

# **Project AFFINNITY: The Effectiveness of Social Media Campaign for Promoting Finland's Sustainable Development Practices for Filipino Gen Zs**

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## **Abstract**

*Background:* This social media campaign was developed and produced by the School of Multimedia Arts (SoMA), Project Based Learning (PBL) team under the Bachelor of Multimedia Arts (BMMA) program upon the request of the Finnish Embassy in Manila. The agenda is to educate Filipino audiences about Finland's sustainable development practices through posts that aim to cut through the younger demographic. To structure the campaign's design path and aesthetics, students with particular competencies have been selected to develop touchpoint materials which will be posted in social media, mainly Facebook, to compel younger Filipinos to join the movement in sustainability.

*Materials and Methodology:* The team created various materials for this project, such as illustrations, graphic motion, and video content from different art software, whether Adobe or open source. Meanwhile, they followed the constructed brand identity they formed based on the client's vision and a large amount of research, which made the content consistent, informative, and eye-catching at the same time.

*Results:* After the campaign's launch, there is a positive impact from the audience of it. Along with the team's improvement in their management for both time and teamwork. Regardless, the clients appreciate the team's output for this project. The team is working on a 6-month launch plan. As for writing, the team is in its second month into the campaign and there are new learnings obtained.

*Conclusion:* The team learned and experienced a lot when making this project. Not only design-wise but also in gaining knowledge on one's culture, socioeconomic situation & sustainability, and forming a good business relationship with the clients.

## **Introduction**

Transforming our world is the goal of the Sustainable Development Goals (SDGs). They serve as a call to action to eradicate poverty and injustice, save the environment, and guarantee the well-being, fairness, and prosperity of all people.

Ensuring that nobody is left behind is crucial. The 2030 Agenda for Sustainable Development was endorsed by every nation in the United Nations (UN) in 2015. It lays forth 169 targets under 17 goals. These lofty and diverse goals are interconnected. Ensuring healthy lifestyles and promoting wellbeing for people of all ages is the third goal. However, it is also intersectoral, meaning that advancement in its execution advances other goals, and further action toward other goals advances the achievement of Goal 3. The majority of the goals also include specific health objectives. There are indications for each of them that can be utilized for evaluating progress (World Health Organization, 2024).

The UN is also informed about the development by the government. Finland was among the first nations to submit its Voluntary National Review (VNR) or report to the UN on its plans for implementing the 2030 Agenda. This happened in 2016. Finland's 2030 Agenda Voluntary National Review, which highlighted the achievements and difficulties in 2016–2020, was delivered to the UN by Prime Minister Sanna Marin in July 2020 (Ministry of Foreign Affairs of Finland, n.d.).

With what Finland achieved in implementing the SDGs, the embassy decided to partner with Asia Pacific College (APC) to create a campaign about sustainability through social media. For this campaign, the team will be creating publishing materials to share awareness of socioeconomic sustainability and their practices. The campaign will also portray Filipino socioeconomic struggles, which can be solved by Finland's offered solution.

The Project Based Learning (PBL) initiative for the Embassy of Finland in Manila is a creative and collaborative endeavor that tackles the challenges faced by Filipinos in education, food security, and the 3Rs and showcases the innovative solutions offered by Finland, with the support of the embassy. The PBL is composed of talented and passionate students from the School of Multimedia Arts, who are mentored by Mr. Ryan Joseph Sy, a respected figure in the creative industry. The team was formed in 2022 and has proven its skills and creativity by delivering high-quality works that meet the industry's standards and demands. They observed that creating an avatar for the campaign helped them to convey their message and vision more effectively. They also delivered various collaterals to their industry partner, using their diverse skills and expertise in a collaborative manner. Also, the team experiences being creative in an industry where they learn different cultures, form relationships with their clients and fellow team members, and solve problems effectively.

### **Objective**

The objectives of this project are to promote Finland's expertise and achievements in sustainable development goals to a wider audience in the Philippines by highlighting their circular economy, water management, eco-friendly transportation, forest conservation & biodiversity protection, integrating sustainability into academic curricular, sustainable agriculture practices, and innovation for sustainability. Next, elevating its country image in the Philippines by showcasing its commitment to sustainability and

innovation, positioning it as a global leader in addressing environmental challenges. Lastly, it encourages the adoption of sustainable practices and the integration of eco-friendly solutions into various aspects of daily life by providing educational content designed to inspire individuals and organizations in the Philippines through social media campaigns.

On the other hand, the specific objectives of this project mainly:

1. Highlighting the eco-friendly activities, multicultural encounters, and natural beauty of Finland and the Philippines using visually captivating content, concise messages, and call-to-action that promotes engagement and interaction via social media.
2. Creating an appealing campaign's brand identity that contains the colors, typeface, key visual, social media posting templates (banners, stories, and posts), and avatar wherein it can correlate both the Philippines and Finland culture – and has a unified design for its future postings.
3. Easy to digest and accessible for the Filipino audience to consume from the campaign's social media posting about Finland's sustainability practices. I will also reach out to them to practice these practices.

### **Goal**

The main goal of this campaign is sharing knowledge of Finland's socioeconomic practices and spread awareness of the sustainability situations that the Philippines is currently facing by creating a consistent visual representation that is palatable for the Filipino audience from the brand identity that the PBL team created.

### **Problem**

The Philippines has a lot of socioeconomic problems; even though the government started with the Green Jobs Act – it still has 88% of its energy running on fossil fuels. (Rivera, 2021). Which causes pollution to create a risk to the environment and people's health (Aguilar, 2023). Additionally, around 18% to 59% of Filipinos suffer from inaccessibility to food. (AO, 2020). The Philippines, as an individual country, has lagged behind other nations in terms of environmental sustainability and the effective implementation of sustainable development goals. (United Nations Philippines, n.d.). Despite being rich in natural resources, the country faces significant challenges in achieving a balance between economic growth and environmental protection.

The main reason Filipinos are suffering is that they lack sustainable practices, especially since a large portion of young Filipinos are unaware of the country's socioeconomic situation and how they can help with it (Nodalo, 2020). In a recently conducted survey by Rakuten Insight, the number one (1) reason for this is because they lack information about these practices (Balita, 2024). One critical factor hindering progress is the lack of robust and clean governance. Historically, sustainability has not been a primary focus for Filipino leaders. Reports on environmental destruction, including deforestation, pollution, and habitat loss, underscore the urgency of addressing

