My warmest greetings to the National Consumer Affairs Council and the Department of Energy as you observe the 2014 National Consumer Welfare Month.

Consumer awareness and education are critical elements in fulfilling the country’s goal of producing capable nation-builders.

This period of rapid development requires committed citizens who will productively engage the market that supports our growing economy. May this celebration challenge you to be more vigilant in utilizing our resources and urge you to be more adaptive and resilient to the changes brought about by our globalized milieu. May your continued determination help sustain our momentum on the straight and righteous path, and contribute even further to the attainment of equitable, sustainable progress.

Each sector plays a significant role in revitalizing our country, and yours performs an additional task at the vanguard, ensuring that all energy and consumer programs are translated into services that benefit the Filipino people. Together let us establish an even more robust, more dynamic, and more inclusive Philippines that we rightfully deserve.

May you have a stirring, productive event.

BENIGNO S. AQUINO III

MANILA
October 2014

“Sapat na Impormasyon: Susi sa Wastong Paggamit ng Enerhiya”

2014 Consumer Welfare Month Theme

Energy Secretary Carlos Jericho L. Petilla (center), together with DOE Undersecretary Loreta G. Ayson (4th from left), DTI Undersecretary Victorio Mario V. Dimagiba (back, 4th from right), MERALCO Chairman Manny V. Pangilinan (5th from left), Assistant Secretary Daniel A. Ariaso, Sr. (back, 1st from left), MERALCO President Oscar S. Reyes (3rd from left), DOE-CWPO Division Chief Helen B. Arias (back, 1st from right), and the Members of the National Consumer Affairs Council led by NCAC Chair Jose P. Pepito (back, 3rd from right) leads the Opening Ceremony of the 2014 Consumer Welfare Month at the Lighthouse, Meralco on 01 October 2014.
We enjoin everyone in celebrating this year’s Consumer Welfare Month.

The theme for this year, Sapat na Impormasyon, Susi sa Wastong Paggamit ng Enerhiya, denotes the country’s perennial quest to become more energy efficient. It summarizes the efforts of both the Department of Energy (DOE) and the National Consumer Affairs Council in ushering consumer education and valuing the role of the people for the advancement of the national economy.

Through this celebration we can promote awareness on all consumer-related topics, which can truly bestow wisdom to our fellow Filipinos. I hope that through this event, we can shed light to our citizens on how they can effectively and efficiently utilize energy, both in their homes and workplaces. As we continue to develop as a country, I strongly encourage you to become more proactive in all your pursuits.

Rest assured that DOE remains steadfast in our commitment to support all your aspirations towards consumer protection and empowerment.

More power and Mabuhay!

CARLOS JERICO L. PETILLA
Secretary

The Department of Energy (DOE) led various activities geared towards the education of consumers in the energy industry especially on energy efficiency.

For drivers, the DOE invited Honda Philippines to talk about their 1'M Blue Eco-Safe Driving Campaign, which aims to target one million drivers to commit practicing eco-safe driving to help address air pollution, climate change, and energy sustainability. Honda also introduced their hybrid car, the Honda CR-Z, which not only packs power but also fuel efficiency in every drive, shifting to electric mode in various scenarios to boost power but not fuel consumption.

Consumers were also treated by Meralco and Philips to a cooking demo by celebrity chef, Nancy Lumen, by highlighting the use of energy-efficient appliances which not only saves you time in the kitchen but also gives energy savings. Philips also introduced their energy-efficient lighting.

Eastern Petroleum, meanwhile, introduced EC Gas which has an LPG...
2014 Consumer Welfare Month Highlights Energy Education

The Department of Energy (DOE) led the celebration of the 2014 Consumer Welfare Month (#CWM2014) with the theme “Sapat na Impormasyon: Susi sa Wastong Paggamit ng Enerhiya” highlighting its consumer-centric websites — Kuryente and WattMatters.

During the opening ceremony of the #CWM2014 last 01 October at the Meralco Lighthouse, the DOE launched Kuryente and WattMatters aimed at educating the public on the fundamentals of power industry operation and efficient energy utilization.

The Kuryente website (http://www.kuryente.org.ph) aims to respond to the public’s perennial question about energy, “Magkano ba ang kuryente mo?” The site provides a database of the country’s distribution utilities, power rates, and other valuable information about the power industry. The WattMatters website (http://www.wattmatters.org.ph), on the other hand, seeks to teach people the value of managing energy use as it shows the cost of operating energy appliances and how to save energy.

“Our goal is not only to protect consumers but for consumers to actually learn how to protect themselves and to contribute solutions towards energy sustainability,” Energy Secretary Carlos Jericho L. Petilla said during the event.

Through these websites, the DOE hopes to empower consumers in making more intelligent energy choices at the most opportune time when volatile energy prices pose a formidable challenge in budgeting household income for monthly expenditures.

