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DTI rolls out virtual celebration of Consumer Welfare Month 2020



DTI Secretary Ramon M. Lopez, together with Consumer Protection Group (CPG) Undersecretary Ruth B. Castelo, Management Services Group (MSG) Undersecretary Ireneo V. Vizmonte, and other CPG ManCom officials, leads the unveiling of the Consumer Welfare Month (CWM) mural at the lobby of the DTI Main Bldg. in Makati City as among the highlights of activities lined up for the month-long celebration this October 2020. Former DTI Undersecretary Zenaida C. Maglaya also graced the virtual event as special guest.

Department of Trade and Industry (DTI) Secretary Ramon M. Lopez led the continuation of the annual celebration of this year's Consumer Welfare Month (CWM) during the virtual flag raising ceremony on Monday, 5 October 2020.

To kick off the month-long celebration, the DTI-Consumer Policy and Advocacy Bureau (CPAB) organized last 1 October 2020 a virtual dance and fitness class, dubbed as "Consumer Well Fair Zumba." This is in place of the usual Consumer Fun Run held annually in previous years. Due to public health and safety constraints, most of the activities are scheduled to be done virtually.

This year's CWM theme "Sustainable Consumer in the New Normal," CWM celebration calls for a change in consumer behavior and for the adoption of responsible consumption and production practices by the business sector.

"While the pandemic has wrought enormous health and economic challenges on the world, it also poses an opportunity to rethink and redo the way we did things. We urge everyone to prioritize sustainability as we establish stronger and more inclusive sustainable consumer protection," Secretary Lopez said.

On the same note, **DTI-Consumer Protection Group (CPG) Undersecretary Ruth B. Castelo** said the DTI formally started its information dissemination on sustainable consumption and production last year to educate Filipino consumers and businesses on the importance of responsible consumption, and sustainable and ethical production.

“The future of this planet lies in our hands so we must make a wise and responsible decision whenever we make a purchase,” she said.

2020 Consumer Welfare Month (CWM) Celebration	
ACTIVITIES	DATE
Consumer Well Fair Zumba	1 October
Unveiling of CWM 2020 Mural	5 October
46th National Standards Week	8-14 October
Kapihan at Balitaktakan sa BPS	12 October
“Spoken Poetry Competition” (deadline of submission of entries)	13 October
Standards Stakeholders Conference	14 October
“Observing Social Discounting @ DTI” Diskwento Caravan	14-16 October
e-Consumer Congress	23 October
“e-Comics Making Contest” (announcement of winners)	31 October

Among other activities, the Consumer Protection and Advocacy Bureau (CPAB) has partnered with the National Telecommunications Commission (NTC) to broadcast information relative to the CWM celebration via Public Service Announcements (PSAs) through text message. Likewise, various infographics and promotional materials will be displayed on electronic billboards of the Metropolitan Manila Development Authority (MMDA) and Armed Forces of the Philippines’ (AFP) along EDSA.

“For this year, the CPAB opted to conduct relevant activities that can be done online to ensure the safety of the employees and the participants,” said **DTI-CPAB Officer-in-Charge, Atty. Marimel D. Porciuncula**.

As a culminating activity, CPAB will conduct an e-Consumer Congress to educate the general public and stakeholders on the importance of responsible consumption as consumers, especially now that the country and the world are adjusting to the "New Normal" due to COVID-19.

For more information about the 2020 CWM activities, visit the DTI Consumer Care and Konsyumer Atbp (KATBP) Facebook pages, send an email to CPAB@dti.gov.ph, or visit the DTI Consumer page at: <https://www.dti.gov.ph/konsyumer/>