

PRESS RELEASE

April 20, 2021

Green EDSA Movement to be launched

The Green EDSA Movement (GEM) will be launched in a virtual ceremony on April 22, 2021, the global celebration of Earth Day, from 10:00 to 11:30 AM.

Government and private sector leaders shall declare their solidarity with the GEM to transform EDSA to an iconic tree-lined Greenway, prioritizing people mobility over vehicle mobility, and a greener environment to address climate change.

“We are deeply committed to our civic duty to protect the environment, which enables us to lead lives in continuing socio-economic prosperity, ecological balance and general well-being,” explained Eduardo H. Yap, chairman of GEM’s core convenors group. “We aim to transform EDSA through robust advocacy for public-private partnership in carrying out Green improvement projects.”

Finance Secretary Carlos G. Dominguez III will deliver the keynote message at the launching program. He recently called for “strong collective action against the climate crisis”, which is causing devastating damage to lives and property from stronger typhoons, hotter summers and rising sea level. His call is consistent with the exhortation of the United Nations to declare a climate emergency.

Transportation Secretary Arthur P. Tugade will deliver a message of support. He initiated the transformation of EDSA with reforms in mass transportation, particularly the full rehabilitation of MRT3, new busway on inner lanes and bus system reforms for people mobility in conformance with the national transportation plan. These reforms have created the opportunity to transform EDSA further with walkable tree-lined sidewalks and bike lanes.

Metro Manila Development Authority (MMDA) Chairman Benhur Abalos, together with Mayors Abigail Binay of Makati, Carmencita Abalos of Mandaluyong City and Joy Belmonte of Quezon City are expected to deliver messages of solidarity and their respective green initiatives.

The MMDA has charge of EDSA and will be a key player in its transformation and beautification under a sustainable green program with measurable targets and a timetable that the GEM will advocate and support.

As part of the launching ceremony, SM Development Corporation (SMDC) will plant 6 balitbitan trees along the long EDSA frontage of its new huge FAME condominium complex. Aboitiz Equity Ventures Green Program head Manuel Lozano will deliver an inspirational message of support. Notable also is the participation of Energy Development Corp. (EDC) which has signified that it will lend its deep botanical and

tree planting expertise to the GEM and donate seeds of special carbon-absorbing trees for the greening of EDSA.

Former Supreme Court Chief Justice Artemio V. Panganiban, Jr. leads the roster of advisers in the advisory panel of the GEM.

Supporting the GEM are the largest business, professional, civic and green organizations, in the country, among others: Management Association of the Philippines (MAP), Financial Executives Institute of the Philippines (FINEX), Makati Business Club (MBC), Philippine Chamber of Commerce and Industry (PCCI), Federation of Filipino-Chinese Chambers of Commerce and Industry (FFCCCI), Employers Confederation of the Philippines (ECOP), PhilExports, Move-As-One Coalition.

Atty. Francisco Ed Lim, FINEX president, will speak on these organizations' support to the GEM.

The core convenors composing the steering committee are Eduardo "Eddie" Yap, chairman, Evelyn Singson, vice chairperson. Others are Emmanuel Bonoan, Herminio Coloma, Jr., Santiago F. Dumlao, Jr., Baltazar Endriga, Margarita Floirendo, Maan Hontiveros, Alfredo B. Parungao, Anton San Diego and Marife Zamora.

A technical working group provides technical expertise. It is composed of engineer Telesforo Pena, environmentalist Lynn Monsanto, environmental scientist Mylene Cayetano, PhD., visualist Ric Gindap, architect Gaston Pastrana. Arborist and urban landscape planner are also being invited.