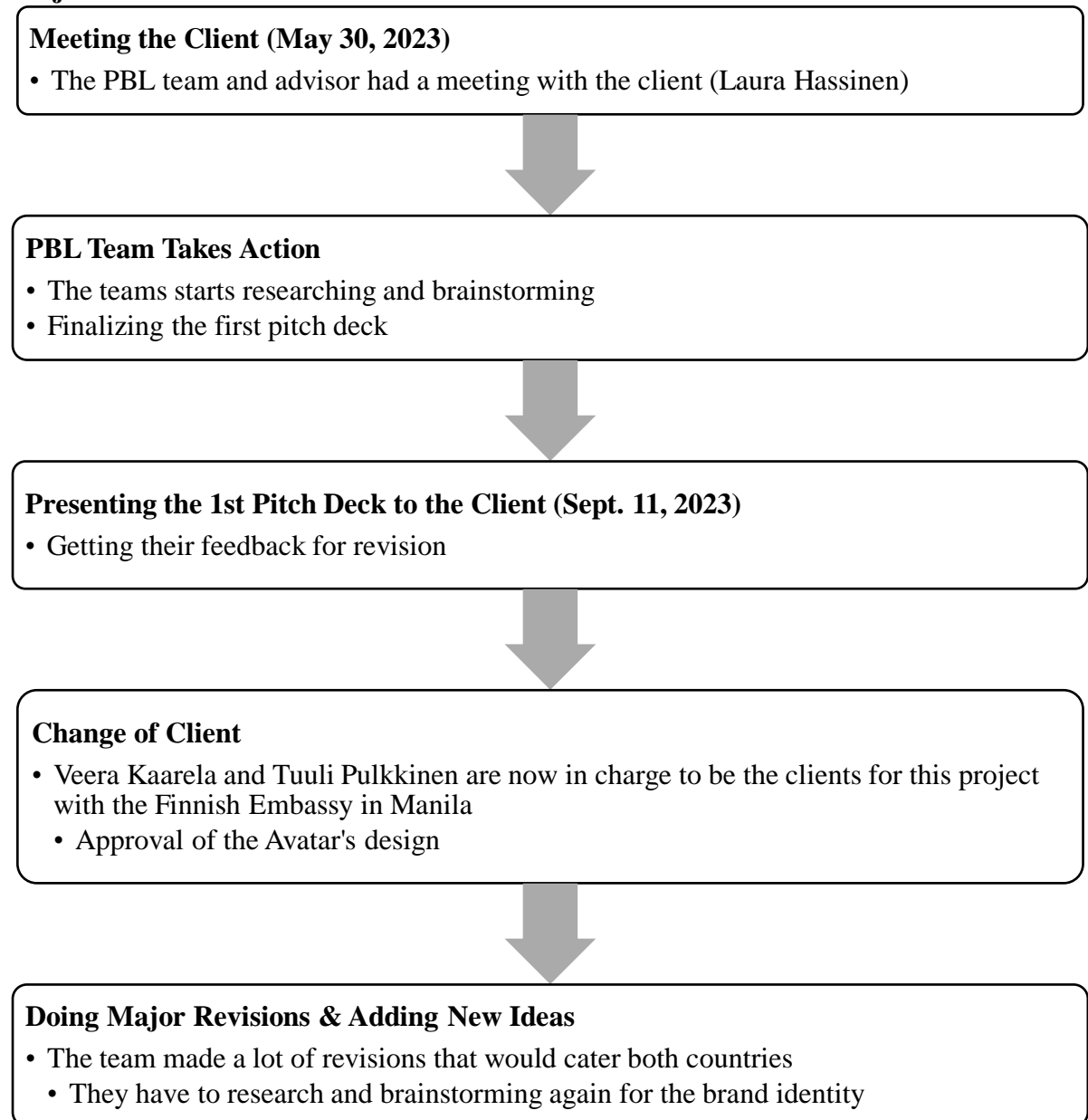
these issues. Legitimate statistics reveal the severity of the situation, emphasizing the need for a transformative approach (Philippine News Agency, 2023).

In stark contrast, Finland stands out as a model for sustainable practices. With high rates of non-corrupt government and a commitment to global well-being, Finland has pioneered initiatives aimed at saving the world. (Järvinen & Sinervo, 2021). Their comprehensive approach includes promoting a circular economy, where resources are conserved, waste minimized, and economic growth is aligned with environmental stewardship. (Mowbray, 2024).

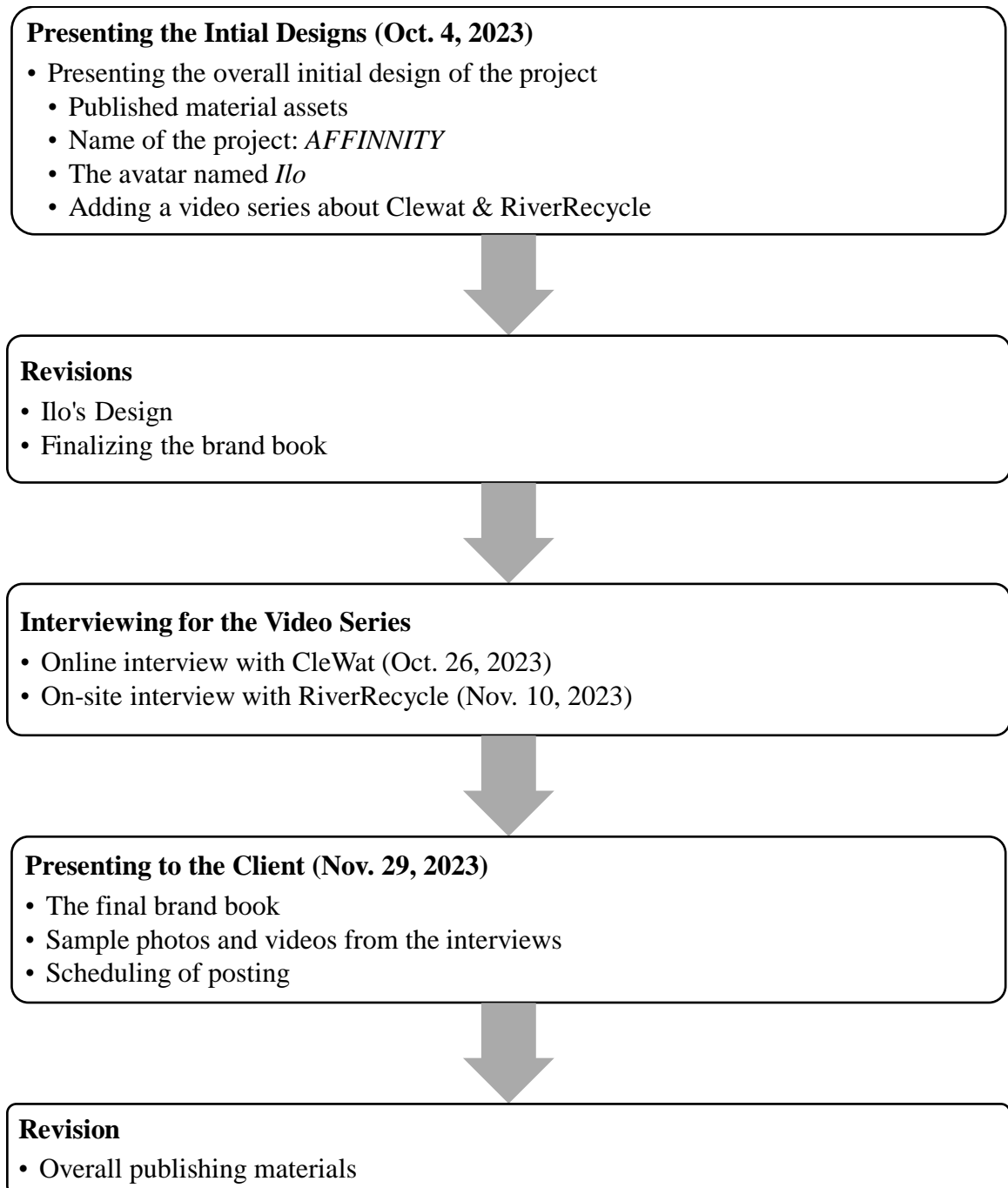
Central to our problem is the inadequate promotion and marketing of sustainable initiatives. While Finland's impressive journey serves as a beacon of inspiration, the Philippines grapples with limited recognition in this arena. Fortunately, the Embassy of Finland in Manila has proactively partnered with the Asia Pacific College in Makati. Together, they embark on a bold mission—a wide-reaching social media campaign. Through a digital platform, their goal is to raise awareness, uphold dialogue, and catalyze change. This collaborative effort unites Filipinos in a shared commitment to sustainability.

