

Nomination: 19153

Personal Collection Direct Selling, Inc.: Commitment to a Greener, Better World

Page: General Information
Name of Organization / Company Personal Collection Direct Selling, Inc.
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Web Site Address https://personalcollection.com.ph (https://personalcollection.com.ph)
Page: Entry Information
Entry Title Personal Collection Direct Selling, Inc.: Commitment to a Greener, Better World
Category B01 - B12 - Award for Excellence in Corporate Innovation > B09C. Award for Excellence in Social Impact Companies - 100 or More Employees
Submission Format An Essay of up to 625 Words

Essay

Personal Collection Direct-Selling, Inc. (PCDSI), a direct selling company from the Philippines, has always been driven by the noble purpose of bringing the Great Life to Every Family, and that includes having a greener and better world. PCDSI has made it its mission to protect the Philippines' rich natural resources for future generations.

An abundance of resources is the Philippines' true treasure, vital for the livelihood of millions of Filipino farmers, fishermen, and entrepreneurs, as well as the tourism industry. Yet, this wealth faces tremendous threats from the alarming rise of plastic waste and rampant deforestation. The prevalence of plastic, particularly in single-use sachets, has positioned the Philippines as the world's third-largest contributor to plastic pollution, with an annual output of 2.7 million tons of plastic waste.¹ Meanwhile, deforestation has significantly reduced the country's natural forest cover, leading to environmental degradation and community hardships.

Driven by urgent environmental challenges, Personal Collection has embraced sustainability across its operations—from product lines and logistics to manufacturing processes. The company's innovative approach to environmental stewardship positions it as a leader in the direct-selling industry, aiming for a sustainable future and positive societal impact.

Manufacturing and Logistics Efficiency

Through strategic innovations and a commitment to environmental stewardship, PC sets new industry standards for efficiency and sustainability.

PCDSI implemented a Big Truck Strategy that leverages six-wheeler trucks to significantly enhance transport efficiency, slash fuel consumption, and reduce carbon emissions, exemplifying the company's dedication to sustainable logistics. Simultaneously, by expanding manufacturing operations from two to three shifts, PCDSI optimized the use of critical resources like water and electricity. This adjustment boosts production efficiency and leads to a substantial reduction in resource waste. The combined impact of these strategies is profound, saving 358,700 liters of water and conserving 11,512.28 kWh of electricity.

Regulatory Compliance

Personal Collection strongly adheres to the Philippines' Extended Producer Responsibility Act of 2022, taking significant steps to manage plastic waste as mandated—targeting waste recovery increases from 20% in 2023 to 80% by 2028.

In partnership with the Philippine Alliance for Recycling and Materials Sustainability (PARMS) and Ecoloop by Republic Cement, plastic waste was transformed into alternative fuel for cement production. This enabled PC to surpass its 2023 goal by co-processing over 98 tons of plastic, significantly reducing its environmental footprint.

Comprehensive Campaign for Sustainability

Personal Collection's #GreenLifeGreatLife movement, launched in June of 2021, embodies the company's core value of responsibility for the environment. As PCDSI advanced its eco-friendly initiatives—transitioning 87% of its products to biodegradable packaging, planting 245,000 mangroves and trees, and removing 35 tons of coastal debris—the company's actions have naturally dovetailed with the UN Sustainable Development Goals.

While PCDSI's primary aim is to foster environmental responsibility within the community, these efforts also contribute to global goals for life below water, particularly UN SDG 14.1 and 14.2 (reduce marine pollution and protect coastal ecosystems), on land, UN SDG 15.2 (reforestation) and for sustainable production, UN SDG 12.5 (substantially reduce waste generation).

This dynamic campaign has empowered thousands of dealers and employees across the Philippines to champion sustainability and environmental conservation for generations to come.

These efforts underscore the company's deep commitment to reducing environmental impact and fostering a culture of sustainability across the Philippines. Through the #GreenLifeGreatLife Movement, Personal Collection Direct-Selling, Inc. is making a tangible difference, contributing to the preservation and enhancement of the planet's natural resources for future generations.

A Vision for a Sustainable Future

Personal Collection's commitment to environmental stewardship is evident in its holistic approach, integrating operational efficiency, responsible manufacturing, regulatory compliance, and green initiatives. Personal Collection takes the lead towards a sustainable future, proving that collective efforts can have a profound societal and environmental impact.

For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

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Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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URL 2

<https://www.personalcollection.com.ph/on-environment/> (<https://www.personalcollection.com.ph/on-environment/>)

URL 3

https://malaya.com.ph/news_special_feature/20-years-of-the-great-life-personal-collections-award-winning-sustainability-projects/ (https://malaya.com.ph/news_special_feature/20-years-of-the-great-life-personal-collections-award-winning-sustainability-projects/)

URL 4

<https://mb.com.ph/2022/1/26/a-green-life-is-a-great-life> (<https://mb.com.ph/2022/1/26/a-green-life-is-a-great-life>)

URL 5

<https://peopleasia.ph/filipino-owned-company-launches-campaign-to-switch-to-biodegradable-containers-on-worlds-ocean-day/> (<https://peopleasia.ph/filipino-owned-company-launches-campaign-to-switch-to-biodegradable-containers-on-worlds-ocean-day/>)

URL 6

<https://insideretail.asia/2021/06/09/direct-seller-personal-collection-shifts-to-all-biodegradable-containers/> (<https://insideretail.asia/2021/06/09/direct-seller-personal-collection-shifts-to-all-biodegradable-containers/>)

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