment of this Act, promulgate final regulations governing the use of environmental
19 marketing claims, including statements to the effect that a product or package is:

- 20 (1) Source reduced;
- 21 (2) Refillable;
- 22 (3) Reusable;
- 23 (4) Recyclable;
- 24 (5) Has recycled content;
- 25 (6) Compostable;
- 26 (7) Ozone neutral;
- 27 (8) Nontoxic; or

- 1 (2) Notwithstanding the above, an environmental marketing claim relating to
2 recycled content may be used in connection with a product or package that
3 contains a percentage of post-consumer or secondary materials that is less
4 than the percentage specified in subparagraph (1); if a manufacturer,
5 retailer, or distributor, or other person responsible for the use of such
6 environmental marketing claim, as determined by the Secretary, includes
7 in such claim a sentence in which the terms described in the regulation
8 promulgated under Section 5 are displayed no more prominently than
9 other words in the sentence that states the percentage by weight and by
10 volume of post-consumer and secondary materials used in such product or
11 package;
- 12 (3) An environmental marketing claim relating to the recyclable nature of a
13 product or package shall be used only in connection with a product or
14 package for which a manufacturer, retailer, distributor, or other person
15 responsible for the use of such environmental marketing claim, as
16 determined by the Secretary, is able to demonstrate, to the satisfaction of
17 the Secretary, that such product or package shall be recycled, at a
18 minimum rate of 25 percent before the expiration of the second year after
19 effectivity of this Act;
- 20 (4) An environmental marketing claim relating to the reusable or refillable
21 nature of a product or package shall be used only in connection with a
22 product or package that is reused for the original purpose of the product or
23 package, an average of five times or more, as determined by the Secretary;
- 24 (5) An environmental marketing claim relating to the compostable nature of a
25 product or package shall be used only in connection with a product or
26 package for which a manufacturer, retailer, distributor, or other person
27 responsible for the use of such environmental marketing claim, as
28 determined by the Secretary, that such product or package shall be

1 composted, at a minimum rate of 25 percent prior to the year 2015 and at a
2 minimum rate of 50 percent on or after the year 2015 of all such products
3 or packages, in a solid waste disposal system, including a composting
4 solid waste disposal system, in which the compostable nature of the
5 product is a desirable and environmentally significant characteristic (as
6 defined by the Secretary; and such product or package will not release
7 toxic materials or any other materials that may otherwise be harmful to
8 humans, other organisms or natural ecological processes, as defined by the
9 Secretary.

10 (D) *Additional Regulations.* - The Secretary may, at any time after the date of the
11 promulgation of the regulations required under paragraph (B), promulgate such additional
12 regulations as the Secretary determines, to be necessary to carry out the purposes of this Act.

13 In reviewing the regulations described in paragraph (B) or in any additional regulations
14 promulgated under this subsection, the Secretary shall determine whether it is appropriate to
15 promulgate additional regulations to:

- 16 (1) Reflect the best available use and thest best available technology that will
17 encourage higher performance levels in products and packaging in
18 meeting the objective of reducing negative environmental impacts and
19 improving environmental attributes; and
- 20 (2) Reflect the most recent scientific and practical knowledge of technological
21 advances and improvements (as determined by the Secretary) in
22 manufacturing techniques and waste management. Not later than three (3)
23 years after the date of the promulgations of the final regulations or any
24 additional regulations promulgated under this subsection, and every three
25 (3) years thereafter, the Secretary shall review such regulations. An
26 interested individual, including a representative of industry, and interested
27 citizen, or a representative of an environmental organization, may petition

1 the Secretary to initiate rulemaking procedures with respect to
2 promulgating additional regulations under this Section.

3 Not later than sixty (60) days after receiving a petition described above, the Secretary
4 shall determine whether to accept or deny the petition and shall publish the petition in at least
5 two newspapers of general circulation, along with an explanation of the reasons for such
6 determination.

7 SECTION 6. *Certification.* -

8 (A) *Filing of a Certification.* - Not later than six (6) months after the date of the
9 promulgation of any regulation under Section 5, any manufacturer or any other person who
10 intends to use an environmental marketing claim for which the Secretary has promulgated a
11 regulation shall first submit a certification to the Secretary that the environmental marketing
12 claim intended to be used meets the requirements of this Act. Such certification shall be in such
13 form as the Secretary shall prescribe by regulation and shall contain such information as the
14 Secretary determines to be appropriate.