### **Target Audience**

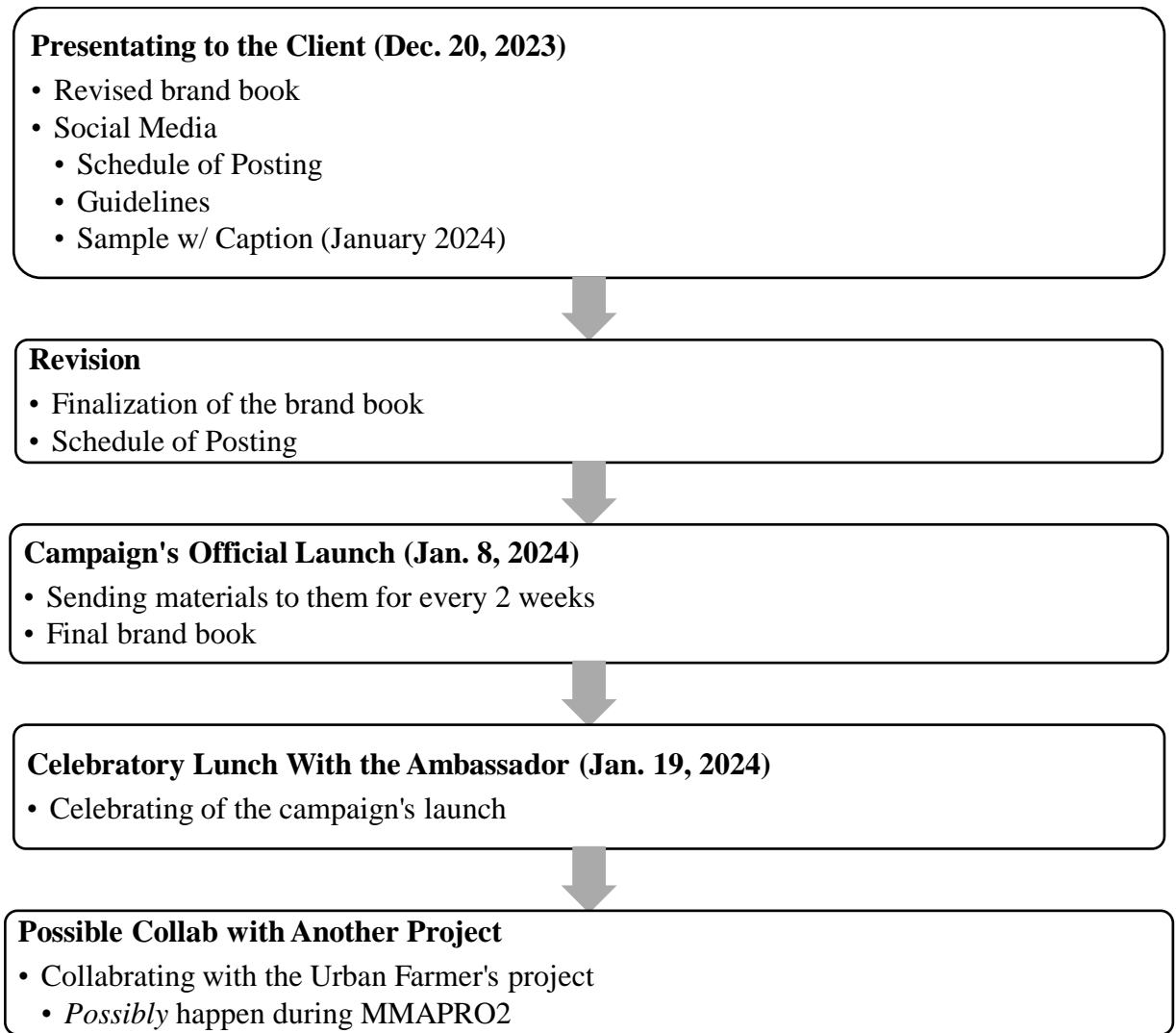
The project campaign aims to engage and resonate with a diverse audience, primarily targeting Filipinos residing in both the Philippines and Finland. This audience encompasses individuals from Generation Z, ages 12 to 27. The initiative specifically caters to those who demonstrate an inherent environmental consciousness, as well as those who may not be fully aware of current environmental issues. The strategic choice of these demographics reflects a commitment to promote awareness and education among the youth, emphasizing the importance of environmental stewardship. Recognizing the pervasive influence of social media, the project strategically leverages platforms such as Facebook, recognizing that the target audience is not only tech-savvy but also actively engaged in online communities.

**Project Timeline**

**Figure 1.1** *Timeline of the Project*



**Figure 1.2** *Timeline of the Project*



**Figure 1.3** Timeline of the Project

The following figures are the visual representation of the project's timeline from start-up to its possible future. These contain the start formation of the project by brainstorming and researching, adding new ideas to make it more appealing, presenting the project to the clients, receiving comments and suggestions from them to do the revisions, and officially launching the project to the public via their social media platform and up to the point of the possible collaboration with another project that the team will be handling in the next term.

To begin the project, the team and advisor had their first meeting with the client, Miss Laura Hassinen, the Finnish Embassy in Manila Deputy Head of Mission. They have discussed what the project is about and the kinds of materials that the team will be creating and posting on the internet. After discussing, they then proceed to research and brainstorm for their first pitch deck that will be presented to the client, wherein the main theme is cute and quirky.



**Figure 2.1** *The First Initial Design of the Published Materials*

In preparing the positioning and layout for the first approved publication materials, it's essential: to incorporate some guidelines for what color should only be used for the graphic materials. With that, the Vibrant *Palitaw* Palette brand uses colors to evoke a sense of variety and flavor. Some color codes that were created are: *Labuyo Red* (FF2400), *Papaya Orange* (FF5600), and *Mango Yellow* (FCFF00).

