



REPUBLIC OF THE PHILIPPINES
CITY OF NAGA
"An Maogmang Naga"

Office of the City Mayor



EXECUTIVE ORDER NO. 2013-004

CONSTITUTING THE *BUSKAD BURAK SA BARANGAY* PROJECT COMMITTEES TO SUPPLEMENT THE ECONOMIC GREENING OF THE CITY OF NAGA THROUGH THE SUSTAINABLE PLANTING OF FLOWERING PLANTS AND/OR BUSHES:

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

WHEREAS, the city government launched as early as 2010 the GrEET (Greening, Environmental Protection, Entrepreneurship and Tourism) Program, and among the major activities implemented in support thereof was the "Pilimania" under Executive Order No. 2011-013, which facilitated the planting of more than 30,000 Pili seedlings in the city as of December 2012;

WHEREAS, the City of Naga is Bicolandia's center of trade and commerce, with local enterprises composed of small retailers to large producers of flowers supplying not only the local market but also the wholesale and export markets;

WHEREAS, flower growing and selling, including the processing of other products from the flowers, contributes to the development of the local economy and 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 further enhance the industry;

WHEREAS, the City Government is embarking on a project called "Buskad Burak sa Barangay" with the goal of encouraging the planting and nurturing of flowering plants and bushes in the city's agricultural and residential zones, along highways, major thoroughfares and barangay roads, in major tourist destinations and landmarks, in strategic areas within Naga's business districts and in other viable spaces since such greening efforts will provide the benefits of:

- a) addressing air pollution and other environmental concerns;
- b) providing a sustainable source of raw materials for the growing flower industry to further increase their production, improve the income of the local flower growers and, consequently, boost the development of the local economy; and,
- c) enhancing the city's tourism promotion and beautification efforts in line with the umbrella program dubbed as "Bicolores" launched under

Executive Order No. 2013-003, in collaboration with the local arts and cultural group called "Salingoy Art Group."

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

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

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

Executive Committee

- * Chairperson: Ms. Farah R. Bongat - *fbongat*
- * Co-Chairperson: Ms. Georgina J. Bordado, Central Bicol State - *July 2-8-13*
University of Agriculture *477-3343*
Unit 127
- Vice Chairperson: Head of the City Agriculturist Office
- Members: Head of the City Environment and Natural Resources Office *January 2/5/13*
- * Head of the Solid Waste Management Office - *2/5/13*
 - Head of the Arts, Culture and Tourism Office
 - President of the Liga ng mga Barangay *2/5/13*
 - Manager of the Metro Naga Public Employment Service Office *2/5/13*
 - * Head of the City Engineer's Office - *Medigan*
 - * Superintendent of the Department of Education - *S. 2-4-13*
Naga City Schools Division
 - * Representative from the Isarog Garden Society *2-6-13*
 - * Representative from the Naga City People's Council *Spudax 2/5/13*
 - Representative from the Naga City Council for Women

Technical Working Group

- Project Officer: Mr. Mike D. Rico, Metro PESO *2/5/13*
- Logistical Coordination: Ms. Zayda Rifareal, Arts, Culture and Tourism Office *2/6/13*
Mr. Alvin Alvaro, City Agriculturist Office *2/6/13*
Engr. Dennis Fortunato, City Engineer's Office
- Marketing and Promotions: Mr. Allen Reondanga, Public Information Officer
Head of the Naga City Press Corps

Barangay Coordination: Head of the Lingkod Barangay Office

M/S 2/5/13 8:47 AM


Monitoring and Evaluation: Head of the i-SERVE

Jr 2/5/13

The committees may call upon the aid of any other 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 15th day of January, 2013 at Naga City, Philippines.


JOHN G. BONGAT
City Mayor

Attested:



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