

Global Shapers  
Community  
Cebu Hub



# SHAPING CEBU, SHAPING THE GLOBE

Impact Report 2021-2022

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The **Global Shapers Community** (GSC) Cebu Hub is a member of the Global Shapers Community, a network of over 15,000 young people working to improve their local communities in more than 500 city-based hubs in over 150 countries. Established in 2011 by Professor Klaus Schwab, founder of the World Economic Forum, the Global Shapers Community aims to give the youth a voice by organizing and inspiring young people to have a seat at the table in making decisions for their communities.

The **GSC Cebu Hub** was founded in 2014, under its first Curator **Jay Aldeguer**, as a small group of friends that wanted to give back to Cebu. The Hub's mission was simple: "to build a local community of passionate young people committed to improving the state of Cebu." Now formally registered under the Philippines' Securities and Exchange Commission (SEC) as "**Shapers Cebu Association, Inc.**," the GSC Cebu Hub carries on this mission.

Through each of our projects, the Cebu Hub works towards our collective dream for an improved state of **C.E.B.U.** To preserve this spirit and founding intention, we ensure that each of our projects fall under at least one of four key pillars – **Citizen Engagement, Environmental Conservation, Business Development, Universal Education.**

# The Cebuano Youth's Dream for Cebu

*It all started with a dream.*

Aligned with the Global Shapers Community's belief in the power of the youth in driving lasting changes for the community, the Global Shapers Cebu Hub launched a year-long campaign in 2016 highlighting the Cebuano youth's dream for Cebu. Through dialogues with different youth stakeholders, a collective dream to SHAPE Cebu was envisioned, a Cebu that's **S**ustainable, **H**olistic, **A**ccessible, **P**roductive, and **E**ngaged.

Through the years, the Cebu Hub has undertaken and implemented projects that translated the dream into action, contributing to the Hub's key pillars and aligning with the community's impact areas from revitalizing city streets, fostering social entrepreneurship, responding to COVID-19, and to advocating for the Philippines' transition to a more circular economy, the Cebu Hub continues to work together in making a better Cebu, a better Philippines, and the world.





# Quick Snapshot: Global Shapers Cebu 2021-2023



2021



**Information Drives:  
Philippine Elections,  
COVID-19 Vaccination,  
Supporting Fellow Cebuanos**

2022



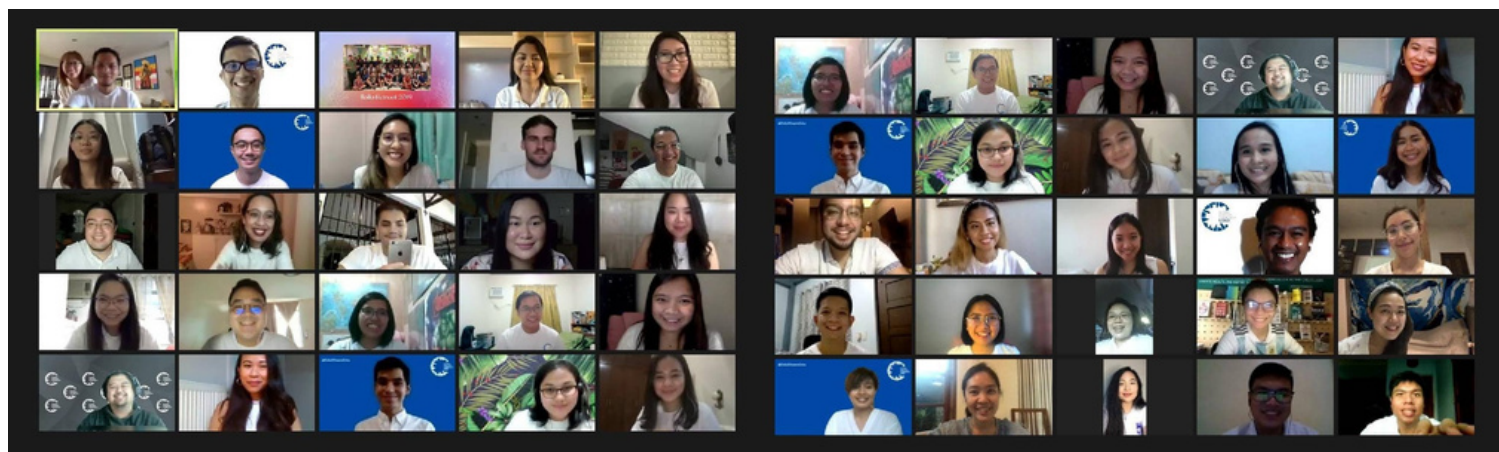
2023



## All-PH Global Shapers Annual Retreat 2021: Ginhawa / Padayon



*Ginhawa / Padayon (Breathe / Carry On) - The 2021 All PH Global Shapers Annual Retreat theme*



