

EXECUTIVE ORDER NO. 2011-13

CONSTITUTING THE *PILIMANIA* PROJECT COMMITTEES TO SPEARHEAD THE ECONOMIC GREENING OF THE CITY OF NAGA THROUGH THE SUSTAINABLE PLANTING OF PILI TREES:

WHEREAS, there is a need for greening in Naga City to address environmental concerns especially air pollution and climate change, and such is also in consonance with the national government's greening program;

WHEREAS, the city of Naga is a regional center for the processing of pili delicacies with local enterprises composed of small retailers to large producers supplying not only the local market but wholesale and export markets as well;

WHEREAS, pili processing including the economic use of other products from the pili tree has been identified by the City Government as a priority industry under its Barangay GROW (Growing Opportunities for Wealth) Negosyo program, and there are already existing and proposed projects to promote and develop the industry including product development and the establishment of common production and packaging facilities;

WHEREAS, the City Government is embarking on a two-year project called "PiliMania, Naga City's Economic Greening Movement" which has the goal of planting and nurturing at least 30,000 pili trees in the city's agricultural and residential zones, along highways, major thoroughfares and barangay roads, in strategic areas—to be termed "Pili Green Spots"-- within Naga's business districts, and in other viable open spaces since such greening effort will provide the benefits of:

- a) addressing air pollution and mitigating carbon emissions as pili trees exhibit a high carbon absorption rate,
- b) providing a sustainable source of raw materials for the growing pili processing industry as the latter already experiences shortages in the supply of materials that are mainly sourced from other parts of the Bicol region, and
- c) enhancing the city's tourism promotion and beautification efforts

WHEREAS, it is necessary to constitute various committees to provide detailed plans, oversee implementation and build community support for the *PiliMania sa Maogmang Naga* Project;

NOW THEREFORE, I, JOHN G. BONGAT, by virtue of the powers vested in me by law, do hereby order the following:

Section 1. There is hereby created the following project committees with their respective compositions:

Executive Committee

Chairperson : Ms. Farah R. Bongat

Co-Chairpersons: Mr. Frank M. Mendoza, City Agriculturist's Office
Mr. Oscar Orozco, City Environment and Natural Resources Office

Members : Hon. Alex Nero, Liga ng mga Barangay President
Mr. Reuel M. Oliver, Metro PESO
Engr. Leon Palmiano, City Engineer's Office
Dr. Diosdado M. San Antonio, OIC Schools Divisions Superintendent
Representative from the Metro Naga Chamber of Commerce and Industry
Representative from the Metro Naga Water District
Representative from the Isarog Garden Society
Representative from the Naga City People's Council

Technical Working Group

Project Coordinator : Mr. Mike D. Rico, Metro PESO

Logistical Coordination : Erlinda Bailey, City Environment and Natural Resources Office
Alvin Alvarro, City Agriculturist's Office
Engr. Dennis Fortuno, City Engineer's Office

Marketing and Promotions: Mike Marfega, Naga City Press Corps
Atty. Marie Hazel Lavitoria, NC Council for Women
Dr. Amparo Nieves, Naga City Council for Women

Barangay Coordination : Mr. Ruel O. Barrios, Lingkod Barangay
Mr. Rolly Bosquillos, Lingkod Barangay

Monitoring and Evaluation: Mr. Nick Motos, i-Serve

The committees may call upon the aid of any department of the City Government and/or agencies of the National Government in the implementation of the project.

Section 2. This Executive Order shall take effect immediately.

Issued this 23rd day of March, 2011 at Naga City, Philippines.

JOHN G. BONGAT
City Mayor

Attested by:

FLORENCIO T. MONGOSO, JR., CSEE
Department Head II and Acting City Administrator