15 (B) *Disapproval of Certification.* - The Secretary may, at any time, disapprove the
16 certification provided under paragraph (A) if the Secretary determines that the environmental
17 marketing claim that the manufacturer or other person intends to use does not meet the
18 requirements of the regulations promulgated under Section 5 of this Act.

19 (C) *Recertification.* -- Any person using an environmental marketing claim shall
20 resubmit a certification to the Secretary that the environmental marketing claim used meets the
21 requirements of the Act if:

- 22 (1) Changes have been made in the product or package that would affect its
23 ability to meet the regulatory requirements of the environmental marketing
24 claim previously used for such a product or package; or
25 (2) New regulations have been promulgated under this Act relating to the
26 environmental claim being used.

1 Such recertification shall be submitted to the Secretary within six (6) months of the
2 occurrence of either event described in subparagraphs (1) and (2) above.

3 SECTION 7. *Prohibition.* - It shall be unlawful for any person to fail or refuse to comply
4 with any regulation promulgated under Section 5(b) of this Act; or any order issued by the
5 Secretary to carry out any regulation. It shall likewise be unlawful for any person to use an
6 environmental marketing claim for which the Secretary has issued a regulation under Section 5 if
7 the person has failed to file a certification as required by Section 6; or the Secretary has
8 disapproved a certification under Section 6.

9 SECTION 8. *Penalties.* -

10 (A) *Civil.* - Any person who violates a provision of Section 7 of this Act shall be
11 liable to the Philippine Government for a civil penalty in an amount not to exceed One Hundred
12 Thousand Pesos (P100,000.00) for each such violation. Each day such a violation continues
13 shall, for the purpose of this subsection, constitute a separate violation of Section 7 of this Act.
14 A civil penalty for a violation of Section 7 of this Act shall be assessed by the Secretary by an
15 order made on the record after opportunity for a hearing in accordance with regulations as
16 determined by the Secretary. Before such an order, the Secretary shall give written notice to the
17 person to be assessed a civil penalty under such order, of the Secretary's proposal to issue such
18 order and provide such person an opportunity to request, within fifteen (15) days from the date of
19 notice is received by such person, such as a hearing on the order. In determining the amount of a
20 civil penalty, the Secretary shall take into account the nature, circumstances, extent, and the
21 gravity of the violation, and with respect to the violator, ability to pay, effect on ability to
22 continue to do business, any history of prior related violations, the degree of culpability, and
23 such other matters as the Secretary determines to be appropriate. Any person who has requested
24 a hearing with respect to the assessment of a civil penalty, may file a petition for judicial review
25 of such order with the Regional Trial Court in the place where such person resides or transacts
26 business. Such a petition may only be filed within the 30-day period beginning on the date the

1 order making such assessment was issued. If a person Fails to pay an assessment of a civil
2 penalty after the order making the assessment has become a final order and if such person does
3 not file a petition for judicial review of the order; or after a court in an action has entered a final
4 judgment in favor of the Secretary; the Solicitor General shall recover the amount assessed,
5 including interest at currently prevailing rates from the date of the expiration of the 30-day
6 period or the date of such final judgment, as the case may be, in an action brought in any
7 appropriate Regional Trial Court. In such action, the validity, amount and appropriateness of
8 such penalty shall not be subject to review.

9 (B) *Criminal.* - Any person who knowingly or wilfully violates any provision of
10 Section 7 of this Act, shall, in addition to or in lieu of any civil penalty which may be imposed
11 under paragraph (A) of this Section for such violation, be subject, upon conviction, to a fine of
12 not more than One Hundred Thousand Pesos (P100,000.00) for each day of violation, or to
13 imprisonment for not more than 1 year, or both. Not later than December 1 of the year in which
14 this Act is promulgated, and December 1 of each fifth calendar year thereafter, the Secretary
15 shall prescribe and publish in at least two (2) newspapers of general circulation, a schedule of
16 maximum authorized fines that shall apply for violations that occur after January 1 of the year
17 immediately following such publication.

18 SECTION 9. *Citizens' Suits.* -

19 (A) *In General.* - Except as provided in paragraph (B), any person may commence a
20 civil action against:

21 (1) Any person who is alleged to be in violation, including the Government of
22 the Philippines, to the extent allowable by law; or

23 (2) The Secretary, to compel him to carry out ministerial duties assigned to
24 him under this Act. Any civil action under this subsection shall be brought
25 in the Regional Trial court of the district in which the alleged violation
26 occurred, or where the defendant resides or where the defendant's
27 principal place of business is located. The Regional Trial Court shall have

1 jurisdiction over suits brought under this section, without regard to the
2 amount in controversy or the citizenship of the parties. The Court shall
3 have jurisdiction to order all necessary injunctive relief and to impose any
4 civil penalty.