01	02	03	04	05	06
24	255	255	255	252	182
24	255	26	26	255	249
24	255	0	0	0	61
#000000	#FF2400	#FF5600	#FCFF00	#EFFF00	#EFFF00
R	G	B	Y	C	M
07	07	07	07	07	39
0	0	252	252	252	46
129	129	0	0	0	251
249	249	254	254	238	219
#0000FF	#0000FF	#FF00FF	#FF00FF	#FF00FF	#FF00FF
B	M	C	M	C	M

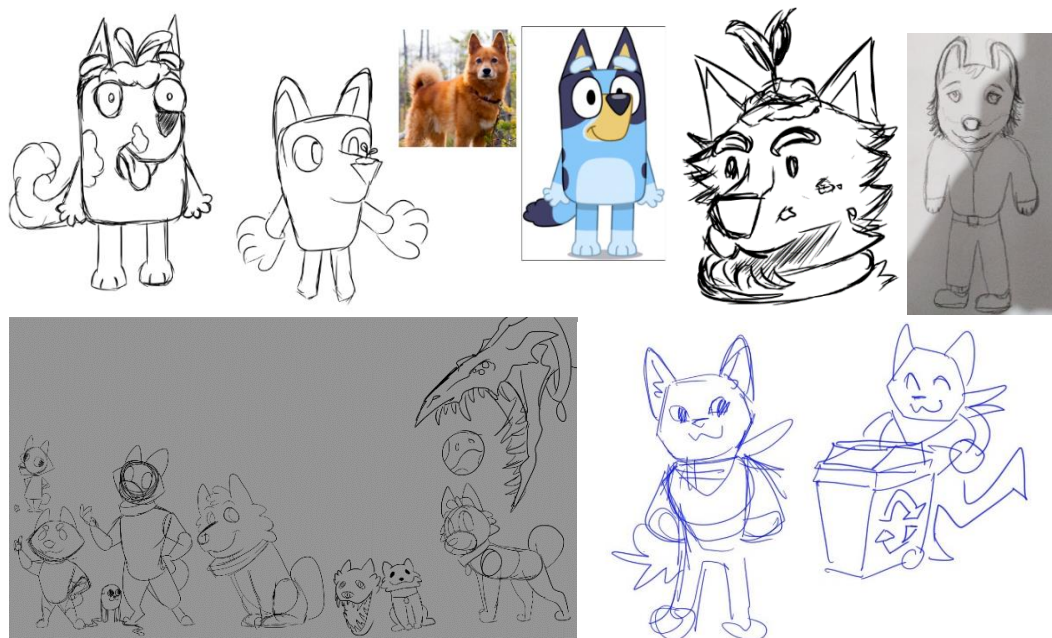
**Figure 2.2** *The First Approved Color Palette for Graphic Designs*





**Figure 2.3** *The PBL Team Meeting with Miss Laura Hassine at Asia Pacific College*

Highlighting the engaging reception from the introduction post, the layout should balance the background and midground shapes, ensuring they complement the high-resolution image effectively. Proper logo placements should be integrated seamlessly, minimizing text to maintain visual appeal. Avatar’s creation undergoes multiple revisions that begin with its introduction to her. Following her suggestion that the avatar should have little improvement, the team focused on making it more appealing.



**Figure 2.3** *Complied Sketches and Pegs for the Avatar*



**Figure 2.4** *Compiled Sketches and Pegs for the Avatar*

After presenting the first pitch deck, they received suggestions and comments from the client to do the future revision. The team met Miss Veera Kaarela and Miss Tuuli Pulkkiainen who are the new clients in charge of this project. It ended up with the approval of avatar's final character design.

The team started doing the revisions wherein they would cater to both countries, which led them to brainstorm and research again for the project's initial brand identity. They managed to present it to the clients, wherein they came up with the name of the project, which is "AFFINITY," its assets will be used for future social media posting, the character design of the avatar named 'Ilo,' and creating a video series about RiverRecycle and CleWat projects. Both projects are focused on cleaning the bodies of water, which was established in Finland.



**Figure 2.4** *Previous Design of "AFFINITY" Logo*



Figure 2.5 Parts of Ilo's Previous Design

The team then had an interview with CleWat, which was held online. Meanwhile, RiverRecycle was held on-site. Both interviews are recorded for the video series, along with taking photos and filming some shots to be presented for the upcoming presentation for the clients.

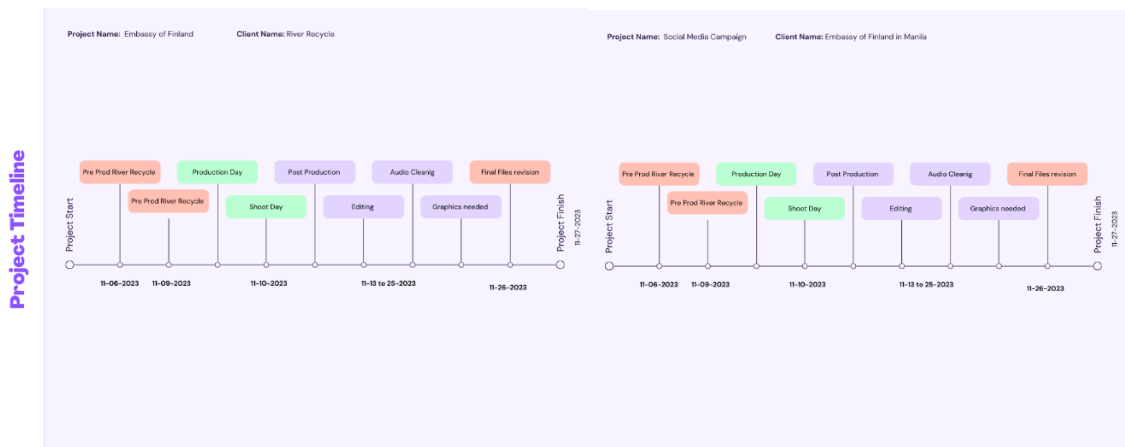
CleWat is an international cleantech company established in Finland wherein their experts find solutions for water pollution, such as plastic waste, oil spills, etc., for all bodies of water. They are part of the UN's Global Partnership on Marine Litter (GPML) to prevent marine littering (CleWat Oy, n.d.). The team held an online meeting via MS Teams to have an interview with Marko Kärkkäinen, Chairman of the Board of CleWat.



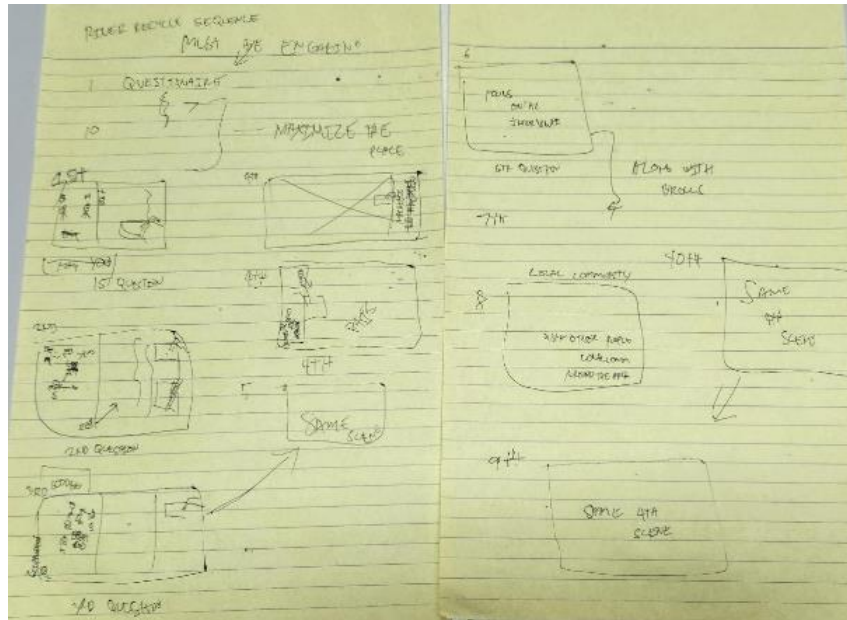


**Figure 2.6** *The Team Finished the Online Interviewing With Marko Kärkkäinen*

After the online interview with CleWat, the team then proceeded to plan to have an interview with RiverRecycle. RiverRecycle is also an international company established in Finland wherein their goal is to prevent plastic waste in rivers around the world, which helps the community to be free from water pollution; they have offices in various including the Philippines (RiverRecycle, n.d.). They get to interview Fidel Ventura, the Area Director of RiverRecycle in the Philippines at Buhangin Creek in Sta. Ana, Manila.



