SUSTAINABLE DEVELOPMENT GOALS

John Mark R. Asio

Vina C. Jayubo

John Cavin M. Sabonsolin

Jimmy Bernabe Maming

Sarder A. Haider

Maico Demi B. Aperocho

Wes Harven G. Maravilla

Bolaji Jubril

Oluwaseun Samson Sojinu

FOREWORD

The Sustainable Development Goals appeal to all countries to take part or action regardless of status, from underdeveloped to developed countries, to foster success among nations and to be united in protecting our mother earth. It is essential to work together for the common good to build economic growth and focus on global social needs, including health, education, protection from society, employment advancements, and a sincere concern for protecting our planet to address climate change.

This book presents a comprehensive composition of a multi-interdisciplinary research program that assesses possible and foreseen bearings of exertions toward achieving several Sustainable Development Goals (SDGs) in education, nutrition, poverty, tourism, peace and justice, mental health, and Trust. It recognizes potential collaborations and commutation allied with hard work to achieve the goals towards SDGs and the goods and services that these sources can share. The contributions of the authors include an eye-opener on the real-life situation of how other factors affect the flow of sustainable development if there is a deficit in Trust, like in Africa. Another is the pathways to nurturing peace, justice, and strong institutions in Bangladesh's Chittagong Hill Tracts (CHT). One author talks about "The Balance and Conflict between Economic Development and Environmental Sustainability - A Focus on SDG 12 (Responsible Consumption and Production) through the Asian Student Exchange Program (ASEP)". To sum it all up, this Book Chapter comprises the Sustainable Development Goals (SDGs) towards change, improvements, ways and means, and how Life can be different in the years to come.

Prof. Froilan D. Mobo, DPA, Ph.D.
Editor-in-Chief

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John Mark R. Asio1

Research Development and Community Extension Services
Gordon College, Olongapo City, Philippines

Chapter 1

ABSTRACT

This study assesses the different factors of the sustainable development goals (SDGs).

At the same time, determine the element (s) that may affect students' career

planning related to SDGs. The study used a non-experimental research design

utilizing a survey as the primary data-gathering procedure.

One hundred sixty-nine college students voluntarily participated in the online survey

from March-April of the current year.

The research also used an adapted instrument to gather enough

data. The study subjected the collected data to descriptive and inferential statistics

with the help of SPSS version 23 software. Results show that the students have a moderate

degree of knowledge regarding sustainable development

goals (SDGs). They also have reasonable agreement on the different sources of information

about the SDGs. The respondents have studied enough about the SDGs in

some college subjects. The Sustainable development goals (SDGs) have impacted their

personal lives. Finally, the sustainable development goals (SDGs) can relate to the

student's career planning. The study also established that two factors, namely, the impact of

personal life on SDGs and SDGs involvement in the course and their related

subjects, significantly affect the student's career planning. The proponent shared some vital

implications at the end of the study.

Keywords: Sustainable Development Goals (SDGs),

Career Planning, Knowledge about SDGs, Impact of

Personal Life, SDGs Involvement in course

Introduction

The Sustainable Development Goal is an off-shoot of the Millennium Development Goals way back in the year 2000. The year was 2015 when all United Nations Member states adopted it. This program provides a blueprint for peace and prosperity for the people and the planet. Now in the context of the students, these 17 Sustainable Development Goals (SDGs) are either essential or not to them. This idea is because these students of the 21st century have a more complicated environment than the past generations.

In general, studies regarding sustainable development goals had exciting results and ideas. They tackle the concepts like transformative Learning to create and design projects relevant to SDGs (Cottafava et al., 2019).

Speaking of knowledge, higher education institutions Like universities and colleges can play a significant part in developing and promoting SDGs (Zamora-Polo & Sanchez-Martin, 2019). For the SDGs to be developed and implemented in institutions and schools, Purcell et al. (2020) stipulated that leadership is crucial for successfully promoting sustainable development goals (SDGs). This finding is supported by a recent paper by Lee et al. (2023) wherein they prompted that those students taking up leadership roles in SDGs have more profound engagement with the SDGs and overcome barriers which, on the other hand, empowers them.

Furthermore, some factors contribute to the successful promotion of the SDGs. They include teaching staff, personal motivation, and leadership (Agirreazkuenaga, 2019). Regarding trends in learning regarding the SDGs, Garcia-Feijoo et al. (2020) discoursed that there were more theoretical or reflective approaches than measuring or analyzing a particular intervention. Conversely, Weybrecht (2017) explored the need for management education to play its role in the SDGs. The proponent mentioned that for the SDGs to move forward, education must not only embed sustainability and responsibility to management but should also play a role on the global stage.

However, in the studies of Zamora-Polo et al. in 2019 and Yuan et al. (2022), they revealed inSufficient knowledge from their respondents regarding the SDGs.

Nevertheless, Kopnina (2020) believed that greater awareness of the SDGs and encouragement of teaching sustainability could make a difference. To achieve this, specific actions and processes should be in place. Filho et al. (2019) explored the advantages of introducing SDGs into teaching in another research.

They suggested that it can catalyze the engagement of students in tertiary education. To support this perspective, Yamane and Kaneko (2021) determined in their study whether the younger generations are likely to be pro-SDGs or not.

After a series of examinations, they proved the former result that the younger generation is more likely pro-SDGs. In a previous study, respo et al. (2017) exposed that students did not consider the economic extent opposite SDGs' environmental, technical, and social dimensions.

There was also literature from different countries that mainly focused on promoting and assessing knowledge, awareness, and other variables related to the SDGs. In European countries, for instance, in the Netherlands, a study by Kopnin (2018) revealed that integrating SDGs into a university's curriculum helps students develop critical, imaginative, and innovative thinking relative to SDGs. In the case of Spain, an assessment regarding university students' awareness of SDGs

yielded positive results and an affirmative attitude toward SDGs (Leiva-Brondo, 2022). The neighbouring country of Spain, Portugal, also has its stake. The team of Aleixo (2021) imparted that students from public higher education institutions recognized the importance of SDG but believed that HEIs could and should provide more training on this matter. In Asia, related literature was also done in China (Yuan et al., 2022), which revealed a deficient awareness of SDGs among students.

Also, SDG education is quite challenging in Japan (Okubo et al., 2021). The authors pointed out some discrepancies in interests. In Southeast Asia, a study in Indonesia (Jati et al., 2019) stated that most university students were aware of the SDGs. Then in Malaysia, Afroz and Il- ham (2020) depicted the

Therefore, instilling the ideas and concepts of SDGs in the youth, especially those studying in higher education institutions, is tantamount to the successful promotion of SDGs personally and socially.

Significant literature in the Philippines focused on different aspects and factors of sustainable development goals. For instance, Reyes's (2019) group tried to evaluate the country's national perspective on the SDGs. Some papers focused on certain SDGs only, like what Bertheau (2020), Francisco et al. (2021), and Vale (2022) also did. However, the current study wants to determine the awareness of SDGs in the context of higher education students.

The main objective of this study is to determine the factors that affect students'   career planning concerning the sustainable development goal. In particular, the study will assess the following variables, the student's knowledge of the SDGs; the source of   information regarding SDGs; SDGs involvement in courses and the related subjects; the impact of personal life on SDGs; and career planning related to SDGs. Moreover, this   research utilized students from higher education institutions.

DESIGN

In the study, the proponent used a descriptive-survey research design to achieve the main research objectives of the study. To understand the basic phenomenon, this study used a descriptive design. The online survey form is the primary data-gathering tool used in this study.

The study's primary goal is determining which factor can affect students'

career planning in higher education institutions relative to the sustainable development goals (SDGs). The descriptive survey design is the most appropriate method to attain the study's objective

Research Methodology

Respondents

The general population used in the study were college students coming from a local higher education institution in Olongapo City. The samples for the study came from the two departments, namely, the College of Business and Accountancy and the College of Hospitality and Tourism Management. One hundred sixty-nine respondents voluntarily participated in an online survey that commenced in March-April, 2023. The study used a convenience sampling technique to gather the necessary data to tally. A convenience sampling technique is a non-probability sampling that utilizes samples available for the study based on the sound judgement of the researcher. The proponent also sets the criteria for inclusion in the study, which include a) a bona fide student of the chosen higher education institution enrolled in the current school year; b) studying under the two chosen departments/ college of the said institution; c) having spare time to answer the survey;

d) willing to participate the survey; and e) has a mobile phone and internet connection.

