



**DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES**  
**KAGAWARAN NG KAPALIGIRAN AT LIKAS YAMAN**



**MEMORANDUM**

**FOR : The Directors**  
Biodiversity Management Bureau  
Environmental Management Bureau  
Forest Management Bureau  
Mines and Geosciences Bureau

**FROM : The OIC Director**  
Policy and Planning Service

**SUBJECT : REQUEST FOR ASSISTANCE TO DISSEMINATE THE  
ONLINE SURVEY ON THE ASEAN CONSUMER  
EMPOWERMENT INDEX**

**DATE : 17 JUL 2024**

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This refers to the letter dated 05 July 2024 from the OIC Director of the Department of Trade and Industry - Consumer Affairs and Advocacy Bureau, requesting the assistance of the Department to disseminate the ASEAN Consumer Empowerment Index (ACEI) Survey link to stakeholders/networks.

**Background**

The ASEAN Member States, through the ASEAN Committee on Consumer Protection (ACCP), are committed to develop a dynamic, people-centered ASEAN Economic Community (AEC) that generates prosperity for consumers and businesses. The ASEAN Strategic Action Plan for Consumer Protection (ASAPCP) 2016-2025 of the ACCP sets strategic goals to establish a common ASEAN Consumer Protection Framework, ensure high levels of consumer empowerment and protection, boost consumer confidence in the AEC, and integrate consumer concerns in all ASEAN policies.

Strategic Goal 4 of the ASAPCP provides for the conduct of the ACEI which shall serve as a basis for evidence-based consumer protection policies and effective law implementation.

As part of its commitment to the ACCP, the Philippines, through the DTI-CAAB, takes part in the implementation of the ACEI 2023, which aims to gauge the level of awareness, knowledge, and skills of consumer across ASEAN countries with the following objectives:

1. Gauging the level of awareness, knowledge, and skills of consumer in ASEAN for engaging in traditional and electronic commerce, as well as behaviors/assertiveness;

2. Guiding the internal strategic planning of consumer protection authorities and substantiating external reporting; and
3. Helping trigger and target policy action related to consumer law enforcement, consumer education, and awareness-raising.

Further, the DTI-CAAB is tasked with facilitating the conduct of the ACEI Survey in the country and targets to have 1,000 respondents.

### **Action Requested**

In view of this request from the DTI-CAAB, may we request your kind assistance to disseminate the survey link below to your respective private sector networks:

**<https://bit.ly/ACEI2024PH>**

Kindly note that the survey link is open until the 2<sup>nd</sup> week of August. Should there be any queries or clarifications, the DTI-CAAB can be reached through their landline: 7791-3148 or email: CPAB@dti.gov.ph.

For your consideration, please.

  
CHERYL LOISE T. LEAL, *EnP*



**ANGAT Negosyo  
ASENSO Trabaho  
ALAGANG Konsyumer**  
Para Sa Bagong Pilipinas



05 July 2024

**HON. MARIA ANTONIA YULO-LOYZAGA**

Secretary

DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES (DENR)

DENR Bldg. Visayas Avenue, Diliman, Quezon City, 1104

[osec@denr.gov.ph](mailto:osec@denr.gov.ph) / [ohca@denr.gov.ph](mailto:ohca@denr.gov.ph)

Dear Secretary Yulo-Loyzaga,

The ASEAN Member States, through the ASEAN Committee on Consumer Protection (ACCP), are committed to develop a dynamic, people-centered ASEAN Economic Community (AEC) that generates prosperity for consumers and businesses. The ASEAN Strategic Action Plan for Consumer Protection (ASAPCP) 2016-2025 of the ACCP sets strategic goals to establish a common ASEAN Consumer Protection Framework, ensure high levels of consumer empowerment and protection, boost consumer confidence in the AEC, and integrate consumer concerns in all ASEAN policies.

Strategic Goal 4 of the ASAPCP provides for the conduct of the ASEAN Consumer Empowerment Index (ACEI) which shall serve as a basis for evidence-based consumer protection policies and effective law implementation.