*The GSC Cebu Hub hosted the nationwide retreat of Filipino Shapers in 2021, creating a space for rest and reconnection.*

Every year, Shapers from all the Philippine Global Shapers Community Hubs come together for a yearly National Retreat. On **February 27-28, 2021**, the Cebu Hub organized the retreat, conducted online due to the pandemic. With the theme “**Ginhawa / Padayon**” (or Breathe / Carry On in Bisaya), the two-day retreat provided a safe space for the Shapers to breathe and to be vulnerable, all while learning from each others’ experiences. We had the privilege of being joined by over 50 Shapers from various hubs in the Philippines. The Retreat also had the opportunity to hear from esteemed guest speakers including Philippine Senator Bam Aquino, Mental and Physical Wellness Expert Mr. Erwin Valencia, and DITO CME Chief Operating Officer Mr. Donald Lim.

## CEBootcamp 2021: Career Enrichment Bootcamp for Hospitality and Tourism Professionals



***CEBootcamp 2021: A platform enabling displaced Hospitality and Tourism workers to build the necessary skills to build a Freelancing Career online***

Held at the height of the COVID-19 pandemic last May 2021, **CEBootcamp 2021** comprised of a series of **learning & training sessions** designed to steer and equip the displaced workers from the **Hospitality and Tourism Industry**, training them to build capacity and seek for further job opportunities through **online freelancing**. Online Freelancers and Job-seekers applied to participate in CEBootcamp and were able to learn from freelancing experts, government staff, and reputable business professionals about thriving in the world of Online Freelancing.

The GSC Cebu Hub had the privilege to partner with **fourteen** organizations from the hospitality and technology industries and various private sector firms for the Project, as well as collaborate with online freelancing and business experts Ms. Robbie Lazaro, Mr. Reinart Bacalso, and Mr. Brian Padilla. A two-day training event was also streamed by the Hub online, which gained over **2,200** reach on Facebook.

Following a series of training sessions, the Cebu Hub organized a CEBootcamp 2021 Job Search Consultation Session for ten selected displaced workers from the Hospitality and Tourism Industry. The Session linked Shapers and CEBootcamp participants, working together to strategize and equip these Freelancers to launch their careers with their CEBootcamp learnings in tow. The CEBootcamp 2021 Project was also featured on both local and national digital broadsheets such as the Philippine Star (Philstar.com) and Sunstar Cebu (Sunstar.net).

## Gearing up for Philippine Elections 2022



### *Partnering with COMELEC to promote voter registration among the youth*

The Cebu Hub partnered with **Vote Pilipinas**, the Philippines Commission on Elections (COMELEC)'s voter registration campaign, to promote voter registration and accurate voting information among the youth through its online platforms in preparation for the 2022 Philippine National Elections. Cebu Shaper **Jet Luga** participated in the #MagpaRehistroKa Town Hall held on July 30, 2021 on Facebook Live, with over 5,400 viewers tuning into the online event.

## Uniting Against COVID-19: Social Media Vaccination Campaign



### *The Hub's social media campaigns promoting COVID-19 vaccination to Cebuanos*

To complement Cebu City's campaign to promote uptake of the COVID-19 Vaccine for public health safety, Global Shapers Cebu created **Vaccination Guides** in 2021. These cards were posted on the Hub's social media platforms, providing Cebuanos with information on where to get the vaccine, who should get it, and how they can prepare for their Vaccination Day.



## Supporting Local Businesses and Community Needs



### *The Hub's social media campaigns promoting COVID-19 vaccination to Cebuanos*

In the spirit of supporting homegrown entrepreneurial activities, the Cebu Hub fervently puts local Cebu businesses into the spotlight to provide more exposure for their initiatives. Global Shapers Cebu has also provided information on where to get **Mental Health Support** locally, in an effort to address relevant challenges among the Cebuano youth. These posts have gained a reach of over **4,300** through the Hub's online platforms.

