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## DTI issues more than 3,700 Safety Seal Certifications



*Department of Trade and Industry (DTI) Secretary Ramon M. Lopez (3<sup>rd</sup> from left), Chief of Staff and Management Services Group Undersecretary Ireneo V. Vizmonte (2<sup>nd</sup> from left), Paranaque City Mayor Edwin L. Olivarez (4<sup>th</sup>), and Department of Interior and Local Government (DILG) Plans, Public Affairs and Communication Undersecretary Jonathan E. Maglaya (5<sup>th</sup>) led the issuance of Safety Seal Certification in a mall in Paranaque City on 26 May 2021.*

As of 24 September 2021, the Department of Trade and Industry (DTI) has issued a total of 3,757 Safety Seal Certifications to establishments including supermarkets, groceries, convenience stores, membership shopping clubs, construction supply/hardware stores, logistics service providers, barbershops and salons, and service and repair shops.

According to Joint Memorandum Circular (JMC) No. 21-01 Series of 2021 issued by the Department of Health, Department of Interior and Local Government, Department of Labor and Employment, Department of Tourism, and DTI, otherwise known as the Implementing Guidelines of the Safety Seal Certification Program, the Safety Seal Certification is a voluntary certification scheme affirming that an establishment is 1) duly registered; 2) compliant with the minimum public health standards set by the government; and 3) uses Staysafe.ph or any other LGU-mandated digital contact tracing application.

Having a Safety Seal can increase the confidence of consumers to go out and visit the establishment when needed, resulting in more sales and higher income for the business

establishment owner. Seeing the Safety Seal in an establishment's entrance assures the clients and customers that the establishment complies with minimum public health standards, and contact tracing systems are in place, making it safe to visit.

**DTI Secretary Ramon M. Lopez** said in one of the certification ceremonies in Mandaluyong City, *“Alam naman po natin as long as [establishments] follow the suggested maximum operating capacity—whether its 30%, whether its 40%—‘yun po ay ibig sabihin ay sumusunod sila sa minimum public health standards at safe doon. Eventually, from customer confidence, that will lead to business confidence. Ito po ‘yung isa sa tinutulak parati ng IATF kasama po natin si Chairman Benhur Abalos at Metro Manila Mayors na ka-partner po natin sa pag-reopening. Sama-sama po kami nagbabalanse na mag-reopen tayo dahan-dahan, pero mag-reopen na hindi magkaron ng surge.”*

Any establishment nationwide under the jurisdiction of the Department is eligible to apply for a Safety Seal, given that they are compliant with the requirements. For applications of establishments located in the National Capital Region (NCR), inspection, assessment, and validations are processed by the Fair Trade Enforcement Bureau (FTEB), while the respective Regional/Provincial Office process those within their area.

There are two ways to apply for a Safety Seal, one is by online application through the DTI Safety Seal application site and second is by a visit or during a regular monitoring and inspection activity conducted by the DTI.

The Safety Seal Technical Working Group (TWG), consisting of the implementing agencies, is led by the DTI, with the Office of the Undersecretary for Management Services Group (OUMSG) as the primary coordinating office. The Planning and Management Service (PMS) assists the TWG as TWG Secretariat in policy formulation (Safety Seal Guidelines), program implementation, conduct of meetings, coordination with other agencies, generation of reports, among others, the Information Systems Management Service (ISMS) assists in maintaining the in-house developed online registration application, and the Knowledge Management and Information Service (KMIS) extends communication-related support and coordinates the implementation of the Inter-Agency Safety Seal Communication Guidelines and the DTI Safety Seal Communication Plan.

As reported by the TWG, since its implementation in May 2021, the Department has received a total of 6,080 applications for Safety Seal; 61.79% or 3,757 were approved while 2.19% or 133 and 19.23% or 1,169 were denied due to lack of requirements and referred to the appropriate issuing agency, respectively. The remaining percentage represents those that are still for inspection.

Of the approved 3,757, the following is the breakdown per industry: 1,577 or 41.97% are Retailers or Membership Shopping Clubs, 627 or 16.69% are Construction/Hardware Stores, 572 or 15.22% are Logistics Outlets, 518 or 13.79% are Salons and Barbershops, 267 or 7.11% are Convenience Stores, and 196 or 5.22% are Service and Repair Shops.

The Safety Seal Certification Program supports the government's whole-of-government and whole-of-society approach under the Inter-Agency Task Force against COVID-19's (IATF) Prevent-Detect-Isolate-Treat-Reintegrate (PDITR) strategy.

For more information about the Safety Seal Certification and how to apply, you may visit the DTI Safety Seal microsite at [www.dti.gov.ph/safetyseal](http://www.dti.gov.ph/safetyseal).