Measures

For the study to gather enough data, the proponent adapted an instrument from the works of Yuan et al., 2021. The study is about the awareness of sustainable development goals among students in China. The tool has five parts or constructs, which mainly measure the different factors involved in the study. They are a) the student's knowledge of the SDGs; b) the source of information regarding SDGs; c) SDGs involvement in courses and the related subjects; d) the impact of personal life on SDGs; and e) career planning related to SDGs. The instrument that the study adapted also underwent validity and reliability evaluation. The tool has a Cronbach alpha coefficient ranging from 0.90-0.98, which is highly reliable.

Statistical Analysis

For the data analysis, the data analyst used statistical software, Statistical Package for Social Sciences (SPSS) version 23, and Microsoft Excel for descriptive and inferential statistics. The statistical tools used in the study were mean distribution for the descriptive and inferential statistics; the researchers used a regression analysis to determine the factors affecting the students' career planning.

The responses coming from the students are in a Five-point Likert scale format.

Results and Discussion The primary purpose of this study is to determine the factors that may affect career planning among students relative to sustainable development goals (SDG). The succeeding tables below present the results of the study.

Table 1. Students' Level of Knowledge of Sustainable Development Goals (SDGs)

Items	Mean	Interpretation
I know what the 17 SDGs are.	2.69	Neither informed nor uninformed
I know the countries to which SDGs are addressed.	2.47	Partially informed
I know the time horizon for which the SDGs are designed.	2.39	Partially informed
I know the time horizon for which the SDGs are designed.	2.58	Partially informed
Average Mean	**2.53**	**Partially Informed**

Legend: 1.00-1.80= Not at all informed; 1.81-2.60= Partially informed; 2.61-3.40= Neither informed or uniformed; 3.41-4.20= Well informed; 4.21-5.00= Very well informed.

Presented in Table 1 is the level of knowledge of the respondents' sustainable development goals (SDGs). As observed, in general, the first item got the highest generated mean score which falls under the descriptive interpretation of "neither informed nor uninformed." On the other hand, the third item produced the lowest mean score, corresponding to a Likert interpretation of "partially informed." Overall, the average mean garnered by the study corresponds to an understanding of "partially informed." The study shows that most respondents need more ideas regarding the 17 SDGs. This result is a remarkable finding for the study, knowing that the SDGs have been around for quite some time already. However, the respondents still needed to express more knowledge regarding it. This result contradicts the findings of Afroz and Ilham (2020) showed that Malaysian university students have high knowledge regarding Sustainable Development Goals. On the other hand, Leiva-Brondo et al. (2022) also measured the initial level of knowledge and awareness of SDGs. They found that their respondents knew of it but needed help understanding its implementation.

Table 2. Information Sources of Students' Knowledge of SDGs

Items	Mean	Interpreta-tion
I have received information about the SDGs by email and Social Networks.	2.42	Disagree
I have received information about the SDGs from the traditional media (press, radio and television).	2.60	Disagree
I have received information about SDGs in formal education (kindergarten, primary school, junior high school, senior high school, etc.).	3.00	Moderately agree
I have received information about the SDGs in informal training (e.g., workshops of NGOs, extracurricular activities, etc.).	2.60	Disagree
Average Mean	**2.62**	**Moderately agree**

Legend: 1.00-1.80= Strongly disagree; 1.81-2.60= Disagree; 2.61-3.40= Moderately agree; 3.41-4.20= Agree; 4.21-5.00= Strongly agree

Table 2 presents the mean distribution for the information sources of respondents' knowledge of SDGs. One can observe that the third item disclosed the highest obtained mean score. The obtained mean score reflects a descriptive interpretation of "moderately agree." However, the first item garnered the lowest mean score among the group. The score received translates to an illustrative interpretation of "disagree."

The average mean has a similar descriptive interpretation of "moderately agree" on the scale. The result only means that basic ideas regarding the SDGs were the by-product of schools or institutions of learning. The result of the study has a similar outcome to the research of Yuan et al. (2021), wherein there need to be more information sources regarding sustainable development goals.

Table 3. SDGs Involvement in Courses and the Corresponding Subjects

Items	Mean	Interpretation
Sustainable Development Goal 1	3.57	Have studied enough
Sustainable Development Goal 2	3.43	Have studied enough
Sustainable Development Goal 3	3.70	Have studied enough
Sustainable Development Goal 4	3.82	Have studied enough
Sustainable Development Goal 5	3.83	Have studied enough
Sustainable Development Goal 6	3.76	Have studied enough
Sustainable Development Goal 7	3.57	Have studied enough
Sustainable Development Goal 8	3.55	Have studied enough
Sustainable Development Goal 9	3.60	Have studied enough
Sustainable Development Goal 10	3.49	Have studied enough
Sustainable Development Goal 11	3.50	Have studied enough
Sustainable Development Goal 12	3.50	Have studied enough
Sustainable Development Goal 13	3.69	Have studied enough
Sustainable Development Goal 14	3.37	Learned something
Sustainable Development Goal 15	3.59	Have studied enough
Sustainable Development Goal 16	3.64	Have studied enough
Sustainable Development Goal 17	3.50	Have studied enough
Average Mean	**3.59**	**Have studied enough**

Legend: 1.00-1.80= Never learned at all; 1.81-2.60= Learned a little; 2.61-3.40= Learned something; 3.41-4.20= Have studied enough; 4.21-5.00= Have studied in depth

Shown in Table 3 is the SDG's involvement in courses and related subjects of the student-respondents. As the table shows, most SDGs garnered a high mean score, translating to an interpretation of "have studied enough" in the scale. Only one SDG got the lowest mean score, translating to a descriptive interpretation of "learned something." Even the average SDG items' average mean obtained the same descriptive interpretation of "have studied enough."

This result follows that sustainable development goals are somehow taught or lectured in some subjects in their school. Yuan et al. (2022) revealed that specific topics related to politics, economics, geography, and biology have high student learning performance.

Table 4. Impact of Personal Life on SDGs

Items	Mean	Interpretation
Sustainable Development Goal 1	3.89	Have an impact
Sustainable Development Goal 2	3.84	Have an impact
Sustainable Development Goal 3	4.04	Have an impact
Sustainable Development Goal 4	4.15	Have an impact
Sustainable Development Goal 5	3.91	Have an impact
Sustainable Development Goal 6	3.99	Have an impact
Sustainable Development Goal 7	3.99	Have an impact
Sustainable Development Goal 8	4.01	Have an impact
Sustainable Development Goal 9	3.85	Have an impact
Sustainable Development Goal 10	3.86	Have an impact
Sustainable Development Goal 11	3.82	Have an impact
Sustainable Development Goal 12	3.93	Have an impact
Sustainable Development Goal 13	4.02	Have an impact
Sustainable Development Goal 14	3.85	Have an impact
Sustainable Development Goal 15	3.92	Have an impact
Sustainable Development Goal 16	4.05	Have an impact
Sustainable Development Goal 17	3.79	Have an impact
Average Mean	**3.93**	**Have an impact**

Legend: 1.00-1.80= No impact at all; 1.81-2.60= Have a little impact; 2.61-3.40= Have a moderate impact; 3.41-4.20= Have an impact; 4.21-5.00= Have a strong impact

Presented in Table 1 is the level of knowledge of the respondents' sustainable development goals (SDGs). As observed, in general, the first item got the highest generated mean score which falls under the descriptive interpretation of "neither informed nor uninformed." On the other hand, the third item produced the lowest mean score, corresponding to a Likert interpretation of "partially informed." Overall, the average mean garnered by the study corresponds to an understanding of "partially informed." The study shows that most respondents need more ideas regarding the 17 SDGs. This result is a remarkable finding for the study, knowing that the SDGs have been around for quite some time already.