## MOVE! Maximize Our Vote: Election 2022 - An Online Education Campaign Series



*M.O.V.E. 2022 with an online education campaign session open to the public  
via the Global Shapers Cebu Facebook platform*

Implemented by the Global Shapers Cebu Hub in the lead up to the 2022 Philippine National Elections, M.O.V.E. 2022 was an online **Education Campaign** series designed to empower the Filipino to pursue the ideals of democracy in its purest and most unadulterated form. With the Cebu Hub firmly believing in the right and duty of every Filipino to actively participate in the democratic process of voting, the M.O.V.E. 2022 project served as a mobilized effort towards creating a more informed voting public that is better prepared for the Philippine elections.

The Cebu Hub partnered with various companies and learning institutions to facilitate a series of one-hour M.O.V.E. 2022 education campaign sessions, with the goal of presenting political concepts in the context of the Philippine government and election system. Each presentation was followed by an open discussion among Cebu Shapers and session participants, fostering an environment of discourse and a free-flowing exchange of ideas about the political topics raised.



*Cebu Shapers behind the scenes of the online livestreaming of M.O.V.E. 2022*

## MOVE! Maximize Our Vote: Election 2022 - An Online Education Campaign Series



*Cebu Normal University presented the Cebu Hub with a Certificate of Recognition during the conduct of CNU's M.O.V.E. 2022 Session*



*Cebu Shapers and ACTIEF attendees sharing insights during a M.O.V.E. 2022 Session*

Over **600** participants attended the M.O.V.E. 2022 education sessions conducted between March to May 2022, in cooperation with organizations and schools including JA Philippines, University of San Carlos - Psychology Department, Republiq Group of Companies (RGC), Cebu Institute of Technology (CIT), Cebu Normal University (CNU), and Asian College of Technology International Education Foundation (ACTIEF).

To culminate the M.O.V.E. 2022 Project, Global Shapers Cebu conducted an education campaign session livestreamed to the public via Facebook Live on May 5, 2022, four days ahead of the 2022 Philippine National Elections. The M.O.V.E. 2022 Philippine Politics 101 online event garnered over **1,500** viewers, receiving high engagement from the activity's online participants throughout the event. This online livestream was also promoted and featured on one of Cebu's top news publications Sunstar Cebu, through their website and Facebook page.

Through the M.O.V.E. 2022 Project, the Global Shapers Cebu Hub actively drove civic engagement, enhanced Cebuanos' awareness around the Philippine electoral system, and fostered motivation among Filipino citizens to become highly engaged in the elections, towards building a bright future for the Philippines.

M.O.V.E. 2022 was supported by **Augmen Digital** and **From Here Coworking Space**.

## Scale360° Philippines



Scale360° Philippines focused on mobilizing action among innovators, governments, civil society, and private sector stakeholders to grow the ecosystem for circular Fourth Industrial Revolution (4IR) technology innovation—and in doing so, support the achievement of the United Nations Sustainable Development. **The initiative is a collaboration between the Global Shapers Cebu Hub and Circulo**, a pioneer organization working on circular design in the Philippines. The goal is to aid the country's transition to a circular economy by implementing localized interventions that target high-impact sectors. Taking a multistakeholder approach, GSC Cebu Hub identified the four material value chains that are most relevant for the Philippines to address with circular solutions: plastics, fashion, food and e-waste.



## Scale360° Philippines



1. **Food Waste** - Partner with a local food market to collect food waste from existing food tenants for vermicomposting. Food Waste is sent to the Cebu City Agriculture Department and converted into Vermicompost to be used for fertilizing an urban garden to supply the market's merchants and provides consumers with produce.



