

"Altiorapeto: Seek for the higher things in life" Is Topic for the June 18th Kalikasan, Kaunlaran! (KK!), [DZRH](#) -AM Talk show @ 7:30. p.m. (Manila Time)

Where and how does one start caring for the environment and helping in our country's sustainable development—especially when one has to worry about food, fuel and other basic needs still? This is one question that we often hear. Our simple answer is – start with you, the Person, and your values, vision, and priorities in life.

That is why we, at EARTH Institute Asia, added Person (the individual—you) to the traditional concept of sustainable development that has three pillars (social equity and progress, environmental protection, and economic development). These are now referred to as the three Ps—People, Planet and Profit.

But how can a Person, the first pillar (P) of sustainable development, whether rich or poor, face today's challenges and still help our country's sustainability?

"Altiorapeto," says UP's Delta Lambda Sigma Sorority, whose alumni association is headed by EARTH Trustee Lilia Casanova. Altiorapeto means "seek for the higher things in life."

"Altiorapeto" Is Topic for the June 18th KK! Talk show on DZRH @ 7:30. p.m. (RP Time) - MabuhayRadio

Written by EARTH Institute Asia Press Office

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On June 18, 2008, Wed., 7:30 p.m. to 8:30 p.m., Kalikasan, Kaunlaran! (KK!), [DZRH](#) -AM radio, will feature two outstanding women who have applied altiorapeto to rise above mediocrity and become development leaders that the world now looks up to: Dr. Judith Paulette Guthertz, senator of Guam, who will receive U.P.'s Centennial Distinguished Alumni Award on June 21, 2008, and Dr. Helena Benitez, former Senator of the Philippines and Chair, Philippine Women's University, the organizer, with the Helena Z. Benitez Global Forum, of the First International Symposium on WWW (Women, Water and Waste) that will be held in Manila on June 25-27, 2008. Dr. Cora Claudio, president, EARTH Institute Asia, directs and hosts KK! in conversational Tagalog-English.

Tune in and join also the contests, campaigns and projects of EARTH/KK! To join all, register as a KK!2299: earth<space>REG < name, age, sex, address, email address, and name of person who invited you to tune in>. Always type "earth" first as many other programs use 2299. KK! is developing a database on PWDs (Persons With Disability) to assist those who design programs for them. So, if you are a PWD, please add the type of your disability. listener by texting

KK! is co-produced by EARTH Institute Asia, Inc. and [DZRH](#), with the cooperation of the MAP, GREEN Army, PFST, TOWNS, PBE, AIJC, PEIA, DENR, and others. It is at 666 kHz in Metro Manila and at other kHzs in other areas nationwide. It is globally accessible through <http://dzh.tripod.com>

or

www.mabuhayradio.com

(Just click

[DZRH](#)

here.).

You and/or contacts are also invited to join KK!'s roster of partners-sponsors, such as Unilever, Unilab, andToby's Sports. Providing in-kind support are Delbros Supply Chain Solutions, MAP, Brahma Kumaris, and Arch. Paulo Alcazaren.

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