**Figure 2.7** *Project Timeline for the RiverRecycle Interview*



**Figure 2.8** *Sketch Plan of the RiverRecycle Interview*



**Figure 2.9** *Behind the Scenes of the RiverRecycle Interview*

After the interview, the team presented the revised brand identity and the upcoming launch of the project's social media campaign, which will be in January 2024, regarding the publishing schedule, guidelines, and showcasing the sample of it. They proceed to do the final revision of the overall materials and brand identity.



**Figure 2.10** Brand Identity: Logo Variation and Composition Ideas

Finally, the campaign was officially launched on January 16, 2024, by posting an image of Ilo hiding in the right corner next to a text saying, “BARKING NEWS! Just around the corner...” following up with a caption stating, "Starting the New Year with an exciting collaboration with Asia Pacific College for a campaign that brings culture, creativity, and sustainability!”



**Figure 2.11** Screenshot of the First Post from the Finnish Embassy in Manila's Facebook Page

After its official launch, Ambassador Juha Pyykkö invited the team, the school president, school director, and their advisor, to have a celebratory lunch with him at his residence at Bonifacio Global City in Taguig, Metro Manila.



**Figure 2.12** *The Team and Faculty Having Lunch With Ambassador Juha Pyykkö*

In the future, this project will be a collaboration with the team's upcoming project with Urban Farmers located at Bonifacio Global City in Taguig, Metro Manila.

### Materials and Methodology

The project's materials consist of an icon for the brand, graphic and still visuals, and a video series with a simple animation application. These assets and collaterals serve the entire campaign timeline. The team started the project's progress by Browsing the internet to find the best icon and the details that they could relate to the brand. Having the references the clients gave, the primer presentation slides, makes it much easier to know how the team can create the project materials that satisfy the partner's needs and wants.



**Figure 3.1** *References for Ilo's Character Design*



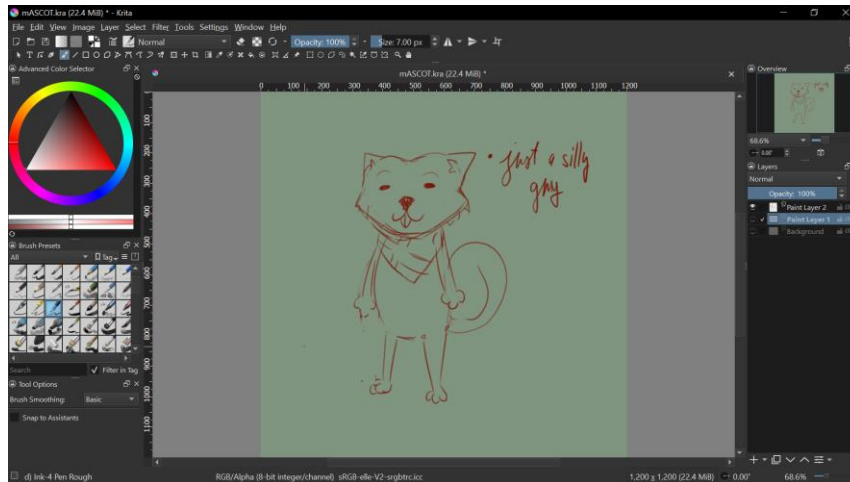
These materials were finished through collaboration that involves long-term preparation and production to achieve its goals and objectives. The assets and collaterals come in diverse sizes, ratios, and resolutions tailored to the specific content the team aims to produce. Maximizing the knowledge and skills in building the materials weekly using different software such as Adobe *Illustrator*, *Photoshop*, *Premiere Pro*, and *After Effects*. Along with open-sourced or free software, namely *Krita*, *MediBang*, and *Studio One*.

About the touchpoint materials created for the campaign, precise thinking was taken with the video design format to guarantee its compatibility on a variety of devices. The landscape version boasts dimensions of 1280x720 pixels, embracing the widely preferred 16:9 aspect ratio while simultaneously catering to the 3:2 mobile aspect ratio for optimal viewing on handheld devices. Meanwhile, the portrait iteration of the video is meticulously tailored with dimensions of 720x1280 pixels, adhering to the 9:16 aspect ratio for seamless integration with vertical screens and a 2:3 mobile aspect ratio to enhance user engagement on mobile platforms. Emphasizing versatility, both variations of the video are encoded in MP4 and MOV file formats, ensuring compatibility across various platforms. Furthermore, the videos are designed to captivate the audience for an extended period, with a maximum duration of 240 minutes (4 hours), allowing for a deeper and more immersive storytelling experience. Despite the video's duration, efficiency has not been compromised, as each video maintains a consistent file size of 4GB to balance quality and accessibility.



**Figure 3.2** Screenshot for the RiverRecycle Interview Using Premiere Pro

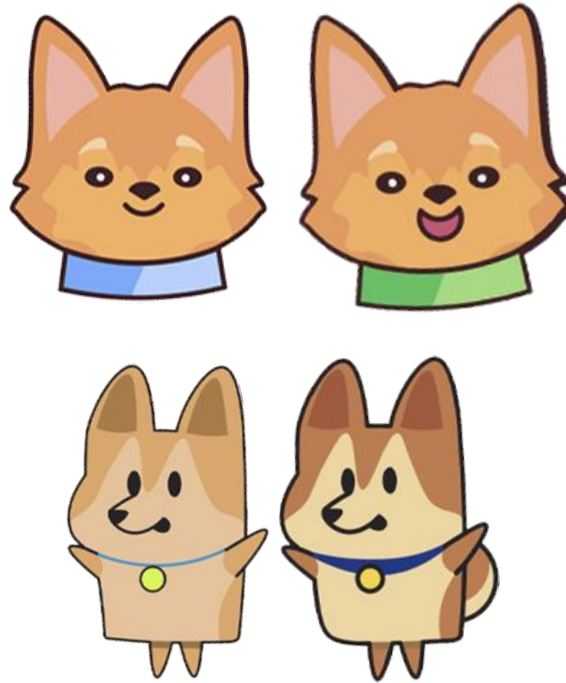




**Figure 3.3** Screenshot of Ilo's Concept Sketch Using Krita

Branding guidelines and identity were provided by the team that will be given to the industrial partner to ensure consistency for future reference. In presenting the branding, the team designed a unifying avatar symbolizing the collaboration. The inspiration came from the Finnish word *Ilo*, which means “joy.” Ilo is the Finnish Spitz avatar that embodies the spirited and vibrant essence of the project. It became an integral part of the visual identity.