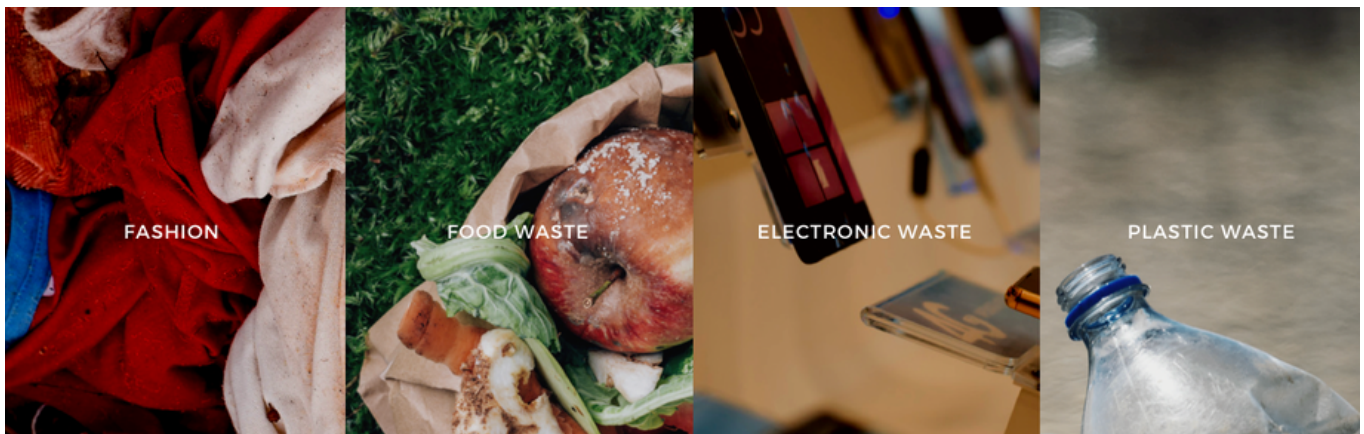
2. **Fashion** - Map out local community experts and organizations fostering a circular fashion ecosystem, and initiating a social campaign around circular fashion initiatives.



3. **E-Waste** - Connecting consumers, retailers, local government units and environmental offices through a comprehensive directory of e-waste drop-off points and by installing drop-off bins for safe disposal in two of Cebu's top malls.



4. **Plastic** - Educating communities on plastic waste via [scale360.ph](https://scale360.ph). Scale360° Philippines features plastic disposal locations and resources on segregation, disposal, and recycling, fostering the creation of a circular ecosystem for plastic.





## Food Waste

Partnering with Sugbo Mercado to collect food waste for vermicomposting. Composts are used to fertilize an urban garden in the area that supplies merchants and provides consumers with produce. Stakeholders can locate food waste bins through this directory.

**549kg**

of Food Waste collected from Sugbo Mercado tenants

**190kg**

of vermicompost was converted from food waste within one month

**3kg**

of vegetables harvested every three months from the Urban Garden

**7**

organizations included in the scale360.ph directory on the Scale360° website



*MOA Signing with City Agriculturist Sir Joey Baclayon and Donation of Composting Bins to Cebu City Agriculture*



*Setting up of the Urban Garden using barrels in Sugbo Mercado and placing of Food Waste-Only Bins within the Food Market to be converted into Vermicompost*







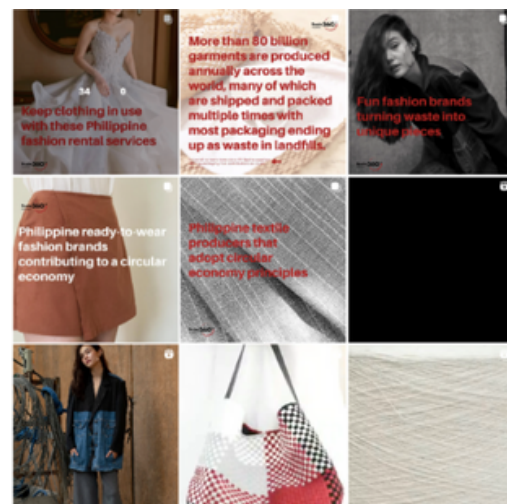
## Fashion

Helping local brands reassess their supply chain in the light of circular economy concerns by mapping out organizations in the circular value chain and helping customers identify who they can support in the space.

