

LAUNCHING OF THE GREEN FILM FESTIVAL



Green Film Festival (GFF) is an initiative program of the Department of Environment and Natural Resources (DENR) thru the Environmental Management Bureau (EMB) in partnership with SM Cinemas. Environmentally-related films, documentaries on biodiversity conservations, climate change,

Sec. Roy Cimatu giving a welcome remarks during the launching of the GFF

air and water quality and solid waste management produced by the DENR and other partner agencies will be shown in participating 59 SM Cinemas nationwide free of charge. The target participants for this program will be learners and teachers from public and private secondary schools from nearby SM Malls.

“Protecting the environment is not only the responsibility of the DENR personnel, it is everybody’s responsibility, it should be in the people themselves and it should start from their heart.”

-SECRETARY ROY CIMATU



The launching of the GFF by the Environmental Management Bureau thru the Environmental Education and Information Division Central Office was held on February 13, 2018 at SM North Edsa, Cinema 2 which started at 9:00 in the morning. Officials of SM Mall were present during the launching including its Vice President for Corporate Compliance Group, Ms. Liza B. Silerrio, who gave the brief discussion of GFF and the essence of the films the students and teachers are about to watch.

Likewise, the Secretary of the DENR, Sec. Roy Cimatu, showed his support by giving the welcome remarks to the participants. He also discussed the current challenges of the agency that need to accomplish such as the water of Boracay, air quality in Metro Manila and nearby cities, the tons of garbages being disposed everyday and the most demanding, the cleaning of the Manila Bay in compliance to the continuing Mandamus directed by the Supreme Court.

Afterwards, the signing of Memorandum of Agreement was held between and among DENR, DepEd, CHED and SM. The MOA signifies the commitment of the parties to continuously implement the GFF screening in support to RA 9512 or the National Environmental Awareness and Education Act of 2008.

With this kind of activity being offered to different schools and students, GFF will serve as the vehicle of information for various environmental programs being implemented by DENR, EMB and



Ms. Liza Silerrio, VP for Corporate Compliance - SM



Since 2009 when GFF started almost 800 thousand students already watched the films and SM management hoped to reached 1Million students to be beneficiaries of the program.

other partner public agencies and private organizations. It will likewise strengthen the partnership between DENR-EMB, Super Malls, Department of Education, Commission on Higher Education, WWF and various academic institutions in the country. Further, it is expected that GFF will stimulate public awareness specially the young adults on environmental issues and concerns that will strengthen their involvement and the various sectors to take action and now is the time to protect, conserve and improve the quality of our environment.

Rysa D.