The brand's identity kit encompasses a charming and endearing personality, primarily embodied by its trademark, Ilo. Ilo adds a touch of cuteness to the brand and serves as a relatable figure for Filipinos, creating a friendly and familiar connection. The brand cleverly balances this amiable quality with a dash of quirkiness, strategically designed to captivate the attention of diverse audiences. This subtle playfulness and a minimalist aesthetic establishes a unique and memorable brand presence. Beyond its aesthetic appeal, the brand's message and narrative unfold a compelling story of collaboration, weaving a narrative that unites Finland and the Philippines in a shared commitment to sustainability. The brand's purpose transcends geographical boundaries, striving to bring meaningful connections and instigate tangible change on a global scale. *Affinity*, the driving force behind this collaboration, acknowledges the transformative power of international partnership. Consequently, this event extends beyond a mere sustainability tale; it evolves into a collective endeavor, weaving together stories, values, and a shared vision for a greener future. It symbolizes a community effort, resonating with a broader audience and reinforcing the belief that collective action can bring about positive, lasting change.



**Figure 3.4** *Ilo's Previous Designs*



**Figure 3.5** *Ilo's First Character Design Variations*

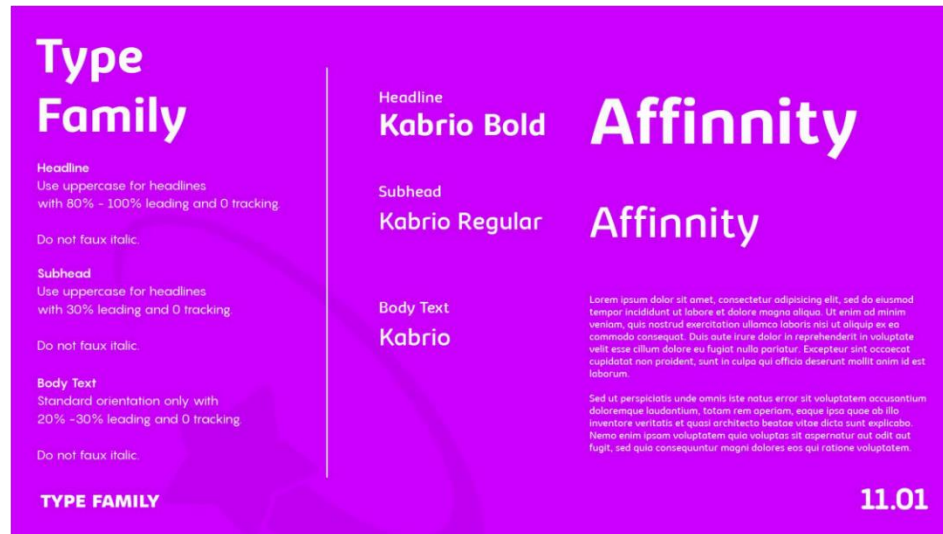


**Figure 3.6** *Ilo's Character Design: Final Iteration*



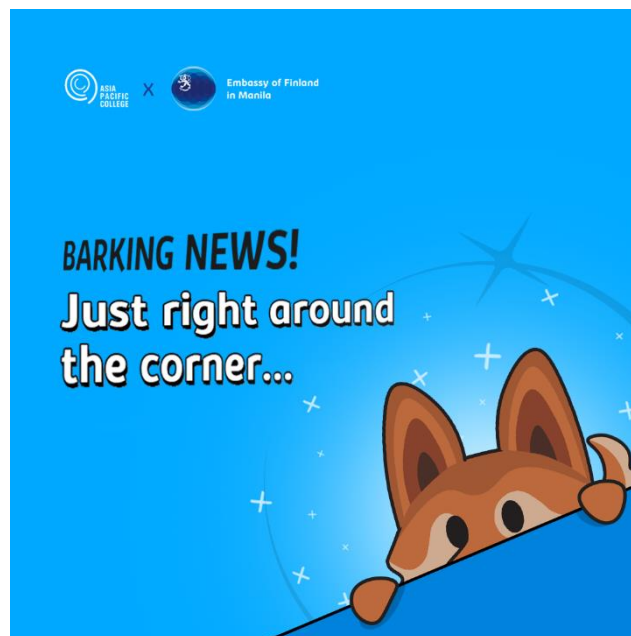
**Figure 3.7** *Ilo's Final Design Variations*

The team crafted the key visual for the still visuals, which serves as the foundation for the designs and content. The key visual encapsulates the project's personality while also narrating the story behind the creation of Ilo. Whether in stills or videos, the team strategically employs graphic elements to enhance how our content resonates with the audience. The vibrant and bright colors associated with the branding were aligned with the project's commitment to sustainability. These colors convey a sense of positivity, energy, and forward thinking, reflecting the brand's dedication to a brighter and more sustainable future. Typography plays a huge part in the legibility and readability of the texts that collaterals and assets use for text content.



**Figure 3.7** *Typography Guidelines for Publication Materials*

Overall, most branding elements have restrictions to ensure adherence to the rules and guidelines of the identity. The project is accessible through the brand's social media platform, Facebook hosted by the Embassy of Finland in Manila.



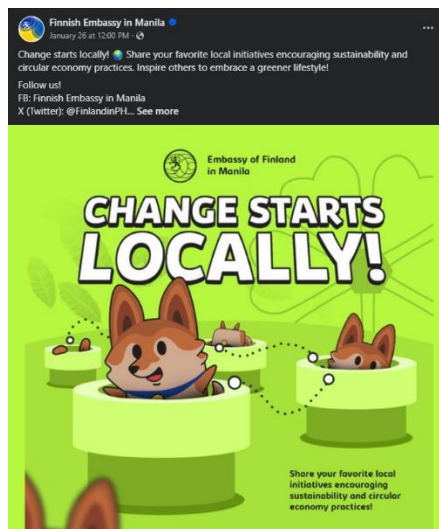
**Figure 3.8** *The Teaser Post for the Campaign*



**Figure 3.9** *Current Post in February of the Embassy*

## Results

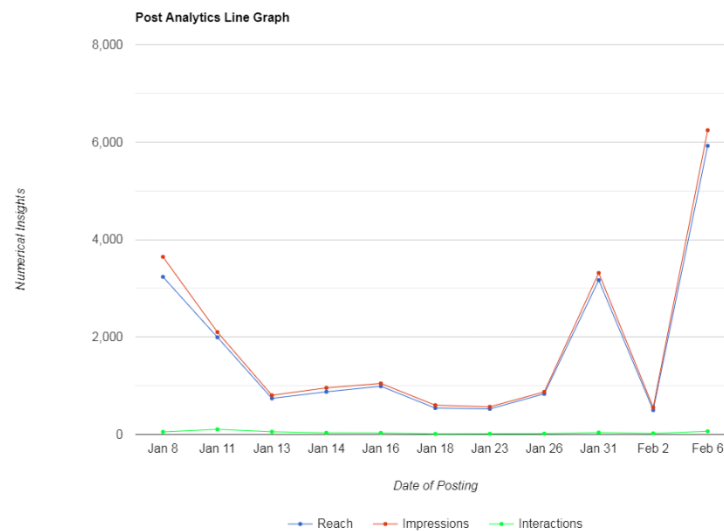
After the approval and the first delivery of publication materials, it was turned over to the industrial partner to start posting the materials and spread awareness about the project's objectives through their social media platform, Facebook. The post gained engagement little by little through the audience's positive reactions and comments. Finns continued to support the project even though they are not the primary target audience because they are the ones who got reached by the project, but this is still considered as a good and small step towards the goal of the campaign.



