

**REPUBLIKA NG PILIPINAS  
TANGGAPAN NG SANGGUNIANG PANLUNGSOD  
LUNGSOD NG BAKOLOD  
-oOo-**

**CITY ORDINANCE NO. 08-15-736  
May 20, 2015**

**AN ORDINANCE DECLARING MARCH 15 OF EVERY YEAR IN THE CITY OF BACOLOD AS THE WORLD CONSUMER RIGHTS DAY AND PROVIDING FUNDS THEREOF.**

**WHEREAS**, World Consumer Rights Day has been observed on March 15 since 1983. It is an annual awareness day for solidarity within the global consumer movement and promotion of the basic rights of consumers;

**WHEREAS**, the idea of an observance dedicated to consumer rights was first proposed by Anwal Fazal, a consumer rights activist from Malaysia. He chose the date of March 15 because it was the anniversary of John F. Kennedy's 1962 speech on consumer rights. In his speech, Kennedy formulated four basic consumer rights that are now referred to as the "Consumer Bill of Rights", 1. The right to safety 2. The right to be informed 3. The right to choose and 4. The right to be heard;

**WHEREAS**, in 1985, the United Nations added four more basic consumer rights, 1. The right to satisfaction 2. The right to redress 3. The right to consumer education and 4. The right to a healthy environment;

**WHEREAS**, World Consumer Rights Day is an awareness day, a global movement and became an annual important occasion for mobilizing citizen action and solidarity within the international consumer movement. The day is an opportunity for promoting the basic rights of all consumers, demanding that those rights are respected and protected and protesting about the market abuses and social injustices which undermine them;

**WHEREAS**, the City of Bacolod and its local government administration is consistent of its advocacy in promoting the protection and general welfare of its constituency in matters of the foods we eat, medicines we take and the products we use in our homes, the things we use every day in our lives. Thus, through this local legislation, the City of Bacolod as a community of law abiding people, hereby declares this annual global campaign of protecting the basics of consumer Rights, a matter of its local policy direction.

**NOW THEREFORE BE IT ORDAINED**, by the Sangguniang Panlungsod of Bacolod City that:



**Section 1. SHORT TITLE.** – This ordinance shall be known as, the World Consumer Rights Day Ordinance in the City of Bacolod.

**1.1 DEFINITION OF TERMS:**

- a) **CONSUMER** - is a person or organization that uses economic services or commodities.
- b) **CONSUMER WELFARE** - refers to the individual benefits derived from the consumption of goods and services.
- c) **CONSUMER RIGHTS** - refer to a consumer's right to safety, to be informed, to choose and to provide manufacturers with information concerning their products when they make a purchase.
- d) **ADVOCACY** - is a cause by an individual or group which aims to influence decisions within political, economic, and social systems and institutions.

**Section 2 . CREATION OF A CONSUMER RIGHTS DAY COMMITTEE AND ITS FUNCTION**

- 2.1** For the purpose of this ordinance, a committee shall be created by the Local Chief Executive
- 2.2** The Committee to be created and its composition as provided for in the succeeding section, shall exercise in accordance with the privilege given in this policy direction, in formulating basic programs and activity relative to the conduct of the annual World Consumer Rights Day.
- 2.3** It shall be within the responsibility of the Committee created, under the supervision and approval of the Local Chief Executive, to encourage maximum participation of all the concerned sectors both in private and public.
- 2.4** The Committee shall give focus with local incentives, including campaigns, press conferences, workshops, street events that will pave the way for the attainment of this policy direction.
- 2.5** The Committee shall among others, create an avenue of forum in order to promote the following rights of the consumers: a. The right to safety, b. The right to be informed, c. The right to choose and d. The right to be heard.
- 2.6** The advocacy shall also include the United Nations 1985 fundamental basic consumer rights: a. The right to satisfaction, b. The right to redress, c. The right to consumer education and d. The right to a healthy environment.



- 2.7 The Committee shall have the right to exercise all other function as maybe deemed necessary, subject to the approval of the Local Chief Executive.




