

TOWARDS SUSTAINABLE DEVELOPMENT IN CEBU



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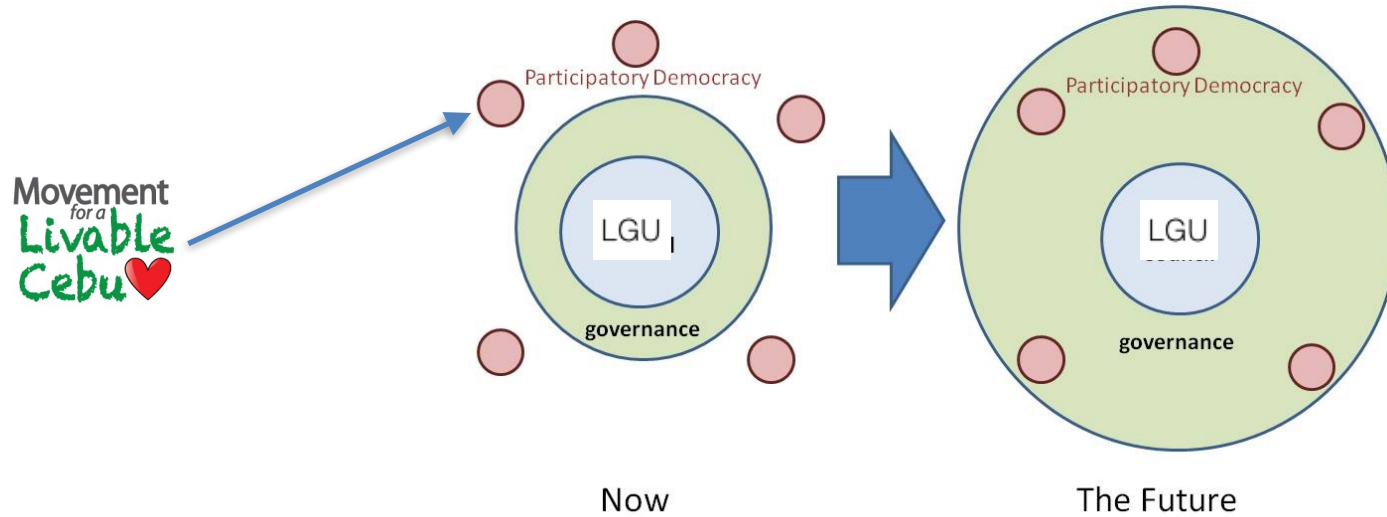
MAIN CHALLENGE / PROBLEM

EFFECTS OF RAPID UNCONTROLLED URBANIZATION AND POPULATION GROWTH

- Increasing energy requirements
- Increasing population and homeless people
- Degrading environment
- Increased pollution and waste: air, water, land
- Increasing crime
- **WORSENING TRAFFIC**



INSTITUTIONAL SETTING: NON-GOVERNMENT ORGANIZATION - CIVIL SOCIETY AS PART OF THE SOLUTION



RALLIES



CONFERENCES



BOARD ROOM

METHODS AND PROJECTS USED TO SOLVE THE PROBLEM

METHODS

COLLABORATION>>>IDEA GENERATION>>>
CONSULTATION>>>DISCUSSION>>>RECOMMENDATION

PROJECTS

BUS RAPID TRANSIT SYSTEM - A NEW MASS TRANSIT SYSTEM FOR CEBU CITY

CEBU-CORDOVA BRIDGE - THIRD LINK TO MACTAN ISLAND. REDUCES TRAFFIC IN 3 CITIES BY UP TO 40%

TINAGO RESTORATION - CLEAN-UP OF ESTUARY AND REVITALIZATION OF OLD HISTORIC BUILDINGS

OUTPUTS: TANGIBLE RESULTS, OUTCOMES, AND IMPACTS



BRT SYSTEM



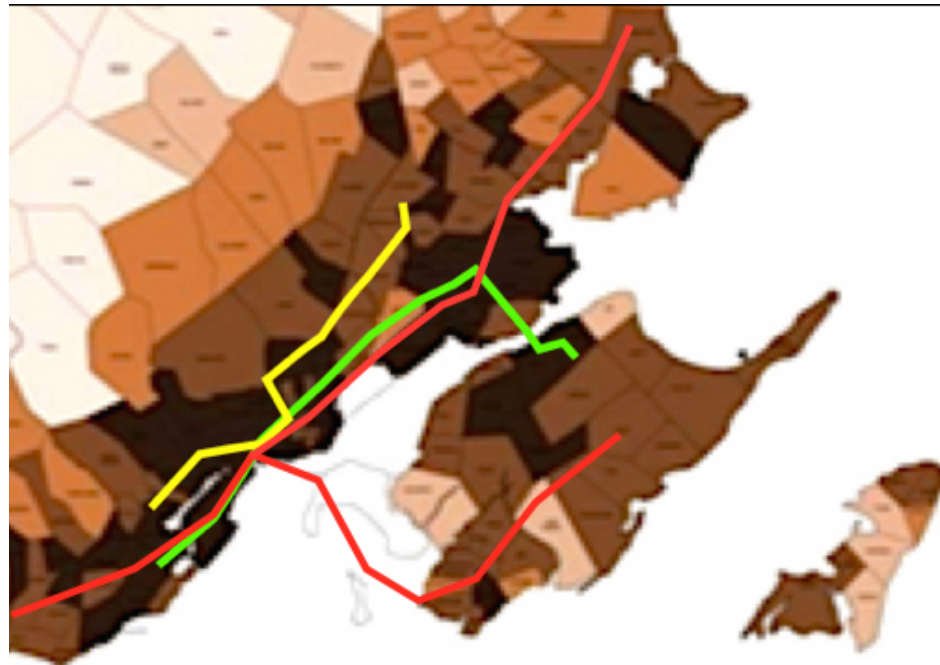
CEBU - CORDOVA BRIDGE



TINAGO RESTORATION

LESSONS LEARNED

- For general acceptance, paint a total picture for everyone to UNDERSTAND.
- The problem requires multiple solutions.
- We cannot treat the symptoms alone.
- The collaboration between government, civil society and business has to start from the beginning all throughout the project.
- Egos not allowed.



BRT ROUTES



CEBU - CORDOVA BRIDGE

PRECONDITIONS TO TRANSFER THIS PRACTICE TO ANOTHER PLACE. FIRST STEPS TO TAKE.

- Strong support from Chief Executives of LGUs affected who can persuade the City Council.
- Funding.
- Champion who will drive the project and never give up.
- For civil society it might not be enough to support an existing project; but to present its own like was the case for the Cebu-Cordova Bridge.
- Need support from stakeholders or, if not all, at least some solid support from the business sector, church and other civil society organisations.

FOR A LIVABLE CEBU !