The CWM is held every October pursuant to a composite cylinder that is 100% explosion proof and 70% lighter than conventional old steel tanks. The EC Gas cylinder is also easy to carry and translucent so you can see the level of LPG and your energy consumption.

The CWPO team also oriented consumers about the DOE websites and mobile applications which can help people manage their energy savings and choose more energy-efficient appliances.

Aside from the energy-related products introduced to the attendees of the various seminars and demonstrations, DOE also invited several companies to talk about their products on health, financial security, beauty, food, real estate, photography, and telecommunications.
Regional Activities during the 2014 Consumer Welfare Month

Field offices advocate energy education in provinces

Government agencies in Luzon, Visayas, and Mindanao also actively spread the word about the importance of consumer education in terms of energy use.

In Luzon, the DOE Luzon Field Office, led by Dir. Efren Balaoing, conducted an IEC at SM City Rosales and Rosales National High School on energy efficiency programs of the DOE. The Department of Trade and Industry (DTI)-Rizal also held their annual Dulaang Pangmamimili wherein students from different public schools in Region IV-A held a musicale based on the 2014 Consumer Welfare Month theme: Sapat na Impormasyon: Susi sa Wastong Paggamit ng Enerhiya.

The DOE Visayas Field Office, meanwhile, conducted IECs to high school students in Supang National High School, Guimaras on energy efficiency and conservation. The DOE-VFO also gave an IEC on the Energy Consumers’ Rights and Responsibilities on LPG use in Dumaguete.

Mindanao consumers were informed, on the other hand, about the Downstream Oil Industry and Energy Conservation through an IEC in Agusan del Sur.

On behalf of the National Consumer Affairs Council, allow me to enjoin everyone in the observance of the month of October of every year as Consumer Welfare Month, pursuant to Presidential Proclamation 1098.

As we call to mind the past two decades where the landmark legislation, the Consumer Act of the Philippines (R.A. 7394) has existed, we would find meaning in truly celebrating this major event as this is anchored on the passage of the same law. Significantly, subject law seeks to protect our interests and general well-being as consumers, and likewise provide a regulatory environment responsive to our needs as consumers. We have to be guided that the protection of our interests as consumers rests upon the quality of our spirit to protect, assert and exercise our basic consumer rights and responsibilities. Let us therefore brace ourselves to counter fraud, deceptive, unfair and unconscionable sales acts and practices. The proliferation of adulterated food, drugs, devices and cosmetics is a vital concern that we have to guard against also.
As part of the consuming public, moreover, as stewards of planet earth, we can always help protect our environment and push forth resource use conservation on a sustainable basis, not only for the welfare of our present, but of our future generations.

We believe that thru our concerted efforts for a more broadened approach to consumer education, we can help empower our consuming public, and likewise promote the vitality of our country’s economy.

JOSE P. PEPITO  
Chairman

### 2014 CWM Activity Photos

- Workshop on Basic Photography with Avida Land Corp.
- Financial Management Seminar with RCBC Savings Bank
- EcoSafe Driving Seminar with Honda Cars Philippines
- Energy Efficient Cooking with Philips and Ms. Nancy Lumen
- Energy Efficient Kitchen Appliances with MERALCO
- Talk on GMOs with Consumer Rights for Safe Food

**CWPO Team**

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For your comments/suggestions, call us at (02) 849-2267 or e-mail us at cwpo@doe.gov.ph
We would also like to thank the following for their participation in the 2014 Consumer Welfare Month:

Avida Land Corp.
Honda Cars Philippines
Gardenia Bakeries
RCBC Savings Bank
Jetti Petroleum
S&R Membership Shopping
Sun Life Financial
TLY, Inc.
Pilipinas Shell Foundation
MERALCO
HERBALIFE
Philips Appliance & Lighting
Mr. Earl Patrick Penabella
Eastern Petroleum Corp.
Seaoil and Diners Int’l
Philips Lighting
Mary Kay International
Edcrisch International
PTT Philippines
Pro Optics Vision Center
Sky Flakes Fit
Santé International
Philam Life
Consumer Rights for Safe Food
Milea Bee Farm
Lotus Pod
Simplicitea
Piper’s Pan
Nono’s BBQ
MetroManila Food Truck Association (Truck Bun, I Have 2 Eggs, Great Burger and Jasper’s)
HSBC
Globe Telecom
Mr. Rizaldy Domingo
Philbaking

Thank you to:

PETRON
SMART
trusted quality healthcare
San Miguel Global Power Holdings
Oishi

Jetti Petroleum Booth at the DOE Data Bank Lobby
Financial Planning Seminar with Sun Life Financial Philippines
Reproductive Health Talk with TLY and Pilipinas Shell Foundation
S&R Membership Shopping Booth at the DOE Data Bank Lobby
SkyFlakes Fit Booth at the DOE Data Bank Lobby
Free Yoga Session
Gardenia Bakeries Booth at the DOE Data Bank Lobby
Personality Development Seminar with Mary Kay Philippines