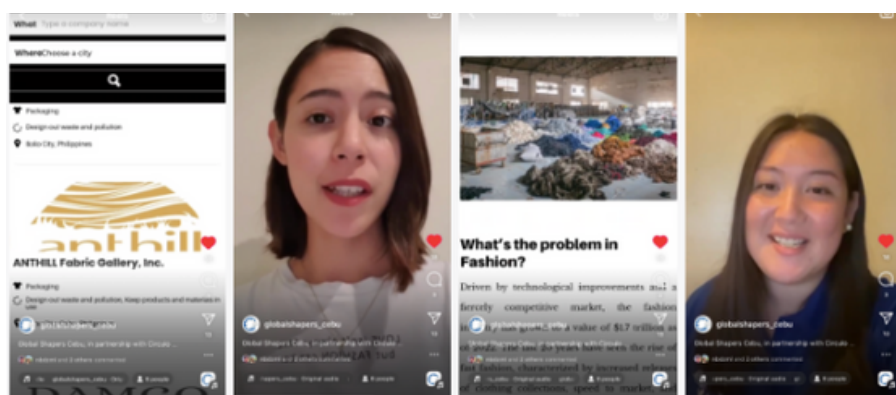
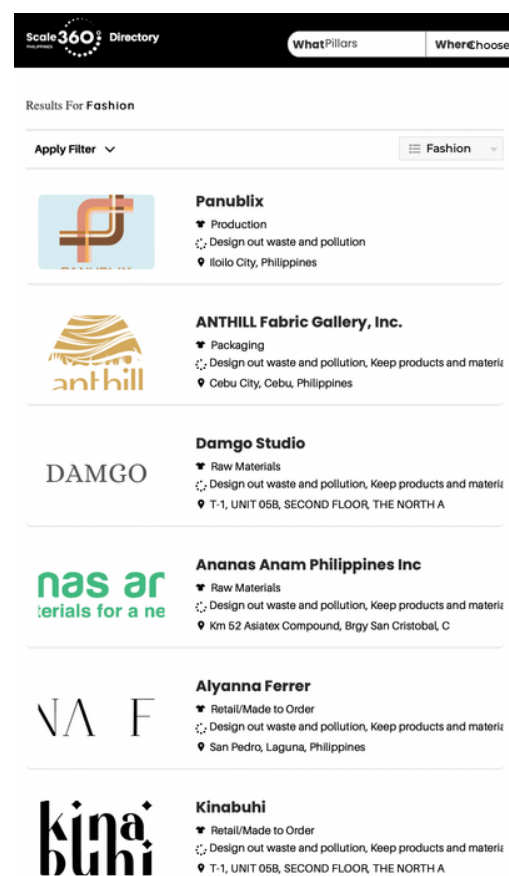
**153** individuals and organizations included in the circular fashion directory on the scale360.ph directory

**36** organizations listed designing out waste and pollution

**60** organizations keeping products & materials in use



An online campaign on Circular Fashion in the Philippines on Cebu Hub's social media platform



A video online campaign by Cebuano Shapers on Circular Fashion in the Philippines

A circular fashion directory comprising of 153 individuals and groups across the Philippines, accessible on [www.scale360.ph](http://www.scale360.ph)



## E-Waste

Connecting consumers, retailers, local government units and environmental offices through a comprehensive directory of e-waste drop-off points and by installing additional drop-off bins for safe disposal.

**100kg**

of E-Waste collected and recycled from the E-Waste bins deployed in Ayala Center Cebu and Ayala Central Bloc

**134**

public and private Local Government Units and Private Sector Treatment, Storage, and Disposal (TSD) Facilities compiled on the scale360.ph E-Waste Directory

**100,000**

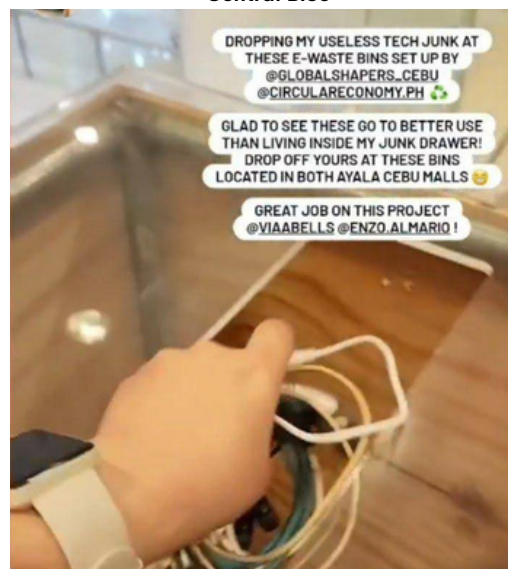
people per day exposed to Scale360°'s E-Waste Bins stationed in prominent areas of Ayala Cebu Malls

**1,700+**

people reached via Scale360°'s E-Waste Campaign



*E-waste collected from mallgoers through the Scale360° E-Waste Bin Drop-off Points located in Ayala Center Cebu and Ayala Central Bloc*



*Cebuanos disposing their e-waste in the bins and inviting other community members online to participate in the Scale360° initiative*







## Plastic

Delivering workshops and a community-driven campaign on segregation, disposal and recycling, fostering the creation of a circular ecosystem for plastic.