**Figure 4.1** *One of the Posts of the Embassy in their Facebook Page*

*Studying the Social Traffic and Addressing the Fluctuations:* Social media usage in the Philippines has witnessed remarkable growth, driven by the need for social interaction in a country with over seven thousand islands and a large overseas workforce (Asian Journal Press, 2021). On average, Filipinos spend over four hours daily on social media platforms, which is the highest across the Asia Pacific region (Chua, 2021). Platforms like Facebook, Twitter, and Instagram serve as bridges connecting family and friends, enabling content creators to share information, and providing a broader reach for promotional marketing through online ads. To address the inconsistency in engagement, the PBL team has meticulously analyzed the heatmap and peak usage patterns (Howe, 2023). They aim to maximize views and interactions with their target audience on future posts by strategically timing their posts during peak hours and leveraging engaging content formats.

*Post-Analytics and Insights:* Regarding our most recent updates on Facebook, the Embassy of Finland in Manila has posted 11 publication materials with final insights and analytics. These posts span from January 9th, 2024, to the latest posting, with the final insights, on February 6th. Analyzing the aftermath, we observed a roller coaster of reach, impressions, and interactions from our Facebook audience. Notably, after the campaign's introductory post, there was a minimal fluctuation in engagements, with the highest interactions occurring during the first two weeks of posting. Meta Business Suite data highlights that the introductory post featuring Ilo, the campaign's main avatar, and the infographic for '*Sustainable Spotlight: Papemelroti*' received the most attention and interactions. While the target audience, particularly Filipinos in the region, actively engaged with the posts, it's worth noting that Finnish participants also contributed positively through comments, adding to the campaign's overall impact.



**Figure 4.2** *Post-Analytics and Insights Line Graph from Meta Business Suite, Embassy of Finland in Manila*



As for the team's learnings while creating the project, it was proven that hard work and collaboration is essential because it gave a chance to the members to share their insights and ideas when it comes to design like on how the team came up within creating Ilo. Besides teamwork, time management is also important. The project demands a lot of time to finish and polish knowing that it pressures the team since it is an international project. The industrial partner wants to reflect the project's purpose to its materials.

The industrial partner appreciated the project's success and the team was given a token of appreciation in return for their hard work and dedication. However, it is not about what they gave but about seeing the project from draft sketches to actual materials that the audience can see in social media. It was a difficult process due to the countless revisions and deadlines, but it all paid off as the industrial partner loved the outcome.

### **Limitation**

Completing their project, which focused on creating clear brand guidelines for their campaign, came with challenges. One major hurdle was coming up with a unique title and branding. At first, the team considered using the old Suomi Finland branding with the same colors and style. But then, Ministry for Foreign Affairs of Finland, Miss Laura Hassinen suggested creating original content and branding, which the team agreed with. This meant figuring out a single symbol to represent their campaign. Picking the right colors for the logo was tough, but eventually, the team settled on the name "Project AFFINNITY," combining '*affinity*' with '*finn*,' a nod to the campaign's Finnish inspiration. This project aimed to build connections between the two countries.

Next, the team faced difficulties creating the project's avatar, which was inspired by the Finnish Spitz wherein getting the features and colors right. After a few tries, they settled on a palette of red and brown. At last, they managed to create the avatar that resembles the Finnish Spitz. The last obstacle was submitting and checking the project's brand guidelines. This was tough because some team members had personal issues and had difficulties communicating with the industry partner. Along with managing time for producing various materials such as statics and videos. Still, with meetings among core members, the team managed to keep the project going.

Effective communication was the key to overcoming these challenges and making the campaign successful. The core members worked together to solve conflicts within and outside the team. While there were some struggles, presenting the project and receiving feedback led to necessary revisions, improving the project further. These revisions were crucial for meeting the industry partner's expectations. Despite the challenges, their dedication led to a well-crafted campaign ready for success.

## Conclusion and Discussion

This project had multiple challenges that the team faced resulted in various changes and revisions of its brand identity, avatar creation and publishing materials from the start, before the launch, up until recent. Although, with team management and open communication amongst the team they managed to create all the materials consistently and well-organized given the timeline they had.

After its launch, the engagement was positive although it may be little, but it did serve its purpose as a creative solution to the current socioeconomic situation that the Philippines is facing by giving awareness and showing Finland's sustainability practices by highlighting their expertise and achievements. Additionally, the team experienced a lot in terms of teamwork & management, avatar creation, and brand identity in a deeper sense. This shows being exposed to working as a creative in the industry can give them a better understanding of how everything works. Both parties of this project gained more knowledge of one's culture, socioeconomic situation & sustainability, and formed a good business relationship with them.

The Embassy of Finland in Manila's PBL initiative is a valuable case study for future readers, researchers, and PBL members, as it showcases how students, mentors, and industry partners can work together to solve real-world problems. Future PBL members can benefit from developing a creative, collaborative, and problem-solving mindset, as well as seeking guidance from experienced professionals. The team has shown creativity and dedication in producing high-quality works, but there is room for improvement in communication and coordination among members and skill development to keep up with industry trends. As a group, the team can create a culture of constructive feedback, open communication, and inclusivity to improve collaboration and productivity. The team can also pursue opportunities to broaden their scope and address a wider range of socioeconomic challenges through projects that leverage emerging technologies, partner with more industry stakeholders, and tackle pressing global issues, demonstrating their creativity and potential for positive impact.

## Recommendations

This is one of the projects that the PBL team handled and managed to reach the clients' satisfaction and vision of it. As the social media campaign showcases the possible solutions of the Philippine's socioeconomic problems by applying the practices and knowledge that Finland shares about sustainability and their circular economy. For future readers who are interested in joining/currently recruited in the PBL team, here are the following recommendations to be considered:

1. Always be open to every member and mentor of the team especially in regards of managing schedules, academics, and well-being in a professional manner.
2. Patience and cooperation with every member and mentor when there are questions and problems that need to be solved.



3. Do not accept any projects that have a tight deadline while working with other ones to avoid conflict in terms of schedule, quality control, and wellbeing.
4. Provide a contract beforehand, especially when the project has promised financial gain to avoid any conflict between the team and client once the project is starting.
5. Always keep up with the team members by announcing what work needs to be done or is currently working on and who is assigned to it. This can encourage them to fill in and help to make the progress of the project faster.
6. Do not accept any projects or assign work that does not align with your current set of skills. This possibly creates a quality control and scheduling issue for the future project which results in a conflict between the PBL team and the client.
7. In terms of academics, always inform your professors if the team needs to go somewhere for a project (i.e. meetings, camera shooting, and hosting events) during their time to avoid any conflict.