5 (B) *Limitations.* - No civil action may be commenced to restrain any violation of
6 Section 7 of this Act before the expiration of sixty (60) days after the plaintiff has given notice of
7 such violation to the Secretary and the person who is alleged to have committed such violation if:

8 (1) The Secretary has commenced a proceeding a proceeding for the issuance
9 of an order to require compliance with the regulation or requirement and is
10 diligently pursuing such proceeding or has issued an order to carry out the
11 regulation or requirement described in Section 7 and is diligently pursuing
12 the enforcement of such order; or

13 (2) The Solicitor General has commenced a civil action in a court of the
14 Republic of the Philippines to require compliance with the regulation
15 requirement and is diligently prosecuting such civil action.

16 No civil action may be recommended against the Secretary under paragraph (A) before
17 the expiration of a 60-day period after the plaintiff has given notice to the secretary of the alleged
18 failure of the Secretary to perform an act or duty which is the basis for such action.

19 (C) *Intervention.* - If a proceeding or civil action is commenced by the Secretary or
20 the Solicitor general after the giving of notice by a person other than the Secretary or Solicitor
21 General, such person may intervene as a matter of right in such proceeding or action. In any
22 action under this section, the Secretary or the Solicitor General, if not a party, may intervene as a
23 matter of right.

24 (D) *Notice.* - Notice under this section shall be given in such manner as the Secretary
25 shall prescribe by regulation.

26 (E) *Attorney Fees and Court Costs.* - The court, in issuing any final order in any
27 action brought under this Act, may award costs of suit and reasonable fees for attorneys and
28 expert witnesses, if the court determines that such award is appropriate.

1 (F) *Consolidation.* - When two or more civil actions brought under involving the
2 same defendant and the same issues or violations are pending in two or more judicial districts,
3 such pending actions may be consolidated and tried as provided for in the Rules of Court.

4 SECTION 10. *Public Information Campaign.* - The Secretary shall conduct a public
5 information and education campaign, including public service advertising, in order to enable
6 consumers to:

7 (A) Recognize environmental marketing claims regulated under this /act and be able
8 to distinguish them from other environmental marketing claims;

9 (B) Have information about the criteria used by the Secretary in establishing
10 standards and definitions for environmental marketing claims, and

11 (C) Have a better understanding about the effects that products and packages can have
12 on the environment.

13 SECTION 11. *Statutory Construction.* -

14 (A) *Right to Seek Enforcement.* - Nothing in Section 9 shall restrict any right which
15 any person or class of persons may have under any other statute to seek enforcement of any
16 regulation promulgated under Section 5 of this Act.

17 (B) *Actions against Advertisers.* -Nothing in this Act shall be construed so as to alter
18 the right under any other provision of law of a person or government to commence an action
19 against an advertiser related to the use of false or misleading environmental marketing claims.

20 (C) *Standards.* - Nothing in this Act shall be construed so as to prohibit the
21 government from enacting and enforcing a standard or requirement with respect to the use of an
22 environmental marketing claim that is more stringent than a standard or requirement relating to
23 an environmental marketing claim established or promulgated under this Act.

24 SECTION 12. *Appropriations.* -To carry out the provisions of this Act, such sum as may
25 be necessary is hereby authorized to be appropriated from the National Treasury. Thereafter, the

1 sum necessary for the continuous operation of the program shall be included in the annual
2 appropriation of the Department of Trade and Industry.

3 SECTION 13. *Separability Clause.* - If any provision or part thereof is held invalid or
4 unconstitutional, the remainder of the law or the provision shall remain valid and subsisting.

5 SECTION 14. *Repealing Clause.* - Any law, presidential decree, issuance, executive
6 order, letter of instruction, administrative order, rule, or regulation contrary to or inconsistent
7 with the provisions of this Act is hereby repealed, modified, or amended accordingly.

8 SECTION 15. *Effectivity Clause.* - This Act shall take effect fifteen (15) days after its
9 publication in at least two (2) newspapers of general circulation.

Approved,

DEPARTMENT OF TRADE AND INDUSTRY