Social Marketing on Ecological Solid Waste Management with Islamic Perspective

Mobilizing women as prime movers in effective solid waste management and a healthy environment

by: Czarina M. Kunso
A glimpse of Cotabato City
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Contextual Background

- Cotabato City is one of the cities of the Philippines located in Mindanao. It comprises 37 barangays. It is an exclave of the SOCCSKSARGEN region found within the boundaries of Maguindanao province, but is independent of that province. Cotabato City is distinct from and should not be confused with the province of Cotabato.

- Cotabato City is the regional center of the Autonomous Region in Muslim Mindanao. The city is actually part of the SOCCSKSARGEN region and does not belong to the ARMM (seat of ARMM government is at Cotabato City).

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- Cotabato's population was about 259,153 in 2007 census. It is considered as a melting pot; tri-people of Bangsamoro, Lumads and settler reside and share the diversity of culture and traditions. Cotabato is approximately 698.9 nautical miles (1294 km) from Manila, the country's capital, and is bounded by the municipalities of Sultan Kudarat to the north—with Rio Grande de Mindanao separating the two—Kabuntalan to the east, and Datu Odin Sinsuat to the south. The city faces Illana Bay, part of the Moro Gulf, to the west. Cotabato City has a total land area of 176.0 square kilometers.

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- The City of Cotabato economically is a trading center for agro, aqua, silvo and pastoral products coming from nearby municipalities. It is justifiably famous for its loom woven fabrics, *Inaul*, because of the intricate unique designs hand-made with fine and expensive threads making them the hallmarks of an industry being carried out for many centuries. Also Cotabato City has both historical and natural attractions, you can find Rio Grande de Cotabato, Tamontaka Church, Lourdes Grotto, Kutang Bato Caves, Takumi Butai Memorial Shrine, and the ongoing Masjid Sultan Hassanal Bolkiah, Brunei sultan’s $48-M mosque.

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Contextual Problems in the Community

COTABATO FLOODING VIDEO CLIPS

- [http://www.youtube.com/watch?v=_YIdettmm7g&feature=related](http://www.youtube.com/watch?v=_YIdettmm7g&feature=related)
- [http://www.youtube.com/watch?v=Sns0X_oyHr4&feature=related](http://www.youtube.com/watch?v=Sns0X_oyHr4&feature=related)
- [http://www.youtube.com/watch?v=cbIgGvHUzX8&feature=related](http://www.youtube.com/watch?v=cbIgGvHUzX8&feature=related)
- [http://www.youtube.com/watch?v=DCbQqm7ICJo&feature=related](http://www.youtube.com/watch?v=DCbQqm7ICJo&feature=related)

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Contextual Problems in the Community

- Aside from security issues confronting Cotabato City and adjacent municipalities; the pressing recurrence of flooding needs to be addressed. From year 2007 to present intermittent flooding have been experienced during heavy rains/wet season.

- According to the National Disaster and Coordinating Council (NDCC) Update, dated June 2, 2010, Sitrep No. 1 on Flooding Incidents in Cotabato City and Sultan Kudarat, Maguindanao; except from their documentation of the CDCC Cotabato City Meeting on June 1, 2010, it stated that “the City Engineering Office reported that the cause of the flood in Cotabato City was due to inefficient drainage system along the national roads supposedly maintained by DPWH XII and the clogging of drainage system is due to poor solid waste management...” In the same meeting they are proposing for the preparation of a comprehensive drainage plan.
Community Needs Assessment

- To date, Cotabato City and adjacent municipalities experiences flooding. An hour of heavy rainfall raises water level (given that the elevation of the area is below sea level? and Cotabato City is surrounded with bodies of water. Estuary @ Bukana, Rio Grande de Mindanao and the Illana Bay). Such calamities causes displacement of populace thriving in the low lying areas, morbidity i.e. water borne diseases, water pollution and related disaster have had been experienced. Thus, the need for an effective information, education, and communication campaign needs to be revisited.
Rationale

- Waste disposal problem have become more undesirable as everyday human living goes on. This is felt due to lack of discipline of most populace and insufficiency of knowledge on how to process these produced garbage into useful one. Notably, health hazards can be acquired from improper waste dumping and a contributory cause of the sporadic flooding in the city and adjacent municipalities.