100+

individuals and groups included in the scale360.ph Plastics directory and counting

5,000+

people supplied with resource videos and toolkit (estimate based on number of followers on the Hub's social media pages)

12

Circular Economy Toolkits, videos and resources

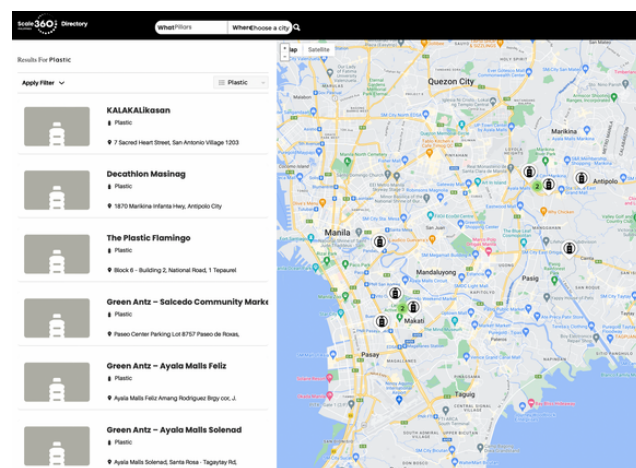
### Learn how to implement a circular economy

CATEGORY PILLAR **FASHION** **FOOD** **E-WASTE** **PLASTIC**

CONTENT TYPE **TOOLKITS** **INSIGHTS** **VIDEOS**

<b>TOOLKIT</b> Implementing ACT NO. 11898: Institutionalizing The Extended...	<b>VIDEO</b> Upcycling for Everyone	<b>VIDEO</b> Localizing Circular Economy Wala Usik	<b>VIDEO</b> Climate Change and RA 9003
<b>TOOLKIT</b> No Time To Waste: Climate Change and SWM Manual (Tagalog)	<b>TOOLKIT</b> Solid Waste Management Guide for Parents V2.5	<b>TOOLKIT</b> Solid Waste Management Guide for Teens V2.5	<b>INSIGHT</b> Nestle Solid Waste Management Module 1 (Visayan)
<b>INSIGHT</b> National Plan of Action For the Prevention, Reduction and...	<b>INSIGHT</b> SEA of Solutions 2022 Invite to Spotlight	<b>TOOLKIT</b> Zero Waste City Manual	<b>INSIGHT</b> Highlights of the SWM and CE Stocktaking in the Philippines

Resources on segregation, disposal, and recycling, fostering the creation of a circular ecosystem for plastic, on [www.scale360.ph](http://www.scale360.ph)



Consulting with Technical Experts, including Dave Albao, of the Philippine Reef and Rainforest Conservation Foundation

## Scale 360 Philippines Partnerships

True to its thrust of connecting innovators, governments, as well as public and private sector stakeholders, Scale360° achieved success with the support of a strong lineup of partners.

Organized by Global Shapers Cebu Hub and Circulo, Scale360° Philippines was implemented in partnership with **Bayo Philippines** and co-presented by **Cebu Landmasters Inc. and Cloudeats**. Additionally, Scale360° received valuable contributions from community partners, including **Ayala Center Cebu, Ayala Central Bloc, Sugbo Mercado, Agrihood, SDG Ads, Cebu City Agriculture, Cebu City Government, and 8box Solutions**.

These esteemed partners played a crucial role in successfully implementing the various pillars of the project.



# Scale360° Philippines and the World Economic Forum's Scale360° Circular Innovation Initiative



The World Economic Forum (WEF) Scale360° initiative has gathered over **150 Scale360° innovators globally** representing **60 different organizations** to come together and exchange valuable insights and knowledge in creating innovative solutions with a specific focus dedicated to advancing the circular economy. WEF Scale360° tapped the Global Shapers community to implement a local-level approach through program initiatives within local cities. Led by the **Global Shapers Cebu Hub, Scale360° Philippines** has been part of this initiative. Global Shapers Cebu implemented circular economy-leaning solutions in Cebu City focusing on Food Waste, E-Waste, Fashion and Plastics. These focus areas are also being tackled by other hubs globally. The Global Shapers Cebu Hub's is confident that its Scale360° program design has great potential to be replicated in other countries as well, given WEF's community of over 650 members involved in its circular economy initiative around the globe.