However, the respondents still needed to express more knowledge regarding it. This result contradicts the findings of Afroz and Ilham (2020) showed that Malaysian university students have high knowledge regarding Sustainable Development Goals. On the other hand, Leiva-Brondo et al. (2022) also measured the initial level of knowledge and awareness of SDGs. They found that their respondents knew of it but needed help understanding its implementation.

Table 2 presents the mean distribution for the information sources of respondents' knowledge of SDGs. One can observe that the third item disclosed the highest obtained mean score. The obtained mean score reflects a descriptive interpretation of "moderately agree." However, the first item garnered the lowest mean score among the group. The score received translates to an illustrative interpretation of "disagree."

The average mean has a similar descriptive interpretation of "moderately agree" on the scale. The result only means that basic ideas regarding the SDGs were the by-product of schools or institutions of learning. The result of the study has a similar outcome to the research of Yuan et al. (2021), wherein there need to be more information sources regarding sustainable development goals.

Displayed in Table 4 is the mean distribution for the impact of personal life on the SDGs among the respondents. Looking at the table, one can deduce that the respondents' life has an impact t the SDGs. Therefore, the result only implies that the respondents' personal lives affect the sustainable development goals (SDGs). The team of Yuan (2021) also generated the same result wherein the sustainable development goals have specific impacts on their personal lives.

For table 5, the study presents the mean distribution for the student's career planning related to the sustainable development goals (SDGs). Most respondents remarked that all of the SDGs could be part of their career planning. Chen et al. (2021) revealed in their study that students considered SDG one of the most essential SDGs, followed closely by SDG 4 and SDG 1.

Table 5. Students' Career Planning related to SDGs

Items	Mean	Interpretation
Sustainable Development Goal 1	3.48	Possible
Sustainable Development Goal 2	3.42	Possible
Sustainable Development Goal 3	3.77	Possible
Sustainable Development Goal 4	3.92	Possible
Sustainable Development Goal 5	3.77	Possible
Sustainable Development Goal 6	3.67	Possible
Sustainable Development Goal 7	3.67	Possible
Sustainable Development Goal 8	3.76	Possible
Sustainable Development Goal 9	3.79	Possible
Sustainable Development Goal 10	3.68	Possible
Sustainable Development Goal 11	3.68	Possible
Sustainable Development Goal 12	3.66	Possible
Sustainable Development Goal 13	3.71	Possible
Sustainable Development Goal 14	3.54	Possible
Sustainable Development Goal 15	3.69	Possible
Sustainable Development Goal 16	3.67	Possible
Sustainable Development Goal 17	3.74	Possible
Average Mean	**3.68**	**Possible**

Legend: 1.00-1.80= Absolutely impossible; 1.81-2.60= Quite impossible; 2.61-3.40= Moderately possible; 3.41-4.20= Possible; 4.21-5.00=Highly possible

Table 6. Linear Regression between the Factors and Career Planning of Students

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.514	.251		6.042	.000
Students' Level of Knowledge of Sustainable Development Goals	-.078	.065	-.101	-1.208	.229
Information Sources of Students' Knowledge of SDGs	.060	.065	.078	0.931	.353
SDGs Involvement in Courses and the Corresponding Subjects	.256	.078	.278	3.302*	.001
Impact of Personal Life on SDGs	.328	.071	.373	4.623*	.000

Note: *$F(4, 165)=22.010, p= .000; R^2=.348; *p < .05$*

For the final table, the study performed a linear regression to determine which factors influence the student's career planning regarding sustainable development goals (SDGs). The study revealed that two (2) factors significantly affect the student's career planning. The first one was the impact of personal life on SDGs, and the second was SDGs' involvement in courses and related subjects. A closer look at the B coefficients of the two mentioned variables revealed results lower than the alpha significance level of .05. This result means that the impact of personal life on SDGs and the SDGs' involvement in the courses and related   subjects were significant factors affecting the career planning of the respondents about the sustainable development goals (SDGs). Furthermore, other factors like students' level of knowledge of sustainable development goals and Information Sources of Students' Knowledge of SDGs also correlated but not to a significant extent. This idea means the latter two variables account for the student respondents' career planning concerning the SDGs. Chen et al. (2021) also revealed a significant association between attitudes, interests, motivation, and self-efficacy concerning SDG. The study by Jati et al. (2019) demonstrated that   students' accessibility to information affects students' knowledge of SDGs.

Conclusion

Based on the study's results and discussion, this study presented the following conclusion for the study.

The student-respondents have a moderate degree of knowledge regarding sustainable development goals (SDGs). They also have reasonable agreement on the different sources of information about the SDGs. The respondents have studied enough about the SDGs in some college subjects. The sustainable development goals (SDGs) have impacted their personal lives. Finally, the sustainable development goals (SDGs) can relate to the student's career planning.

With the help of linear regression, the study established the relationship between knowledge of the SDGs, information sources about SDGs, SDGs' involvement in their course and   subjects, and the personal impact of SDGs on the student's life and career planning relative to SDGs. In addition, two factors, namely, the result of personal life on SDGs and SDGs I   involvement in the course and their related subjects, significantly affect the student's career planning.

Implications

Based on the results mentioned above, discussions, and conclusions, the proponent as a result of this presents the following implications of this study:

1.) Instructors of related subjects about sustainable development goals (SDGs) should train and update themselves with the concept and promotion to their students.

2.) Information drive and other mechanisms to educate and promote the sustainable development goals (SDGs) in the different colleges and institutions.

3.) School management should include a subject or integrate the concept of sustainable development goals in their curriculum.

4.) Collaboration with the appropriate local agencies and non-government organizations for SDG-related activities to further promote its relevance to the
  community.

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Glossary of Terms

1,) Sustainable Development Goals (SDGs) – this refers to the different programs aimed at alleviating the different problems of the population that the United Nations designed to promote in every state of the world.
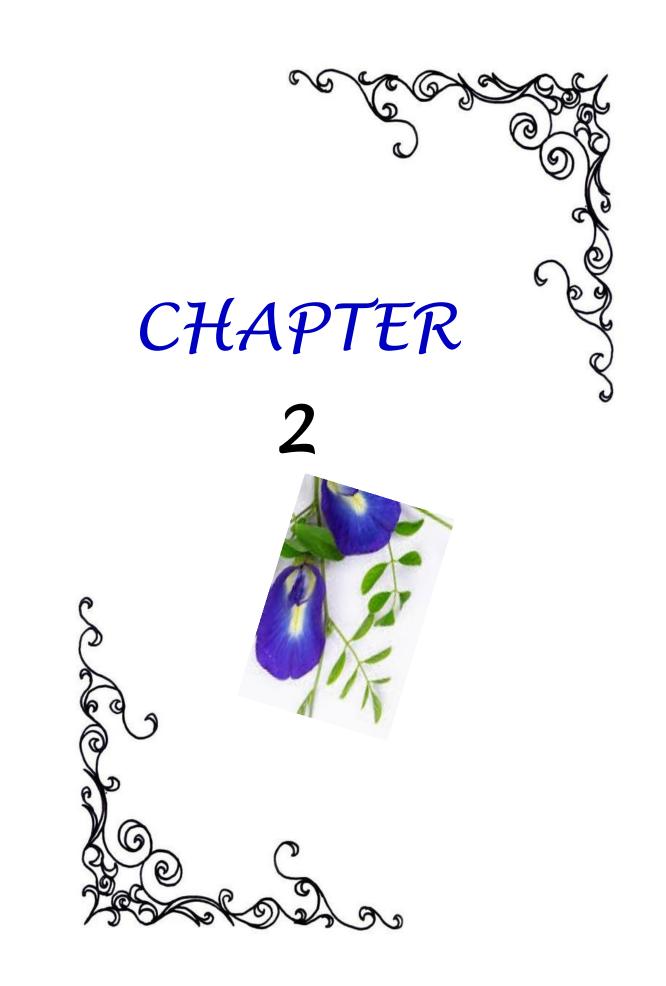
2.) Career Planning – this refers to deciding what will be the best course of action after graduating among students.

3.) Information Sources – this refers to the different suppliers of data and important concepts or ideas regarding a particular topic or agenda.

