

"Avoid Shortages & Earn with ICT" on KK! at DZRH-AM radio - MabuhayRadio

Written by EARTH Institute Asia Press Office

Saturday, 26 April 2008 12:21 - Last Updated Saturday, 28 June 2008 10:32

"Avoid Food and Other Shortages & Earn More with ICT" on KK! at [DZRH](#) AM radio on April 30, 2008, Wednesday, at 7:30 p.m. (Manila Time)

Information and Communication Technology (ICT) can make valuable contributions to environmental protection and sustainable development by, for example, promoting and facilitating environmental activism and improving environmental and disaster monitoring and response systems.

ICT can also enable more efficient use of resources, thus, making us avoid shortages. It can be applied to reduce the consumption of energy, water and other natural resources through more efficient systems and procedures. For example, GIS (Geographic Information System), which uses ICT, can facilitate weather monitoring, which helps farmers prepare for weather changes and, thus, avoid crop losses.

Recently, we have been experiencing various types of resource shortages. Could we have avoided them or, at least, reduced their impact on the Filipino people if we had used ICT well? Could ICT help us avoid further resource shortages in the future?

Hear answers to these questions, as well as how ICT can help make you earn more and how it can contribute to the sustainability and economic progress of the Philippines. Tune in *Kalikasan, Kaunlaran! (KK!)* at [DZRH](#) AM radio on April 30, 2008, Wednesday, at 7:30 p.m.-8:30 p.m. Guest panelists are Helen Macasaet, president and CEO, Pentathlon IT Asia, Inc. and chair, ICT Committee, Management Association of the Philippines (MAP), and Donald Lim, president and CEO, Yehey! Corp., founding president, Internet and Mobile Marketing Assoc. of the Philippines, and 2008 Awardee, Young Market Masters Award in Online Marketing. Dr. Cora Claudio, president, EARTH Institute Asia, directs/hosts the weekly radio program.

You will also hear more about the *Malunggay Para sa KK, 2M Puno Para sa KK* and projects of EARTH/KK!KK! listener. To register, text 2299: earth<space>REG < name, age, sex, address,

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email address, and name of who invited you to tune in>. in partnership with various public and private organizations. The contests offer cash prizes and the projects provide livelihood while protecting and enhancing the environment. You may join all of them by being a registered KK! listener.

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

<http://dzhtr.tripod.com>

or www.mabuhayradio.com or simply click on this hyperlink

[DZRH](#)

You and your contacts are also invited to join KK!'s roster of partners-sponsors. The ones who have already committed for the 2nd quarter are Unilever, Unilab, and Toby's Sports. Providing in-kind support are Delbros Supply Chain Solutions, Management Association of the Philippines, Figaro Coffee, Brahma Kumaris, and Arch. Paulo Alcazaren.

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