

DENR-EMB Hosts Mind Your Business, an Envipreneurship Webinar

In celebration of Earth Day 2021, the Department of Environment and Natural Resources thru the Environmental Management Bureau recently hosted an “Envipreneurship Webinar” entitled, Mind Your Business. Launched on Zoom and Facebook Live, the 3-hour webinar highlighted the importance of environmental sustainability in business, especially in MSMEs.

In the Philippines, MSMEs are considered the backbone of the economy with an estimated contribution of 35.7 percent of the total GDP in 2018 according to the Department of Trade and Industry. MSMEs create jobs for the country’s growing labor force, stimulate economic development in rural and far-flung areas, and they also serve as valuable partners to large enterprises as suppliers and providers of support services. However, MSMEs in developing countries are also highly susceptible to the COVID-19 outbreak (UN Department of Economic and Social Affairs). Unlike bigger enterprises, MSMEs lack sufficient financial reserves to cope with the pandemic curbs.

Mind Your Business! Webinar aims to educate and promote environmental sustainability. This webinar also hopes to improve business enterprises’ relationship with the environment thru responsible interaction with the planet to maintain natural resources and not jeopardize the ability for future generations to meet their needs.

EMB Assistant Director Engr. Vizmindia Osorio underscored the importance of harnessing an environmental awareness for the longevity of businesses in her welcome remarks. “With MSMEs playing a bigger role in this industry, they also lend to various degrees of environmental impact,” said Osorio. With that, she reiterated the importance of partnership between DENR-EMB and MSMEs.

The webinar covered Environmental Impact Assessment for MSMEs with Engr. Mary Therese Gonzales, EnP heading the discussion. Mr. Joel Cruz, President and Chief Branding Officer of JLC Communication shared his expertise in Eco Entrepreneurship. Mr. Cruz also shared his insights and experiences on how to strengthen business strategies amidst the pandemic.

The webinar can still be viewed thru the DENR-EMB Central Office’s Facebook Page at <http://facebook.com/DENREnviBureau>.

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