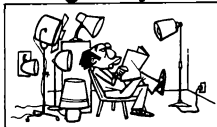


Asiong Aksaya.

Matakaw sa ilaw.



Gov't offices get moving on conservation programs

HERE are some examples of how various government offices are involved in the campaign to conserve energy.

The Department of Industries, for instance, is conducting a nationwide energy audit among private industries which consume at least P1 million worth of fuel and electricity a year. The Energy Conservation Council of the Philippine National Oil Company is designated to collate these energy audit reports from the private industries.

The scope of the audit goes back as far as nine months ago. Private oil companies are being used by the Energy Conservation Council to get accurate data on petroleum products and power consumption of private industries.

The Department of Industries has set a deadline of January 15, 1976, for submission of completed energy audit forms.

In addition to the energy audit, the DOI is also requiring all private industries to submit monthly statistical energy consumption reports beginning from next month. The DOI has directed the private oil companies to gather these monthly reports from their client industries. The aim is to enable the government to monitor the energy requirements of the country and to assist the government to institute any appropriate measures.

On the other hand, the Philippine National Oil Company has embarked on the development of coal as an alternative source of fuel for the mining and cement industries.

According to the PNOC, the private industrial sector consumes 32 percent of the country's total oil consumption. Of this 32 percent, the mining industry accounts for five percent and the cement industry for 4.8 percent. If all the cement and mining industries in the country converted their power sources to coal, the government could save at least \$84 million annually.

An attempt to instill the value of conservation among students and youth has been initiated by the Department of Education and Culture.

The DEC was directed, through LOI 325, together with the Department of Local Government and Community Development and the Department of Public Information, to conduct an edu-

catinal campaign on fuel conservation.

As defined by the DEC, resources conservation involves the most economical use of all materials such as paper, lumber, tin and other metal, cloth, water, and energy.

To propagate this concept of resources conservation, the DEC intends to hold nationwide seminars of teachers in all levels.

In DEC Memorandum 190, Education Secretary Juan Manuel directed all schools to conduct seminars on resources conservation and to integrate this subject in such disciplines as Science, Social Studies, and practical arts. All heads of schools and officials have been charged with the responsibility of conducting the seminars.

In addition, vocational and technical schools were directed to include in their curricula courses in the conservation and efficient utilization of fuels, electricity, power and other sources of energy.

Another aspect is the information and educational campaign being coordinated by the Department of Public Information.

All conscious efforts to conserve fuel—such as people seeing bus and jeepney operators holding down on unnecessary trips, owners and managers of big industrial establishments exhorting their employees to use energy judiciously, and governors and mayors conducting seminars on how to conserve energy—are information in themselves. But these are being complemented by a DPI information program on energy conservation.

This information campaign of the Department of Public Information is directed to newspaper readers and radio-TV listeners rather than to the big energy users.

The rationale is: "Any rise in oil prices affects mainly the consumer. It is he who feels the brunt of higher oil prices. The DPI's energy conservation information effort, therefore, is directed at him, not at the big users who can be made to comply with state regulations without accompanying publicity gimmicks or information programs. We are telling the citizens to save gas to minimize the impact of higher oil prices. If, in the end, the oil crunch does not

ENERCON manifesto

THE energy crisis is real. It is worldwide. It is here.

The Philippines is totally dependent on foreign sources of crude oil. Until we strike oil, we will continue to import our increasing requirements.

As a developing country, we need crude oil to fuel our economic development; but our energy requirements are so huge and the price of oil is so high that the value of our peso can further deteriorate. This will mean higher production costs for industry. This will mean higher prices of basic consumer goods and services.

The price of crude oil has been drastically increased by the oil exporting countries.

We cannot afford to continue our ever increasing pattern of oil consumption. We cannot afford to pay the increased cost of our oil requirements. We realize, however, that we cannot do much about the increased prices of crude oil. But we can and we must do something about wasteful energy consumption. Unless we begin to conserve energy now, we may have to face such disruptions and inconveniences as brownouts and rationing.

We have heard the call of President Marcos for a national energy conserva-

tion effort. To lead the effort, the President has mobilized the government machinery towards energy conservation.