# Hear from the Cebuano Shapers!



## Nicole Blue David

**Plastics Lead, Scale 360**

**Project Involvement: Scale 360**

**Philippines, M.O.V.E. 2022**

**Profession: Mandarin Content Analyst,  
London Stock Exchange Group**

I joined Global Shapers Cebu with the intention to meet like minded peers who have the drive to give back to the community. With the Cebu hub, I get to be involved in creating impactful projects and also develop my skills both personally and professionally, while giving back to our local community. By being a Shaper, we get to meet other Shapers outside the hub through the National Retreats and potentially collaborate for cross-hub initiatives. I'm thankful that the Global Shapers Community is a big part of my everyday life now, giving me a better sense of purpose and motivation to be more holistic.

I have been involved in several volunteer organisations for the past few years, but I have remained committed to the **Parian Street Children Center in Cebu**. The hub enabled me to reach and help more people by connecting shapers to the community. With that, The Cebu hub brought **Scale360° Philippines** to life. It is the first and only nationwide directory for Circular Economy and interventions that focus on circulating Food Waste, Fashion Waste, E-Waste, and Plastic Waste. I co-led the Plastics intervention, it was challenging to bring together, but thanks to the Scale360° team, we were able to successfully launch the project. Aside from community involvement, I enjoy spending time with fellow shapers by hanging out and discussing how we can create more impact.



*Visits to the Parian Drop In Center for Street Children*

# Hear from the Cebuano Shapers!



## Ana Patricia Loren

Curator, Global Shapers Cebu

Project Involvement: Vitamin C Drive, Cebootcamp, M.O.V.E 2022, Scale 360 Philippines

Profession: Founder, Phresko & Operations Manager, SDG Ads Co.



The Global Shapers Cebu Hub has played a very big role in developing my leadership skills and changed my approach to addressing community issues. Initially focused on creating a business, I founded **Phresko**, for social impact, and successfully connected farmers in **Barangay Taptap, Busay** with a broader marketplace, organized farmers' markets, and supported the farmer's children with feeding and Bible studies. After launching Phresko, we helped the wives of fishermen in Olanggo, resulting in the formation of the "**T.O.W.A**" (Tunga Olanggo Women's Association). Our initiatives empowered these women by guiding them in establishing the association, educating them on financial literacy, and collaborating on livelihood initiatives using their savings and monthly dues.

In my line of work, working closely with the Cebu Hub has improved my leadership and helped me come up with sustainable ideas that can really help my community. I also learned best practices from other shapers that can help me in what I'm doing. As I implement projects to my partner community, my experience on the ground can help the Cebu Hub to create important local projects. I believe that no matter what our position or profession is, we can make a positive impact on our community if we always think about what's best for them and listen to them.



*Training Sessions and Meetings with the women of T.O.W.A*



# Shaping Cebu, Shaping the World at Large: The Cebu Hub and the Global Shapers Community Cebu Hub at the Global Shapers Annual Summit 2022



Each year, the World Economic Forum invites hub leaders to the **Global Shapers Annual Summit (AGS) in Geneva, Switzerland**. The 2022 AGS gathered over 500 Shapers, Young Global Leaders, and other inspiring young people for a three-day summit with over 40 sessions, workshops, or plenaries, each tailored to either our individual leadership or scaling our hub impact.

The intention behind the Summit is to allow Shapers to connect with their peers, exchange insights and ideas, and collaborate on work that leads to change in their communities and beyond. The GSC Cebu Hub was represented by its **2022 Curator, Ana Patricia Loren**, and **Outgoing Curator, Lorenzo Almario**. They were also joined by representatives from the Manila, Iloilo, and Davao Hubs in the Philippines.