4.) Non-Experimental Research Design – this refers to the process of research writing wherein the proponent does not manipulate the respondents or groups that are part of the study.

5.) Linear Regression Analysis – this refers to a statistical process wherein a particular factor will predict the value of another variable.

CHAPTER

2

DEVELOPMENT OF BLUE PEA MANGO SMOOTHIE

Vina C. Jayubo
Assistant Professor III
Biliran Province State University
Naval, Biliran

John Cavin M. Sabonsolin
Assistant Professor I
Biliran Province State University
Naval, Biliran

Abstract

Smoothies have become one of the best beverages to drink in the world. The mango flavor smoothie is one of the famous varieties of drink. However, there is a problem with the composition of the drink that made it unhealthy. This study aims to have an alternative mango smoothie drink as researchers came up with new ingredients to innovate a new product. Random 75 people from aged 15 to up were the respondents of the study. The researchers prepare the needed materials and ingredients in making the product. Sensory evaluation is used to gather the data needed to determine acceptability. Results show that the 69.2 grams of flower extract prevails the most accepted by the respondents.

Keywords-: smoothie, blue pea mango,

butterfly pea,

healthy drink,

developmental

I. Introduction

The food and beverage industry has seen a significant increase in the number of healthy and happy people. Healthy eating and drinking habits will influence consumer preferences, which will increasingly lean toward natural ingredients, functional beverages, and low sugar/calorie beverages due to increased health consciousness. (Chu et al., 2016). As a result of these concerns, there has been an increase in interest in discovering and using synthetic dyes to simulate or improve desired colors. However, research has shown that these dyes can be harmful to humans and cause children's hyperactivity (McCann et al., 2007). Therefore, among the natural colorants, rare blues that lead to be sensitive to processing and storage conditions are tetrahydro (Chu et al., 2016).

An ice drink made from pureed raw fruit and or vegetables, blended in a blender, is known as a smoothie is typically composed of a liquid base, such as water, fruit juice, plant milk, and on occasion, dairy products, such as milk, yogurt, ice cream, or cottage cheese, as well as other ingredients. Smoothies are the best beverage to consume during the summer and even on sunny days (Lilly N, 2021). Smoothies made from mangoes are a popular dessert that the whole family can enjoy. Simple to make, this type of dessert only requires a few ingredients to come together. It was easy for the researchers to choose a mango smoothie because the ingredients were readily available in our neighborhood. Homemade mango smoothies are quick and easy to prepare.

Most consumers are health- conscious, and the consumer tends to restrict their consumption of the product to it because of its composition. However, the researchers have come up with a new ingredient added to the previously mentioned dessert to entice the cravings (Sagepub., 2016).

Butterfly pea (Clitoria ternatea L.) is a flowering orna-mental plant that is relatively simple to grow. It is native to the Mediterranean Region. The butterfly pea produces deep blue to purple flowers capable of blooming almost every year (Park and Knox, 2016). The popular ornamental, which is drought – tolerant and has a rapid growth rate, can grow in its native Asian habitat or cultivate gardens and landscapes worldwide. Flo-rets are edible and commonly consumed in many parts of the world. The leaves can also be used as a green colorant because of their deep green hue (Mukherjee et al.,2008).

The mango is one of the most widely consumed tropical fruits on the planet. In addition, to have strong antioxidant and anti-lipid peroxidation properties, mangiferin is also a glucosyl xanthone, which means it also has cardiotonic and hypotensive properties and anti- inflammatory properties/ anti – degenerative, and antidiabetic properties (K. B. Raval, 2010). The mango is believed to have originated more than 5,000 years ago in the Hindu-Berma region, which stretches from eastern India and southern China across Southern Asia to the present day. Mango cultivation began in the east of the hemisphere and gradually spread westward with the spice trade. Portuguese explorers who landed in Calcutta in 1498 are credited with being the first to establish a mango trade in India.

There are three well known variety of mango in the Philippines, and these are Carabao mango, Pico and Katchamita (also known as Indian Mango). Philippines is blessed to have lands and climate that favor the cultivation of one of the best mango varieties in the world which is the "Philippine Carabao Mango" and other indigenous and introduced varieties, strains and selections.

During the last several years, however, the volume of production and yield of mango have significantly deteriorated. Furthermore, the volume of export- quality fresh mangoes remain very low at less than 5 percent. Top mango producing provinces such as Pangasinan, Zamboanga del Norte and Davao del Sur and Cebu this places' climate were well-suited for cultivation of Mango (PSA, 2018).

In Naval, Biiran , A famous Filipino saying, " Kapag may itinanim, may aanihin," may perfectly apply to some members of agrarian reform beneficiaries' organizations (ARBOs) who were able to nurture, develop and put into good use the various assistance extended to them by the government (DAR, 2020). As the consumers in search of mangoes there are many stalls in Naval, Biliran selling ripe and unripe mangoes. Smoothies are quite popular in tropical nations, particularly in the summer.

It is a favorite summer beverage of both adults and children. However, some retailers who sell smoothies use food coloring to make the product more appealing and eye-catching to the majority of customers. The blue ternate flower was thus included as a more natural component. Since most people might be at risk from food coloring, researchers added natural food coloring, which is safe and can be found in the backyard.

Objectives of the Study

Generally, this study aims to develop the blue pea mango

smoothie. Specifically.

1.)Development of blue pea mango smoothie with the

following treatments.

1.1 (10) fresh flowers of blue pea with 66 grams of extract

1.2 (15) fresh flowers of blue pea with 68.4 grams of extract

1.3 (20) fresh flowers of blue pea with 69.2 grams of extract

2.)Evaluate the acceptability of blue pea mango smoothie using the

sensory tools in terms of.

2.2 Texture

2.2   Flavor

2.3   Aroma

2.4 Appearance

2.5   Overall Acceptability

Compute the production cost of the blue pea mango smoothie.

Framework of the Study

The study considered the following theoretical and conceptual frameworks as the main and strong foundation in the due course of the proceedings.
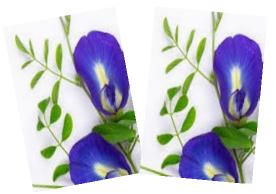
Theoretical

Framework.

According to Philip Kotler 'Theory of Modern Marketing' to understand how marketing works and what are its essences. Developing customer ties that are profitable. The total process of establishing and sustaining profitable client connections via the provision of superior customer value and satisfaction is known as customer relationship management (CRM). The most important thing here is to create superior customer satisfaction, which is the degree to which a product's Perceived performance meets a buyer's expectations, as well as superior customer perceived value, which is the

customer's assessment of the difference between all the benefits and all the costs of a marketing offer in comparison to those of competing offers. Delivering more than promised might result in happy customers (Kotler,1994).

This theory is pertinent to the study because it enables sellers to better understand their target market, enabling them to design goods, services, and consumers cultures in relation to price setting of the product and
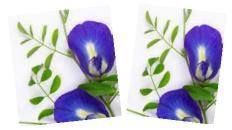
to build customers relationship.
.

Attracting and retaining customers is the focus of customer service theories and models. In this situation, loyalty is the main goal. Although this is known as the "customer theory," it is more grounded than the majority of other ideas you will come across. Your company won't be able to thrive if you don't deeply comprehend the customer service tenets. No one wants to do business with a company nowadays that doesn't seem to care about its clients, their problems, or their comfort (LaMarco, 2018).
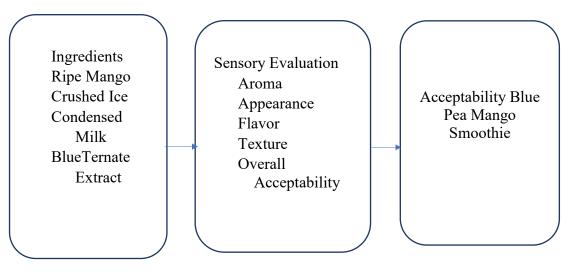
One of the methods that can be used to help researchers understand the acceptability of blue pea mango smoothie to the society and consumers is the improvement scenario. The method is applied to know if the new product blue pea mango smoothie will gain their interest. Further, this scenario is composed of actions that evaluate and improve the product base on the reactions and whether they will accept it or not.