But government efforts must be complemented by the private sector. The success of a national energy conservation program depends on the support of the private sector.

It is for this reason that we are now launching the Energy Conservation (Enercon) Movement. The Enercon Movement is a manifestation of a national determination to do something about the energy crisis. The Enercon Movement will bring together all sectors of the community in a concerted effort to conserve energy.

Working together in the Enercon Movement, we pledge to dedicate ourselves to generate greater awareness among our people, of the need to conserve energy. We will promote discipline in our people's energy consumption habits. We will bring the message of Energy Conservation to every home and citizen.

We call upon our people to join us in a unified effort to conserve energy.

Let us work together to save our country from the energy crisis.

Save Energy. Save Yourself. □

corbe, then the public will credit the favorable result to the efforts of government which had warned them of dire consequences. If it comes, however, the people will realize they have been properly informed."

The task of keeping the citizen continuously aware of the need to conserve fuel is not easy. However, by combining orthodox and unorthodox communication approaches one may perhaps be effective.

For this purpose, the DPI has popularized the cartoon character "Asiong Aksaya", a despicable slob who goes about his wasteful way. "Asiong Aksaya" was designed to highlight tidbits on how or how not to conserve energy. This is complemented by straightforward information through features, news, and editorials—with the assistance of the private print and broadcast media.

Information machinery for energy conservation, involving the private media, has been set up by the DPI. Editors of the major dailies, as well as members of the Kapisanan ng mga Brodokter ng Pilipinas, were formed into a Media Committee for Print and a Media Committee for Broadcast. Through these two media committees, information and how-to tips on oil conservation are being disseminated.

Additionally, there has been the organization of "Energy Conservation Officers" in the private and government sectors. These "Enercon Officers" in each organization are responsible for seeing that the government's energy conservation measures are complied with down to grassroots level. □

Private sector gets involved

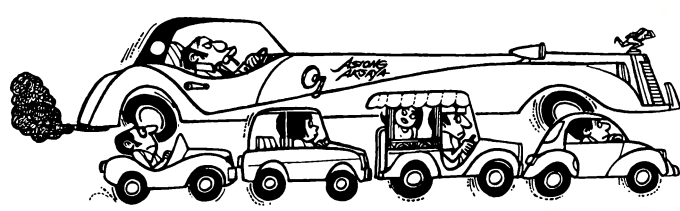
IN RESPONSE to the President's call, private sector leaders from civil, industry, transport, and consumer groups organized on November 26, 1975, the Energy Conservation Movement. Its objectives are:

1. To generate public awareness of the urgent need for energy conservation and efficient fuel utilization.
 2. To promote sustained involvement in the project by energy users.
 3. To establish energy conservation guidelines and standards.
 4. To encourage energy conservation through a system of incentives and sanctions.
- The Steering Committee is composed of Mr. Abelito, Chairman; Dr. Manuel Lim and Mr. Petronilo Guevara, Vice-Chairmen, with Messrs. Cesar Buenaventura, Fred J. Elizalde, Manuel Arroyo, and Atty. Rogelio Quiambao as Members.

SERVING as the secretariat coordinating and monitoring body of the Movement is the PNOC Energy Council (ENERCON), headed by Petrophil Vice-President Fabian V. Morici. ENERCON also performs the following:

1. Develops energy conservation guidelines and standards.
2. Develops and evaluates energy conservation programs.
3. Conducts energy audit and establishes monitoring system.
4. Provides technical assistance to industries through technical pools, in cooperation with government/private power companies, oil industry and related sectors.
5. Undertakes public information program, in cooperation with the Department of Public Information, National Media Production Center, Department of Education and Culture, and the Department of Local Government.
6. Liaisons with civic, trade, professional, and consumer groups.
7. Reviews industries' capital/expenditure budget for providing incentives and assistance concerning energy equipment.

ENERCON may be contacted at the Petrophil Building, 7901 Makati Avenue, Makati, Rizal, Tel. No. 88-03-31. □



Asiong Aksaya. Waldas sa gas.