- Significantly in Muslim Mindanao areas, information dissemination on how to manage discarded solid waste at the community level needs to be addressed primarily to reduce waste at source (segregate reusable/recyclable, residual and compostable materials) and to ensure the protection of public health chiefly from garbage indicator diseases. Proposed information, education, communication (IEC) campaign on ecological solid waste management accentuates Islamic perspective, mainly pertaining to cleanliness, for the awareness of the majority Bangsamoro/Muslim populace in the locality. Accordingly, a fundamental principle that puts Islam in the center of environmental issues, particularly on solid waste management, is the admonition on cleanliness and achieving purity.
Project Description

- The project is basically IEC (information, education, communication) campaign on ecological solid waste management and its relation to public health. It aimed on mobilizing women and local stakeholders in addressing garbage disposal in the City of Cotabato. Target participants and stakeholders of the project are students (elementary, high school and the madaris). The methodology of the project is to hold environmental advocacy with excerpts from the Hadith, carried through lecturette, discussions, film showing, quiz bowl, and facilitation of “Oplan Linis Paligid”.

- The primal aim of the project is to inculcate resource-based management to the young generation. Because the population is predominantly are Bangsamoro, Islamic perspective will be highlighted in the process. It will thus employ participatory approaches engaging various stakeholders and organizations such as the local communities, religious leaders, POs/NGOs, DOH, DENR, LGUs, and the academe.
- Estimated Overall Project Cost
  - Php 10,000.00 (Php 6,500 from PMP fund, Php 3,500 will be sourced out and equity)

- Location of your own community:
  - Barangay Bagua 2, Cotabato City (residence)

- Location of the project community:
  - Notre Dame University of Cotabato, Cotabato City

- Your Religion and Ethnicity vis-à-vis the Religion & Ethnicity of the People in the Project’s Community
  - Notre Dame University students:
  - Muslim (Bangsamoro, - Maguindnraoan, Iranun, Meranao, Tausug)
  - Catholic and other sects (tribes usually are Cebuano, Tagalog, Lumad)

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Participating Organization/s

- The proponent of the project is the Alliance of Concerned Bangsamoro Women for Development (ACBWD) and a student organization of NDU Cotabato

Participating Adults and Their Positions or Titles

- Hadja Norma D. Pasandalan – ACBWD Executive Director
- NDU Campus Administrator
- Student Organization Adviser

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- **Internal Strengths**
  - The non-governmental organization has a pool of qualified women professionals and partners. The group is conducting symposia and consultation on peace and development, governance, and the like.

- **Internal Weaknesses**
  - It is a self-reliant organization. Sourcing for funds needs to be worked out.

- **External Opportunities**
  - ACBWD have contacts and linkages to various institutions in Cotabato City and the ARMM region

- **External Threats**
  - Concerns of any project sustainability

- **Vision**
  - The proposal envisioned to revisit awareness on environmental conservation and protection measures.

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**Mission**
- The mission of this project “Social Marketing on Ecological Solid Waste Management with Islamic Perspective” is to empower women in solid waste management efforts. This undertaking is also significant in promoting a healthy community.

**Goals**
- The goal of this project is to put forth public awareness on ecological solid waste management, highlighting Islamic approach on cleanliness (*Taharah*, as an indispensable fundamental of faith among Muslims).

**Objectives**
- Increasing consciousness and educate the community on the salient points of Ecological Solid Waste Management and public health.
- Strengthening linkages and involvement of all LGU levels, local leaders and communities, line agencies (DOH, DENR), non-government/people’s organizations, religious sector, and the academe in solid waste management.
- Supporting the advocacy of the city government unit of Cotabato City in performing an effective solid waste management mechanism.
- **Expected Outputs**
  - Installation of eco-billboard in the participating school (NDU Cotabato)

- **Framework**
  - Nature is *ni’mah*, a blessed gift of Allah’s bounty. – Faruqi and Faruqi (1986)
  - No other creature is able to perform the task of protecting the environment. God entrusted humans with the duty of viceregerency, a duty so onerous and burdensome that no other creature would accept it: “Lo! We offered the trust unto the heavens and the earth and the hills, but they shrank from bearing it and were afraid of it. And man assumed it” (Surah 33:72)

- **Outcomes**
  - Care for the environment. Awareness and adoption of a doable and effective ecological solid waste management advocacy.

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