Conceptual Framework

The main parameters of this study are not determining the acceptability of the blue pea mango smoothie to the consumers as presented in the diagram below; The conceptual framework study shows that the independent treatment Blue Pea Mango Smoothie which has an effect to the dependent treatment which include the consumers reactions and whether the consumers accept it or not. The figure present below is the ingredients of the blue pea mango smoothie. The Sensory Evaluation; Aroma, Appearance, Flavor, Texture, and Overall Acceptability.

Ingredients
Ripe Mango
Crushed Ice
Condensed
Milk
BlueTernate
Extract

→

Sensory Evaluation
Aroma
Appearance
Flavor
Texture
Overall
Acceptability

→

Acceptability Blue
Pea Mango
Smoothie

Figure 1: Conceptual Framework of the Study

Review of Related Literature

There has recently been increased interest in researching the blue pea flower for use as a natural food colorant to avoid side effect while gaining health benefits in the process instead, because the ingredients for mango smoothie are readily available in the specific area and mango smoothie is easily to prepare whenever the consumers want.

The researchers chose this product to innovate, because most consumers are health-conscious, the consumers tend to limit their product consumption due to its composition (MZ, Hoque, 2018). However, the researchers have come up with a new ingredient that will include in the dessert mentioned above, which will cause them to realize that consumers might be interested in trying it.

An iced drink made from pureed raw fruit or vegetables, blended in a blender, is known as a smoothie. A smoothie is made of a liquid base such as water, fruit juice, plant milk, and occasionally dairy products such as milk, yogurt, ice cream, or cottage cheese as well as other ingredients. Smoothies are the best beverage to consume during the summer and even on sunny days.

As health- conscious individuals, researchers are more likely to improve a new product that can be sold and achieved in the market. The Blue Pea Mango Smoothie is made with natural ingredients, and people will enjoy the unique flavor of the drink because, in addition to satisfying their cravings, it also has several health benefits. Ternate (Clitoria Ternate L.) is a plant that may contain phytochemicals and hormones that are beneficial to the body's nutritional and healing processes.

Flower can heal and provide helpful enzymes that are required by the body but are not provided by other plants. There are numerous advantages to be gained from the flower of the Butterfly Pea, including the following: it contains natural antioxidants and aids in the improvement of blood benefits such as cleansing the bowels, improving night vision, revitalizing the skin and hair (Dizon, 2014). Butterfly pea herb has been proven to be safe, with no significant side effects or mortality associated with it. It is employed in the enhancement of memory and the reduction of stress. The flower extract of the plant has been scientifically proven to be effective in protecting against free radicals and is high in antioxidants.

Some improvements and innovations have been introduced because they can make smoothies with various liquid bases, including fruits, juices, and sometimes dairy products. Researchers included the Clitoria Ternated Flower, also known as the 'blue pea flower ', as a nutrient-dense addition.

In addition to having medicinal properties that have been scientifically validated, particularly at the international level, the Blue Pea has been reported to have a variety of biological activities, including antioxidant, antidiabetic, and hepatoprotective properties (Filippo Fratini, 2019). Additionally, Blue Pea has long been used in traditional medicine, particularly as a supplement to improve cognitive functions and alleviate the symptoms of a wide range of ailments, including fever, inflammation, pain and diabetes, to name a few examples (Mukherjee et al., 2008).

Mango smoothie is well known beverage that some people enjoy during the summer months but can also enjoy during other seasons. In some ways, you can't tell what's going on behind the scenes of that product. Some people aren't concerned with their health, and they don't care about the nutritional value or the health benefits of a mango smoothie.

Issues in the Industry

More about the Blue Pea Flower or the (Clitoria Ternate) commonly known as Asian pigeonwings. Blue-bellvine, blue pea, butterfly pea, cordofan pea, or Darwin pea is a plant species belonging to the family Fabaceae. This flower contains an antioxidant called proanthocyanidin, which increases blood flow of the capillaries of the eyes, useful in treatment of glaucoma, blurred vision, retinal damage, or tired eyes.

Consumers were not aware of specific issues in some instances. When you mix unripe fruit with milk, for example, you can get indigestion, acid reflux, and heartburn, among other things. A mango smoothie, preferably without sugar, is acceptable on occasion. However, it can add up to a significant number of calories, making it unsuitable for health-conscious consumers.

After weighing the advantages and disadvantages of mango smoothies, the researchers came up with a healthier version. Blue butterfly pea flower was added as an additional ingredient to the mango smoothie because it has antioxidant and anti-aging properties. Researchers decided to include this flower to provide a pop of color that appealed to customers. It also contains natural antioxidants and aids in the improvement of blood circulation, as well as the prevention of hair loss and graying. It also has additional benefits such as cleansing the bowels, improving night vision, revitalizing the skin and hair (Dizon,2014). Butterfly pea herb has been proven to be a safe herb, with no significant side effect or mortality associated with it.

Prior Art Review

A method for producing a smoothie drink containing milk, fruit juice, and fruit puree is described to impart the texture of fresh fruit to the smoothie drink while maintaining the nutritional value of the glass. There are three treatments that the researchers make. Treatment A has 66 grams of blue ternate extract, Treatment B has 68.4 grams, and Treatment C has 69.2 grams. Each treatment has different measurements of the extract because the researchers want to see the different results of each treatment and also what is the best treatment that can be acceptable in the market. The following are the steps involved in the production of a smoothie beverage:

Using 55-65 percent raw milk, 1-5 percent saccharide, 0.1-0.5 percent stabilizer, and the remaining purified water, and sterilizing the mixture at 135-140 degrees Celsius for 2-5 seconds, you can make the following milk mixture: Fruit syrup made by combining 5-15 weight percent of fruit juice, 30-50 weight percent of fruit puree, 0.5- 1.5 weight percent of fruit flavoring agent, 30-40 weight percent of saccharide, 1-3 weight percent of organic acid, and the remaining purified water, and sterilizing the mixture in a double bath at 85-95 degrees Celsius for 15-20 minutes to obtain fruit syrup, and mixing the milk mixture and the fruit syrup in a weight ratio of 80-90:10-20 to get fruit milk. (KIPO,2012)

A smoothie is made possible by a professional and a food/ beverage expert. Haw juice, Chrysanthemum extracted liquid, and licorice extract are among the ingredients in this smoothie. An additional feature of the story is a method for preparing the smoothie, which consists of the following steps: The next steps are required:1) preparing smoothie materials;2) freezing smoothie materials; 3) cutting the smoothie to be formed; and 4) quickly freezing the smoothie materials once they have been formed by using natural ingredients that have nutritional and medical properties, such as chrysanthemum, licorice, and haw, not only can use chemically extracted preparations be reduced, but the smoothie can also be endowed with nutritional and health – promoting properties that cannot be achieved by products made solely of chemical ingredients.

Specifically, the present invention is concerned with a moon- smoothie for use as a health beverage and a method for making the same. Precisely, the process for manufacturing the moon – smoothie for the health-beverage consists of two-steps: a first step in which a yogurt powder is mixed with water and dissolved, and then frozen to produce yogurt ice; and a second step in which the yogurt ice made in the first step is mixed with pureed soybean soup, milk, and frozen fruits to produce a mixture, which is then ground to produce the moon-smoothie. As a result of the present invention, a moon smoothie for use in a health beverage and a method for manufacturing the same are now available. It is possible to consume the moon-smoothie, which is inexpensive, does not place a financial burden on consumers, and is simple to consume by anyone, regardless of gender or age. (KIPO,2019)

Methodology

This study utilized the descriptive survey method with the interview as the main gathering tool. This method was directed towards (ascertaining) the acceptance of blue pea mango smoothie. Therefore, this study can be considered as Developmental Research. Developmental research with scientific approach using three sets of treatments Random sampling will be used in the study. And this study focuses on the development and reinvention of a mango smoothie product into a new variety incorporating blue butterfly pea flower, as well as the method, analysis, and final product evaluation. The study was conducted in Municipality of Almeria and Naval where seventy-five (75) random respondents aged 15 and up were asked to appraise the freshly made product in this development study. The respondents rated the finished product on a 1-7 scale, with 7 being the very much liked and 1 being the very much disliked, in terms of appearance, aroma, color and texture. The results of our sensory assessment survey to determine the acceptability of blue pea mango smoothie are the primary sources of this information.