As part of its commitment to the ACCP, the Philippines, through the DTI - Consumer Affairs and Advocacy Bureau (DTI-CAAB), takes part in the implementation of the ACEI 2024, which aims to gauge the level of awareness, knowledge, and skills of consumers across ASEAN countries with the following objectives:

1. Gauging the level of awareness, knowledge, and skills of consumers in ASEAN for engaging in traditional and electronic commerce, as well as their behaviors/assertiveness.
2. Guiding the internal strategic planning of consumer protection authorities and substantiating external reporting.
3. Helping trigger and target policy actions related to consumer law enforcement, consumer education, and awareness-raising.

The DTI-CAAB is tasked with facilitating the conduct of the ACEI Survey in the country and respectfully requests the assistance and support of the DENR in this endeavor, as the Philippines is targeted to have 1,000 respondents.

Below is the link to the ACEI Survey for the Philippines:

<https://bit.ly/ACEI2024PH>

The CAAB respectfully seeks the assistance of the DENR to disseminate the ACEI survey link to its network and encourage consumers to participate in this undertaking.

Thank you and we look forward to DENR's support in this endeavor.

Very truly yours,

**ATTY. CHERRYL G. CARBONELL**

OIC Director

CPABIRD-240705-015  
BLH

**CONSUMER AFFAIRS AND ADVOCACY BUREAU**



Undersecretary for Policy, Planning and International Affairs <ouppia@denr.gov.ph>

**Fwd: OSEC-2024-004050: [LETTER TO DENR] ACCP's ASEAN Consumer Empowerment Index (ACEI) 2024**

1 message

DENR OSEC Referral <osec.referral@denr.gov.ph>

Tue, Jul 9, 2024 at 11:42 AM

To: "Undersecretary for Policy, Planning and International Affairs" <ouppia@denr.gov.ph>

Cc: CAAB-IRU@dti.gov.ph

Sir/ Madam:

Respectfully referred to your good office for information and appropriate action, with EDATS No. OSEC-2024-004050.

Thank you!

**NOTE: DO NOT REPLY TO THIS EMAIL.** For updates, inquiries and other communications, please send to [osec@denr.gov.ph](mailto:osec@denr.gov.ph).



**OFFICE OF THE SECRETARY**  
4/F DENR Main Building  
Visayas Avenue, Diliman  
Quezon City

—— Forwarded message ——

From: CAAB - International Relations Unit <CAAB-IRU@dti.gov.ph>

Date: Mon, Jul 8, 2024 at 12:18 PM

Subject: [LETTER TO DENR] ACCP's ASEAN Consumer Empowerment Index (ACEI) 2024

To: osec@denr.gov.ph <osec@denr.gov.ph>, ohea@denr.gov.ph <ohea@denr.gov.ph>

**Sent on behalf of Atty. Cheryl G. Carbonell, OIC Director, DTI Consumer Affairs and Advocacy Bureau (CAAB)**

**HON. MARIAANTONIA YULO-LOYZAGA**

Secretary

DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES (DENR)

DENR Bldg. Visayas Avenue, Diliman, Quezon City, 1104

osec@denr.gov.ph / ohea@denr.gov.ph

**Dear Secretary Yulo-Loyzaga,**

The CAAB is pleased to transmit the attached letter pertaining to the implementation of the ASEAN Consumer Empowerment Index (ACEI) 2024 with the view to gauge the level of awareness, knowledge, and skills of consumers across ASEAN countries.

The CAAB respectfully seeks the assistance of DENR to partake and disseminate the ACEI survey link (<https://bit.ly/ACEI2024PH>) to its network and encourage consumers to participate in this undertaking.

Thank you for your usual support and cooperation.



**ANGAT Negosyo**  
**ASENSO Trabaho**  
**ALAGANG Konsumer**  
Para Sa Bagong Pilipinas



BAGONG PILIPINAS

**CONSUMER AFFAIRS AND ADVOCACY BUREAU**

Department of Trade and Industry

Address 2F Trade and Industry Bldg., 361 Sen. Gil Puyat Avenue, Makati City

Landline (+632) 7791,3150

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