As much as the current team are happy and proud with the outcome of the projects they have done, there are plenty of obstacles that need to be address and work with to create a stronger foundation within the team and management between creating projects and their academics. They hope that the future of the Project Based Learning program will be stronger and better compared to the current one. Along with providing a clearer and solid planning and structure of it for the future members.

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## Appendix A

### CleWat Online Interview Questions

CLEANWAT: Saving the Seas Interview Questions

10/24/23

#1 What is CLEANWAT's project about? How do you guys operate especially that fact that you've chosen to focus more in cleaning the sea towards a time that climate change is also becoming more of a global problem we experience worldwide?

#2 Given that your company propelled in terms of utilizing a device that uses the advantage of flow-based technology, is there any other prototypes of new vessels in mind for your future projects?

- What is the process of cleaning and removing the waste from the bodies of water?
- Per operation, do you work/collaborate with the local populace or you guys have your own manpower to support such operations?
- Moreover, we wanted to know more towards your vessels such as how does the Cleansweep IV Vessel work? What powers the vessel and in terms of durability is it a high maintenance or it's part of your cost-effective strategy as well?
- How many units of Cleansweep IV Vessel functions per operation? And what's the average ton of plastic and invasive plants being accumulated per cleanup operation?
- Given that your institution already uses circular economy as the new standard to combat oceanic waste pollution, how can you educate more people to practice it aside from your operations?

#3 Who's your founder and what was his motivation to start CLEANWAT and become the institution that it is right now?

[small note, Mr. Myllykoski's background and origin towards why he started CLEANWAT in the first place is also written on their site.] [ <https://clewat.com/en/company/> ]

#4 Knowing waste pollution occurs in both land and sea, we're interested about why CLEANWAT's main target for location are bodies of water?

- What are also your struggles/problems that you normally face especially that your team works on cleaning bodies of water such as oceans, lakes and rivers?
- Considering that you guys have conducted a water cleaning project in Cebu last August in 2022, what makes the Philippines to be one of your priority targets for CLEANWAT?

#5 What is the History of CLEANWAT?

- When was it founded?
- What were your milestones and breakthroughs before the creation of the Cleansweep IV Vessel?

#6 What is your Mission/Vision in CLEANWAT?

- How can you educate and promote more your goals and vision for the people that doesn't know about circular economy yet?

#7 What inspires/motivates you guys towards your institutes' cause and the projects and breakthroughs you were able to pull off during your operations?

#8 What were the other perspectives towards your project?

#9 How do you engage with your target audience and other people? (Aside from social media pages and website)

- How do you spread your advocacy and educate the people around you regarding your project, why it matters and how they too can help to engage in the new standard: circular economy?

#10 What are your plans for the future?

- Do you plan on adding more services/expansions that would cater to other oceanic problems such as coral life rehabilitation? (This is knowing that your institution is already been working on removing invasive plants in bodies of water.)
- Do you plan on expanding to countries such as India, Indonesia, and other more countries that also faces water and river pollution problems?

## Appendix B

### RiverRecycle On-site Interview Questions and Call Sheet

#### River Recycle Interview Questions

1. May you explain further what River Recycle is?
2. What exactly is the process of how you clean rivers and recycle waste from them? Do you have any innovative technology tied to this?
3. Can you tell us more about Anssi Mikola? The founder of River Recycle and why he started this effort?
4. What gravitates River Recycle to the Philippines? Especially Pasig River? When there are other countries as well that are also in dire need of their rivers getting cleaned and rehabilitated
5. Can you shine some insights on the history of how the operation here in Pasig River started?
6. Can you give your own personal mission/vision regarding this effort?
  - a. Follow-up, what inspires them or their motivations towards the project.
7. Can you share some perspectives on the project, what are the positive and negatives throughout this endeavor?
8. How do you engage with the local community here?
  - a. What was the logistical issue you faced when establishing your operations here in the Philippines, compared to the other countries you're working on?
  - b. How do you plan on educating these communities about a circular economy and how important is it to emphasize its impact in a community?
9. And lastly, what are your future plans and efforts after the completion of this project?
10. Among the countries you are involved in, what makes Philippines unique to the other ones?

Lastly, do you have any parting words or advice towards normal Filipinos and what they could do to contribute to the cause? Filipinos tend to have this defeatist attitude with things outside their control and end up feeling like they don't have any power to change their surroundings, what can you say to possibly change that mindset?

Project: EoF SOCMED Campaign - Video Series – Episode 1: RiverRecycle

<p><b>Prod: APPROJ X PBL</b>                  RJ Sy – Project Adviser                  Joyce Vejano – Project Coordinator  <b>Director:</b> Jason Punzalan  <b>AD:</b> Carlo Bascuna  <b>DOP:</b> Bea Dela Isla, <b>Cam OP:</b> Sophia Vilela  <b>Asst.:</b> Joseph Obsenada, Marion Leyva, Austin Chavez  <b>Audio:</b> Gab Gaylican  <b>Light Operator:</b> Marl Asog  <b>Interviewer:</b> Carlos Ruiz</p>	<p><b>Episode 1: RiverRecycle Interview Shoot</b></p> <p>November 10, 2023 (Friday)</p> <p>Buhangin Creek, Sta. Ana, Manila near Puregold</p>	<p><b>Prod on Set:</b> 12:30 PM</p> <p><b>Target Grind:</b> 1:00 PM</p> <p><b>Target Wrap:</b> 4:00 PM</p>	<p><u>Manila City Weather</u> (11-10-23) Day 33°</p>
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Time	Description	Notes
10:00 AM – 11:00 AM	<b>CALL TIME FOR JASON, BEA, SOPHIA, JOYCE - PULL OUT APC EQUIPMENT &amp; TESTING</b>	Buy/charge batteries if needed, ITRQ equipment reserved under Marion
11:00 AM	<b>11 AM SHARP, CALL TIME FOR THE REST OF THE CREW</b>	
11:15 AM – 11:45 AM	<b>CREW BRIEFING</b>	Working lunch
11:45 AM	<b>Leave APC, Travel to Shoot Loc</b>	
12:30 PM	<b>ETA Shoot Loc</b>	
12:30 PM – 4:00 PM	<b>SHOOT</b>	
4:00 PM – 4:30 PM	<b>WRAP, Egress, Backup files, Check equipment</b>	
5:00 PM	<b>ETA Asia Pacific College</b>	

RiverRecycle Info	Logistics	Transpo	Technical
Mr. Fidel Ventura – Area Director of RR PH +63 917 832 6010	<ol style="list-style-type: none"> <li>1. Transportation for Crew</li> <li>2. Contact JOYCE for Production concerns.</li> <li>3. NO LITTERING/LOITERING ON SET.</li> </ol>	* Grab fee c/o Sir RJ Sy, write details below:	<ul style="list-style-type: none"> <li>* Dumping of files c/o JASON, BEA, SOPHIA</li> <li>* Back up of files c/o JASON</li> <li>* Equipment care c/o MARION/JOYCE</li> </ul>

Prepared by Joyce Vejano