



Republic of the Philippines  
**House of Representatives**  
Quezon City, Metro Manila

Nineteenth Congress  
First Regular Session

**HOUSE BILL NO. 3477**



**Introduced by Representative Lorenz R. Defensor**

**EXPLANATORY NOTE**

This bill prohibits the use of plastics, other non-biodegradable materials, and hazardous substances in advertising goods, services, or events, including election propaganda.

Section 16, Article II of the 1987 Constitution states:

*"Sec. 16. The State shall protect and advance the right of the people to a balanced and healthful ecology in accord with the rhythm and harmony of nature."*

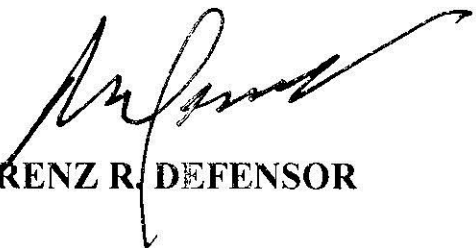
In accordance with the foregoing constitutional provision, the State shall promulgate measures to protect and preserve the environment, and promote public awareness on the need to reduce the ecological impact of plastics, other non-biodegradable materials, and hazardous substances on the environment, particularly those used in advertising goods, services, or events, including election propaganda.

Advertising materials such as billboards, posters, banner ads, streamers, pamphlets, leaflets, decals, stickers, and other similar materials have been utilized by businesses, organizations and individuals to promote their products or goods, services, or events, and also by political parties to promote the candidacy of their members or their organization during elections. These materials have been used for many years now and have significantly contributed to the adverse impacts on the environment. They represent a great part of our country's waste which usually ends up in landfills and disposal sites which are neither safe nor compliant to the standards set by Republic Act No. 9003, also known as the *"Ecological Solid Waste Management Act of 2000."* Many of these materials also end up in streams, rivers, canals, and drainage systems and

contribute to the cause of flooding. Significant quantity of these materials also reach the seas and oceans contributing to water pollution, destruction of marine ecosystems, as well as death of various species of fish and marine life.

This proposed measure seeks to prohibit and penalize any person who uses plastics, other non-biodegradable materials, and hazardous substances in advertising goods, services, or events, including election propaganda. It is hoped that this proposed measure would contribute to lessening the causes of the environment's degradation.

In view of the foregoing, approval of this bill is earnestly sought.



LORENZ R. DEFENSOR



Republic of the Philippines  
**House of Representatives**  
Quezon City, Metro Manila

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**HOUSE BILL NO. 3477**

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**AN ACT**  
**PROHIBITING THE USE OF PLASTICS, OTHER NON-**  
**BIODEGRADABLE MATERIALS, AND HAZARDOUS SUBSTANCES**  
**IN ADVERTISING GOODS, SERVICES, OR EVENTS, INCLUDING**  
**ELECTION PROPAGANDA, AND PROVIDING PENALTIES**  
**THEREFOR**

*Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:*

**SECTION 1. *Declaration of Policy.*** – It is the policy of the State to protect and advance the right of the people to a balanced and healthful ecology in accord with the rhythm and harmony of nature. Towards this end, the State shall promulgate measures to reduce the impact of plastics, other non-biodegradable materials, and hazardous substances on the environment, particularly those used in advertising goods, services, or events, including election propaganda.

**SEC. 2. *Definition of Terms.*** – As used in this Act:

(a) *Advertising* refers to the act of giving notice, announcing, or promoting a product, service, or event to the public through the use of

1 billboards, posters, banner advertisements, pamphlets, leaflets, decals, stickers,  
2 and other printed materials for the purpose;

3 (b) *Environmentally acceptable* refers to the quality of being re-usable,  
4 biodegradable or compostable, recyclable and not toxic or hazardous to the  
5 environment;

6 (c) *Non-biodegradable materials* refer to inorganic substances with  
7 chemical and physical properties which prevent immediate decomposition by  
8 exposure to the natural environment;

9 (d) *Plastics* refer to polymeric materials that are capable of being molded  
10 or shaped by application of heat or pressure; and

11 (e) *Election propaganda* refers to any matter published, printed,  
12 displayed or exhibited in a printed material, which contains the name, image,  
13 logo, brand, insignia, color motif, initials, and other symbol or graphic  
14 representation that is capable of being associated with a candidate, and is  
15 exclusively intended to draw the attention of the public or a segment thereof to  
16 promote or oppose, directly or indirectly, the election of the candidate or  
17 candidates to a public office.

18 SEC. 3. ***Prohibited Advertising and Election Propaganda Materials.*** –

19 The use of plastics, other non-biodegradable materials, and hazardous  
20 substances in advertising goods, services, or events, including election  
21 propaganda, is prohibited.

22 All plastics, other non-biodegradable materials, and hazardous substances  
23 used in advertising goods, services, or events, including election propaganda,

1 shall be gradually phased out within one (1) year from the effectivity of this  
2 Act. Thereafter, the use of these materials and substances shall be prohibited  
3 and only advertising materials which are environmentally acceptable shall be  
4 allowed.

5 SEC. 4. **Penalties.** – (a) Any person, whether natural or juridical, who  
6 uses plastics, other non-biodegradable materials, and hazardous substances in  
7 advertising goods, services, or events, including election propaganda, shall  
8 suffer the penalty of imprisonment of not less than one (1) year and one (1) day  
9 to six (6) years, or a fine of not less than One hundred thousand pesos  
10 (P100,000.00) to Five hundred thousand pesos (P500,000.00) or both, and shall  
11 not be subject to probation; and

12 (b) If the offender is a juridical entity, the highest ranking official,  
13 members of its board of directors or trustees, or any other official who  
14 authorized the violation shall suffer the penalty imposed under this Act. In  
15 addition, the business permit shall be suspended for one (1) year for the first  
16 offense and revoked for subsequent offenses.

17 SEC. 5. **Lead Agency.** – The Department of Environment and Natural  
18 Resources (DENR) is the lead agency responsible for the implementation of the  
19 provisions of this Act. The DENR shall coordinate with other government  
20 agencies including the Department of Trade and Industry, Department of the  
21 Interior and Local Government, and the Commission on Elections  
22 (COMELEC) for the effective implementation of this Act. They shall  
23 endeavor to create public awareness on the negative impact to the environment

1 of plastics, other non-biodegradable materials, and hazardous substances used  
2 in advertising goods, services, or events, including election propaganda.

3 The Secretary of Environment and Natural Resources shall furnish the  
4 Secretary of Trade and Industry, the Secretary of the Interior and Local  
5 Government, and the Chairperson of the COMELEC with the updated list of  
6 toxic substances and hazardous wastes pursuant to Section 4(a) of Republic Act  
7 No. 6969, otherwise known as the "*Toxic Substances and Hazardous and*  
8 *Nuclear Wastes Control Act of 1990.*"

9 SEC. 6. ***Implementing Rules and Regulations.*** – Within sixty (60) days  
10 from the effectivity of this Act, the Secretary of Environment and Natural  
11 Resources shall, in consultation with the Department of Trade and Industry, the  
12 Department of Interior and Local Government and COMELEC, issue the  
13 necessary rules and regulations for the effective implementation of this Act.

14 SEC. 7. ***Repealing Clause.*** – All laws, presidential decrees, executive  
15 orders, rules and regulations, and other issuances, or any part thereof  
16 inconsistent with the provisions of this Act are hereby repealed, modified, or  
17 amended accordingly.

18 SEC. 8. ***Effectivity.*** – This Act shall take effect fifteen (15) days after its  
19 publication in the *Official Gazette* or in a newspaper of general publication.

20 Approved,