The researchers used a SEVEN- POINT Hedonic Scale as sensory evaluation sheet to gather the data from different age ranges of respondents.

As you can see in the table below:

Table 1: Sensory Evaluation Sheet

Point	Range Value	Description
7	6.50 – 7.0	Very much liked
6	5.50 – 6.49	Liked a lot
5	4.50 – 5.49	Liked
4	3.50 – 4.49	Liked and did not like
3	2.50 – 3.49	Disliked
2	1.50 – 2.49	Much liked
1	1.0 – 1.49	Very much disliked

The researcher performed a cost analysis benefits to determine the total number of production cost and labor cost in the data.

The researcher can then interpret the production cost of the blue pea mango smoothie. This formula is presented below.

Formula:

Cost of Labor = Total Direct Labor Cost + Total Labor Cost

Production cost = Direct Labor + Direct Material + Overhead Cost of manufacturing

Results and Discussion

The development of blue pea mango smoothie with the following treatments.

1.) 10 fresh flowers of blue pea with 66 grams of extract

2.) 15 fresh flowers of blue pea with 68.4 grams of extract

3.) 20 fresh flowers of blue pea with 69.3 grams of extract

Table 2:
Mean rating for the acceptability of Blue Pea Mango Smoothie in terms
of texture.

TEXTURE	MEAN	INTERPRETATION
66 grams. flower extract	4.48	like and did not like
68.4 grams.flower extract	3.33	disliked
69.2 grams.flower extract	6.13	Liked a lot

Table 2 presents the mean ratings of Blue Pea Mango Smoothie in terms of texture. As shown in the table the respondents gave the highest mean of 6.13 to 69.2 grams of flower extract while 68.4 grams of flower extract got the lowest mean of 3.33, therefore the respondents "liked a lot" of the treatment with 20 flowers in its texture.

Table 3: Mean rating for the acceptability of Blue Pea Mango Smoothie in terms of flavor.

FLAVOR	MEAN	INTERPRETATION
66 grams. flower extract	4.37	Like and did not like
68.4 grams, flower extract	3.33	disliked
69.2 grams of flower extract	6.19	Liked a lot

Table 3 presents the mean ratings of Blue Pea Mango Smoothie in terms of flavor. As shown in the table the respondents gave the highest mean of 6.19 to 69.2 grams of flower extract while 68.4 grams of flower extract got the lowest mean of 3.33, therefore the respondents "liked a lot" of the treatment with 20 flowers in its flavor.

ACCEPTABILITY

Table 4: Mean rating for the acceptability of Blue Pea Mango Smoothie in terms of aroma.

AROMA	MEAN	INTERPRETATION
66 grams flower extract	6.10	Liked a lot
68.4 grams flower extract	4.45	Like and did not like
69.2 grams flower extract	3.61	Like and did not like

Table 4 presents the mean ratings of Blue Pea Mango Smoothie in terms of flavor. As shown in the table the respondents gave the highest mean of 6.10 to 66 grams of flower extract while 69.2 grams of flower extract got the lowest mean of 3.61, therefore the respondents "liked a lot" of the treatment with 20 flowers in its aroma.

Table 5: Mean rating for the acceptability of Blue Pea Mango Smoothie in terms of appearance.

APPEARANCE	MEAN	DESCRIPTION
66 grams. flower extract	4.67	liked
68.4 grams. Flower extract	4.33	Like and did not like
69.2 grams. Flower extract	6.34	Liked a lot

Table 5 presents the mean ratings of Blue Pea Mango Smoothie in terms of appearance. As shown in the table the respondents gave the highest mean of 6.34 to 69.2 grams of flower extract while 68.4 grams of flower extract got the lowest mean of 4.33, therefore the respondents "liked a lot" of the treatment with 20 flowers in its appearance.

Table 6: Mean rating for the acceptability of Blue Pea Mango Smoothie in terms of overall.

Acceptability.

OVERALL ACCEPTABILITY	MEAN	INTERPRETATION
66 grams. Flower extract	4.44	Like and did not like
68.4 grams. Flower exrtract	3.48	disliked
69.2 grams. Flower extract	6.35	Liked a lot

Table 6 presents the mean ratings of Blue Pea Mango Smoothie in terms of its overall acceptability. As shown in the table the respondents gave the highest mean of 6.35 to 69.2 grams of flower extract while 68.4 grams of flower extract got the lowest mean of 3.48, therefore the respondents "liked a lot" of the treatment with 20 flowers in its overall acceptability.

Table   7:   PRODUCTION

The researchers used is a cost analysis benefit. Cost Analysis Benefits is a term for comparing the costs of a business with its anticipated results. This may consider both tangible and intangible benefits and costs (John Spacey,2015- 2017).

Ingredients	Quantity	Price
milk	256 grams	41.00 per can
mango	168 grams	150.00 per kilo
crush ice	348 grams	7.00 per ice
15 flowers per pack	3 pack	15.00
Total		213.00
Overhead Cost		
Utility Expense		
Electricity		7.6 kWh (17.00)
Water		1 ltr. / 20 pesos
Direct Cost		
	Labor Cost		50.00
Total Cost			304.6 (6cups)
Unit Cost			50.00(per cup)

The researchers gathered all the cost of the blue pea mango smoothie. Ingredients, utility expense, and direct cost. The ingredients are milk 256 grams (41.00), mango 168 grams (150.00), crush ice 348 grams (7.00) per ice, 15 flowers per pack (15.00) add it all and the total will be (213.00). Utility Expense, the equipment that the researchers used is the blender and the energy usage in that equipment is 0.4 per kwh. Multiply with 19 because it is the energy usage per kwh in Biliran Province. And the total will be 7.6 kwh. The water that the researchers used is 1 liter of mineral water which cost (20.00). Labor cost (50.00), Total cost 304.6 divided by with 6 because of the cups, which will become (50.00) per serving.

Conclusions

The results of the developmental research, which was carried out through free taste and food tasting, have received excellent feedback. The viability of the blue pea mango smoothie as a healthy beverage has been established. The researchers conclude that the development of blue pea mango smoothie with the following treatment is 69.2 grams of extract with 20 fresh flowers of blue pea, the reason for this is it has more extract than the other treatment, the overall acceptability is that the respondents provide better feedback that our product could be sell in the public market.

The production cost of the blue pea mango smoothie is not pricey for the consumers and for the seller they can gain profits.

To avoid infections, increase the use of blue pea flower as an alternative element to beverages as a substitute for drinking soda and other processed beverages. It is suggested that the product be created and be available on the market.

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III. Glossary of Terms

The specialized terms and variables which were under investigation in the study are noted follows.

Acceptability – the quality of being satisfactory and able to be agreed to or approved of

Aroma – a distinctive, typically pleasant smell.

Appearance – the way that someone or something looks. Includes all visible attributes and derives from the interactions between a substance or object and its environment as perceived by the human observer.

Butterfly Pea Flower – also known by its scientific name, Clitoria Ternate. The butterfly pea is a plant native to Asia. You may recognize it by its striking vibrant blue flowers. It is also rich in anthocyanin, which is the antioxidant compound responsible for its unique color.

Beverage - any liquid that can quench the thirst are called beverage. Beverage is any kind of liquid. Water, tea, coffee, milk, juice, beer and any kind of drinks item are listed in beverage items.

Smoothie – a creamy beverage made from fruit blended with juice, milk or yogurt.

Texture – is a major factor in the sensory evaluation of food quality.

CHAPTER 3

DEVELOPMENT OF SHRIMP AND MILKFISH FLAVORED COCONUT PULP BURGER PATTY: AN HEALTHY ALTERNATIVE

Vina C. Jayubo
Assistant Professor III
Biliran Province State University
Naval, Biliran

John Cavin M. Sabonsolin
Assistant Professor I
Biliran Province State University
Naval, Biliran

Abstract

Coconut is grown in more than 90 countries, and given the abundance of coconut in the province, the researchers chose to develop a coconut-based product. It aims to address the new burger patty as an alternative to meat and to satisfy the cravings of every consumer. Random respondents aged 15-30 years old without shrimp allergy were the respondents of the study. The researchers prepare the needed materials and ingredients in making the product. Sensory evaluation is used to gather the data needed to determine acceptability. Results show that shrimp flavored prevails most accepted by the respondents with 4.81 average score.

