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[Regional](#)
[Motoring](#)
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[Education](#)
[Environment](#)

 Tuesday, March 22, 2011

Globe Green Line helping protect Bulacan environment

March 15, 2011, 3:50pm

MANILA, Philippines — “Please check into illegal quarrying activities along Sta. Maria River and Sitio Kaylawig, Barangay Catmon, Sta. Maria, Bulacan. Nasisira po ang ilog pati na mga public roads na dinadaan ng mga dump trucks (It is causing the destruction of the river and the public roads where the dump trucks pass by),” said a text message from a concerned citizen sent to the Globe Green line hotline 0917-8119762 (0917-811WQMA).

The tip resulted in the issuance of a notice of violation from the Department of Environment and Natural Resources – Provincial and Regional Offices (DENR-PENRO) against the offending party.

DENR is also investigating reports of illegal dumping of solid waste in Barangay Prenza, Marilao, allegedly caused by private haulers, copper melting activities in Sta. Rosa I, Marilao, used oil production in Sta. Rosa II, Marilao, and piggery pollution in Barangay Ilias, Marilao, among other violations.

The complaints were all coursed through the 24/7 call and text facility which Globe launched last year in partnership with the provincial government of Bulacan, DENR-Environment Management Bureau NCR and Region 3 offices, New York-based non-profit organization Blacksmith Institute, and Sony Ericsson.

The Globe Green Line – Bulacan project is an example of harnessing the power of telecommunications to protect the environment. It allows residents in the area a means to directly report incidents of crimes against the environment via text, call or by sending pictures and email.

It is primarily designed to protect the Marilao-Meycauayan-Obando River System (MMORS) from further deterioration while undergoing rehabilitation. MMORS has earlier been declared biologically dead and was tagged as one of the 30 most polluted places in the developing world by Blacksmith Institute.

The project has seven Quick Response Teams (QRTs) who are trained to handle and respond to reports about quarrying, illegal logging, solid waste problem, water and air pollution, and hazardous wastes.

Yoly C. Crisanto, Globe Head for Corporate Communications, expressed confidence that with continued community vigilance, the team will be able to ensure implementation and sustainability of efforts to clean-up areas affected by pollution.

“We hope that through Globe Green Line, we are able to give the people a venue for addressing their concerns over the worsening state of the Philippine environment and the life-threatening effects of air and water pollution, forest denudation, and irresponsible waste disposal, among other matters. Globe Telecom takes environment protection a priority consideration that is why we are doing our best to harness the power of our business which is telecommunications, to protect the environment,” she said.

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