### Section 3. COMMITTEE COMPOSITION

- 3.1 This Committee to be created by the Local Chief Executive shall be composed of the following:

- THE CITY MAYOR - HONORARY CHAIRMAN
- CHAIRMAN OF THE SP COMMITTEE ON TRADE, COMMERCE & INDUSTRY- HONORARY VICE CHAIRMAN
- PUBLIC INFORMATION OFFICE - EXECUTIVE CHAIRMAN
- SP COMMITTEE ON COMMUNICATIONS & ENERGY- MEMBER
- CITY TOURISM OFFICE - MEMBER
- REPRESENTATIVE FROM THE MBCCI
- REPRESENTATIVE FROM THE DTI
- REPRESENTATIVE FROM DOLE
- REPRESENTATIVE FROM THE ACADEME
- REPRESENTATIVE FORM THE STUDENT SECTOR
- REPRESENTATIVE FROM THE BUSINESS SECTOR
- REPRESENTATIVE FROM THE CONSUMER' S WELFARE ADVOCATE/ORGANIZATION (IF THERE IS ANY)
- REPRESENTATIVE FROM THE PEOPLE'S ORGANIZATION
- REPRESENTATIVE FROM THE NGO
- REPRESENTATIVE FROM OSCA
- ABC PRESIDENT OR AUTHORIZED REPRESENTATIVE
- REPRESENTATIVE FROM PWD
- REPRESENTATIVE FROM FDA
- REPRESENTATIVE FROM PHILIPPINES NATIONAL STATISTICS/NSO

### 3.2. CONSUMER RIGHTS WELFARE DESK

- 3.3 FOR THE PURPOSE OF THIS ORDINANCE THE CONSUMER RIGHTS WELFARE DESK SHALL BE CREATED.

- 3.4 THE CITY MAYOR SHALL APPOINT AND CAUSE FOR THE CREATION OF THE CONSUMER WELFARE DESK TO BE MANNED BY AT LEAST 3 PERSONNEL (1 REGULAR & 2 PLANTILLA CASUALS) WHOSE FUNCTION/S SHALL BE DETERMINED BY THE COMMITTEE AS THE POLICY MAKING BODY BY VIRTUE OF THIS ORDINANCE.
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**Section 4. FUNDS**

- 4.1 For the realization of this ordinance, the amount of Two Hundred Thousand Pesos (P200,000.00) shall be appropriated and the same shall be taken from the General Fund of the City in its fiscal year.
- 4.2 The funding allocation shall only be used for the purpose of staging the needed event for the purpose and advocacy.

**Section 5. EFFECTIVITY.** This ordinance shall take effect immediately upon its approval.

**CARRIED BY THE VOTE OF:**

Affirmative :

Councilors : El Cid M. Familiaran, Jocelle Batapa-Sigue, Roberto M. Rojas, Em L. Ang, Claudio Jesus Raymundo A. Puentevella, Caesar Z. Distrito, Archie S. Baribar, Wilson C. Gamboa, Jr., Alex A. Paglumotan, Sonya M. Verdeflor, Ana Marie V. Palermo and Noli B. Villarosa.

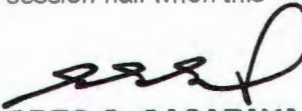
Absent : None

Main Author: Councilor Alex A. Paglumotan

Co Authors: Councilor Ana Marie V. Palermo  
Councilor Jocelle Batapa-Sigue

Passed: May 20, 2015  
98<sup>th</sup> Regular Session


Comment: Passed.  
Councilors Carlos Jose V. Lopez was out of the session hall when this ordinance was passed.

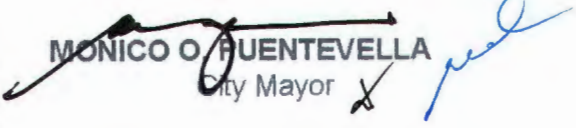
  
**GREG G. GASATAYA**  
Vice Mayor  
Presiding Officer

ATTESTED:

  
**ATTY. VICENTE C. PETIERRE III**  
Secretary to the Sanggunian

APPROVED:

June 4, 2015  


  
**MONICO O. PUENTEVELLA**  
City Mayor

VCP/HPL/jpb

SP  
LEGISLATIVE SERVICES SECTION  
DATE 6/4/15 TIME 9:40am  
BY: Janon