***Global Shapers Cebu Hub Curators in the opening plenary at the UN Palais de Nations with Wadia Ait Hamza, Head of the Forum of Young Global Leaders at the World Economic Forum.***

These sessions were followed by days each focused on Individual Leadership and Hub Impact, along with community dinners or mixers to give each Shaper the chance to interact in a more informal setting. These informal sessions are often the most fruitful parts of the summit – interacting with so many engaging leaders, each intent on changing the world in their own way, you gain not just new friends but new perspectives and personal growth.

“I’m very honored and blessed to be part of the Global Shapers Annual Summit in Geneva. This experience has been very impactful and has changed my perspective in a better way. It motivated me more not to lose hope in trying to help communities because I am not alone in doing it. It showed me that we are a big community with passionate and wonderful people sharing the same goal, burden and concern in creating a positive change in our community and environment. I am empowered and inspired to create more projects with the Cebu Hub that can help my fellow Cebuanos and impact lives in our own city.”

**- Patricia Loren, Global Shapers Cebu Curator (2022-2023)**

# PH Global Shapers Annual Retreat



Every year, Shapers from the different hubs in the Philippines gather for the **PH Global Shapers Annual Retreat**. This year, it was in **Iloilo City**, organized by the Iloilo Hub. It was a good experience for Cebu Shapers to meet other Shapers from other Hubs and share best practices from their own Hubs. It was also a good time to talk about collaboration with the other Hubs and projects. It is always fun to connect with Shapers across the nation with the same mindset of contributing to the betterment of our local communities.



*Global Shapers from Manila, Cebu, Ilo-Ilo and Davao*





# Bridging Local Impact to the Wider World



## The Global Shapers will continue to drive dialogue, action and change under it's new six impact areas

During the Global Shapers Annual Summit 2018, Hub leaders delineated three focal areas for impactful initiatives, aimed at rallying the community and effecting transformative shifts: **Climate and Environment, Education and Employment, Equity and Inclusion**. Recognizing the imperative to build upon this groundwork, the community's marked the initiation of **six** new impact areas during its 10-Year Anniversary in 2021, called **ISHAPE**:

- I for Inclusion - Create inclusive communities
- S for Skills - Reskill for the future
- H for Health - Improve health and well-being
- A for Aid - Deliver basic needs
- P for Planet - Protect the planet
- E for Engagement - Strengthen civic engagement



*The Global Shapers will continue to drive dialogue, action and change under it's new six impact areas*

# Expanding Horizons: Cebu Hub Opens Applications to the Public and Hub Strategic Planning 2022



The Global Shapers Cebu Hub's four key pillars – **Citizen Engagement, Environmental Conservation, Business Development, Universal Education** are very much aligned with GSC's impact areas. The Cebu Hub's Scale 360 Philippines, for example, is the Hub's Environmental Conservation project and tackles Protect the Planet, with the goal to aid the country's transition to a circular economy by implementing localized interventions that target high-impact sectors with focus on Food Waste, E-Waste, Fashion and Plastic.

To diversify and expand the Hub's membership cohort, the Global Shapers Cebu Hub opened Membership Applications to the Cebuano public for the first time since its inception in 2014. This recruitment was conducted alongside the Cebu Hub's standard process of nominating new Shapers, with all applicants undergoing the same application process. The public call resulted in over **20** Membership Applications received, and concluded with **three** new Shapers joining the Hub in 2022. The Cebu Hub organizes its annual strategic planning to gather and plan for the direction for the next shaper year. During the strategic planning, shapers with their respective committees will be presenting to the hub the different plans and strategy that will be implemented for the whole shaper year.



*The Cebu Hub opened Membership Applications to the Public in October 2021.*

# We are the Global Shapers - Cebu Hub!



- Enzo Almario, **Outgoing Curator**
- Pat Loren, **Curator**
- Dan Gigantone, **Vice Curator**
- Via Abellanos, **Impact Officer**
- Arianna Fernando, **Finance and Admin Officer**
- Jonnette Alquizola
- Carlo Delantar
- Charm De Leon
- Jet Luga
- Bea Evardone
- Tidow Gothong
- Alex Muñoz
- Jessica Ouano
- Miren Escaño
- Nicole David
- Van Go
- Charlie Golingay
- Earl Ng



# Global Shapers Community Cebu Hub



[globalshaperscebu.com](http://globalshaperscebu.com)  
[globalshapers.org/hubs/cebu-hub](http://globalshapers.org/hubs/cebu-hub)



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