Keywords-: Coconut pulp,

burger, shrimp,

milkfish, patty

I. Introduction

Food has a significant role in a researcher's life. Foods make people healthier, but it depends on the foods they eat. Some are healthy, but people tend to eat unhealthy foods. It's because unhealthy foods are tastier and gives them the satisfaction they need in times of their cravings. Nutrition can be locally based and famous in its location. They could provide identity to a specific country or town that will make people think that this food exists in a particular place.

People today are very health conscious and are on a diet. Some dietary foods could give a healthier benefit to our body and keep us away from illness. Almost everyone worldwide has known and wanted Coconuts at any age level possible. There is a portion of fast food that everyone loves to eat, and it offers different variants of innovatively. Coconut has many usages and is beneficial to man. Researchers are familiar with coconut pulp or "sapal"; some throw this away after extracting the coconut milk. Without them knowing that there's more to do or make, some burgers just make things better.
It's all coming down to technique —
how you shape it and grill it.

According to Anne Danahy (2019), coconut meat is tasty and slightly sweet, and you can enjoy it raw or dried. Many related products from it, including coconut milk, cream, and oil. The benefits of coconut are that coconut meat is high in fat; the MCTs or medium-chain triglycerides it contains may help you lose excess body fat.

Core also provides carbs, protein, and essential minerals, such as manganese, copper, iron, and selenium. Eating coconut may improve cholesterol levels and help decrease belly fat, a risk factor for heart disease. Coconut; is low in carbs and rich in amino acids, healthy fats, and fiber, making it an excellent choice for blood sugar control. It also contains polyphenol antioxidants that can protect your cells from damage, which may reduce your disease risk. Coconut is versatile in the kitchen and works well in sweet and savory foods. It's an excellent choice for low-carb, paleo, gluten-free, or nut-free diets. (Danahay, 2019) but too much coconut is not good because it is high in cholesterol.

You have a greater chance of responding to changes and finding new possibilities if you innovate. It; can also assist in the growth of competitive advantage by helping you produce better goods and services for your customers.

Researchers tried their best to innovate the burger patty using coconut pulp or "sapal," as the main ingredients in making the patty. Yes, there is already an existing patty accepted by the community, but the researchers didn't stop there. They want more. They want to develop a more unique and healthier way of making patties.

This researcher tries to find a new way to use coconut pulp that makes it unique and acceptable to consumers.

Researchers will have used coconut pulp as the main ingredient in making a patty health conscious. It would give a healthier burger to the consumer. It could help all health-conscious, and everyone will surely love this with different variations. Change is constant in this world, so researchers adapt and respond to the changes to create a better and new product for

everyone.

Developing a new product is somewhat exciting and challenging for the product developers. The positive outcome of the product is challenging because of the unexpected circumstances that will hinder and come along the process of developing the product.

The study focuses on developing Shrimp and milkfish flavored Coconut pulp burger patty. The study emphasizes the uses of coconut pulp out of it, you should not just throw it away; instead, make use of it by creating a burger patty with shrimp and milkfish variants. We have been consuming and eating burger patties made of meat and others, this time we should try something new using new ingredients and processes. We all know that not everyone can eat Shrimp, but then, there is an option: the milkfish, so everyone can enjoy and taste what's new.

There are registered studies in the Intellectual Property Office in the Philippines (IPOPHIL) that relate to the innovation and development of burger patties such as Zhang Jing for "Hawthorn-Fruit Apple Burgers and Production Technology Thereof", and Hu Wen Jin invented "High-Elasticity Stuffed Pork Burgers Containing Juice And Production Method Of Burgers". There are more related studies about innovating burger patties that illustrate and give the researchers an idea to innovate and do more. However, no study has been conducted on the topic. The proposed study develops a coconut pulp burger patty with added variations, like Shrimp and fish. It's to create a new image of a burger that makes everyone think of what it is and what it tastes like.

OBJECTIVES OF THE STUDY

Generally, the study aims to develop and assess the acceptability of the

coconut pulp burger patty.   Specifically, the study seeks to:

1.)Produce coconut pulp burger patty with the following variations:

1.1 Coconut pulp

1.2 Coconut pulp burger patty with shrimp flavor

1.3 Coconut pulp burger patty with milkfish flavor

2.)Determine the acceptability of the different variants of coconut pulp burger

patty as to:

2.1Appearance

2.2 Aroma

2.3 Texture

2.4 Taste

2.5 General acceptability

3. Identify the most preferred Coconut Pulp Burger Patty

3.1 Appearance

3.2 Aroma

3.3 Texture

3.4 Taste

3.5 General acceptability

4. Determine the cost of developed Coconut Pulp Burger Patty

Review of Related Literature

The Philippines is one of the known nations to be abundant in agricultural resources and is quite also some country rich in agriculture. A lot of varieties of foods sources can be found and grown. However, Filipinos still suffer from hunger, and the Philippines is still considered a developing country. Moreover, desire is one of the e ssential manifestations of poverty.

Today, Filipino people who are young and at heart love to eat burger patty. The popularity of the Hamburger; lies in its favorable sensory characteristics, practicality, and high content of protein with high biological value, vitamins, and minerals, which has transformed it into a habitually consumed food in many countries (Ramadhan et al.2011)

Some prospects for a healthier

Product

have proposed reducing hamburger meat's lipid content. Several studies highlighted the possibility of replacing some of the fat with other ingredients or a combination of components known as fat replacers (Troy et al.1999; Sayago-Ayerdi et al. 2009).

Coconut is grown in more than 90 countries, where it has been an essential part of the local culture and economy for a very long time. With its myriad uses, coconut has deeply embedded in people's day-to-day life. It is the "tree of life," an essential source of food, drink, shelter, and family income. All parts of the coconut have their uses. (Danahay, 2019)

With the good benefits of coconut, researchers replace the beef patty with a healthier way of using coconut pulp as the main ingredients. Coconut pulp, or "sapal," is the meat in coconut that the coconut milk extracts. It's very nutritious and is suitable for fat replacement in a beef patty burger.

There are registered studies in lipophilic that relate to the innovation and development of burger patties. ZHANG JING invented "HAWTHORN-FRUIT APPLE BURGERS AND PRODUCTION TECHNOLOGY THEREOF" HU WEN JIN invented "HIGH-ELASTICITY STUFFED PORK BURGERS CONTAINING JUICE AND PRODUCTION METHOD OF BURGERS," and there are more related studies about innovating burger patties that illustrate and give the researchers an idea to innovate and do more.

Burgers are the comfort food of almost everyone, especially this generation. According to inter food technology.com, the critical issues in modern-day burger production, as margins in this area continue to squeeze, producers are looking to find ways to reduce operating costs through increased automation and the adoption of software to control recipe formulation traceability and accountability. In addition to the cost benefits, this can provide, such automation removes the potential for human error, providing consistency in the product and addressing the issue of food safety.

This factor has to be at the heart of any food processing operation in the modern era. Other matters on which food processing companies need to focus on modern-day burger production are efficiency, accuracy, and hygiene. Anybody involved in the food industry is acutely aware of the current focus on healthier eating.

A consequence of this is that cattle are bred to be leaner, with the result that trims and cuts typically used in beef burgers can be too pale for a product that relies heavily on the correct fat levels. Burgers with too little fat can be dry and tough since there is no natural basting during the cooking process to create the succulence required for a tasty burger without the proper fat levels. Lean; meat giveaways can also be costly and effectively the difference between profit and loss in a predominantly volume-driven meat industry sector. Martin Wareham, Manager of Inter-Food Technology's Preparation Division, comments-- "we have recognized the vital role of fat content in creating a successful burger and offer full-line solutions which address this particular issue. The fat analyzing solutions that Inter-food provides can ensure that each batch of burger meat will have the correct fat levels, automatically adjusted as it is being processed, with this fat reading then added to the batch report at the end.

With these issues, coconut is an excellent alternative to replace animal fats in meat products like sausages and burgers. It has a high-fat level that will create a successful burger. The researchers find their way to have a solution to this, and coconut pulp will make a burger patty. It is the main ingredient with different variations added. It is ideal for health-conscious people on a diet coconut pulp to replace beef meat in making a burger patty.

Prior Art Review

Burger, Cambridge University defines a burger as meat or other food made in a round, reasonably flat shape, fried, and usually eaten between two halves of a bread roll. Furthermore, Wikipedia defines a burger as a sandwich consisting of one or more cooked patties of ground meat, usually beef, placed inside a sliced bread roll or bun. Burgers are sold at fast-food restaurants, diners, and specialty and high-end restaurants. There are many international and regional variations of the Hamburger. In the Ipophil, there are many studies related to burgers in different variants. Zhang Jing was invented and applied by Chengde Ruitai Food CO., LTD. The invention discloses hawthorn-fruit apple burgers. Prepared the hawthorn fruit apple burgers from the following raw materials: hawthorn fruits, apples, white sugar, maltose, and potassium sorbate. The invention further discloses the production technology of hawthorn-fruit apple burgers. They used a scientific method to process the hawthorn-fruit apple burgers from the hawthorn fruits and the apples They are free of any additives or preservatives, so the hawthorn-fruit apple burgers are purely natural green food that is good in appearance and taste and suitable for mass taste. Thus, it met the people's demands for higher food quality and improved living standards. In; addition, Yao Weida was invented and applied by Jiucheng (shanghai) food and beverage service co., LTD. The invention discloses steamed rice burgers characterized by safety, nutrition, healthiness, sense of fashion, and environment-protection properties. In the cooked rice burgers, the meat and vegetables, and the coarse grains, the flour, and the rice, combined the dining habits of South China and North China are integrated.

They used a scientific method to process the hawthorn-fruit apple burgers from the hawthorn fruits and the apples as the primary raw materials. They are free of any additives or preservatives, so the hawthorn-fruit apple burgers are purely natural green food that is good in appearance and taste and suitable for mass taste. Thus, it met the people's demands for higher food quality and improved living standards. In; addition, Yao Weida was invented and applied by Jiucheng (shanghai) food and beverage service co., LTD. The invention discloses steamed rice burgers characterized by safety, nutrition, healthiness, sense of fashion, and environment-protection properties. In the cooked rice burgers, the meat and vegetables, and the coarse grains, the flour, and the rice, combined the dining habits of South China and North China are integrated. This; data serves as reference points for the researchers in developing and producing a burger patty product out of coconut pulp with added different flavors like Shrimp and milkfish.

Methodology

The researchers conducted of survey to determine consumer perceptions of coconut pulp shrimp and milk fish flavored burger patty via sensory evaluation.

Seventy-five (75) respondents aged 15-40 will be requested to evaluate the newly prepared product, but the product is to be evaluated on different days per variant. 75 respondents are those who have the capacity, will and desire to buy the product and those who have no food allergies, especially to shrimp. Determination of allergies will be made by asking all the respondents with regards to it.

Analysis of the data gathered in the survey of the consumer acceptability via sensory evaluation.

Data Scoring

8.5-9.0 ……………………………………. Like Extremely

7.5-8.4 ……………………………………. Like Very Much

6.5-7.4 ……………………………………. Like Moderately

5.5-6.4 ……………………………………. Like slightly

4.5-5.4 ……………………………………. Neither like nor dislike

3.5-4.4 …………………………………… Dislike slightly

2.5-3.4 …………………………………… Dislike Moderately

1.5-2.4 …………………………………… Dislike Very Much

1-1.4 …………..................................... Dislike extremely

To identify the most preferred coconut pulp burger patty researchers used ANOVA or Analysis of Variance, is an analysis tool used in statistics that splits an observed aggregate variability found inside a data set into two parts: systematic factors and random factors (Will Kenton).

And to determine the price of each variant, below is the formula from Meredith Hart and CFI TEAM (Corporate Finance Institute) on how to come up with its price in selling the product, mark-up percentage and the cost price.

Formula:

Selling Price= Cost Price+ Profit Margin

To get the cost price:

Cost price= Total cost/number of patty made

To get the mark-up percentage (CFI Team formula):

Results and Discussion

Table 1. Acceptability Of Plain Coconut Pulp Burger Patty

CATEGORIES	MEAN	STANDARD DEVIATION	INTERPRETATION
APPEARANCE	6.13	1.2663	Like slightly
TASTE/ FLAVOR	5.653	.9931	Neither like nor dislike
TEXTURE	5.373	.9412	Neither like nor dislike
AROMA/ SMELL	5.307	.9440	Neither like nor dislike
OVERALL AC-CEPTABILITY	5.947	.9138	Like slightly

The results showed that the respondents neither liked or disliked the texture, aroma and the taste of the entire product and did not have much impact on the respondents. Based on the overall acceptability of the ratings, respondents like slightly on this kind of burger patty given to them unknowingly.

Table 2. Acceptability Of Coconut Pulp Burger Patty With Milkfish Flavored

CATEGORY	MEAN	STANDARD DEVIATION	INTERPRETATION
APPEARANCE	6.040	.9507	Like slightly
TASTE/ FLAVOR	6.600	.8542	Like moderately
TEXTURE	5.787	.7934	Like slightly
AROMA/ SMELL	6.680	.792	Like moderately
OVERALL AC-CEPTABILITY	6.560	.7753	Like moderately

The results showed that the aroma and taste of the entire product is like moderately by the respondents, in terms of appearance and texture, the respondents like it slightly. Based on the overall acceptability of the ratings, respondents like moderately with a 6.560 average score.

Table 3. Acceptability Of Coconut Pulp Burger Patty With Shrimp Flavored

CATEGORY	MEAN	STANDARD DEVIATION	INTERPRETATION
APPEARANCE	6.093	.7384	Like slightly
TASTE/FLAVOR	7.227	.8150	Like moderately
TEXTURE	6.893	.7457	Like moderately
AROMA/SMELL	7.493	.6233	Like moderately
OVERALL AC-CEPTABILITY	7.480	.5541	Like moderately

The results showed that the aroma, taste, and texture of the entire product are moderately by the respondents, in terms of appearance, the respondents like it slightly. Based on the overall acceptability of the ratings, respondents like moderately with a 7.480 average score.

Table 4. Anova

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Appearance (plain coconut pulp burger patty)	89.133	19.279	.150	.544
Appearance (milkfish flavored)	89.227	18.907	.331	.493
Appearance (shrimp flavored)	89.173	20.848	.171	.529
Taste (plain coconut pulp burger patty)	89.613	18.186	.399	.475
Taste (milkfish flavored)	88.667	22.468	-.080	.577
Taste (shrimp flavored)	88.040	20.120	.241	.516
Texture (plain coconut pulp burger patty)	89.893	19.610	.246	.513
Texture (milkfish flavored)	89.480	20.794	.156	.532
Texture (shrimp flavored)	88.373	20.372	.241	.517
Aroma (plain coconut pulp burger patty)	89.960	20.525	.132	.539
Aroma (milkfish flavored)	88.587	20.138	.252	.514
Aroma (shrimp flavored)	87.773	21.313	.147	.533
Over all acceptability (plain coconut pulp burger patty)	89.320	18.302	.437	.470
Over all acceptability (milkfish flavored)	88.707	21.021	.130	.536
Over all acceptability (shrimp flavored)	87.787	22.413	-.033	.556

		Sum of squares	Df	F	p-value
Appearance Between Groups		.329	2	.162	.851
	Within	225.893	222		
groups		226.222	224		
	Total				
Taste	Between Groups	94.107	2	59.306	.000
	Within	176.133	222		
groups		270.240	224		
	Total				
Texture	Between Groups	92.649	2	67.093	.000
	Within	153.280	222		
groups		245.929	224		
	Total				
Aroma	Between Groups	183.227	2	144.229	.000
	Within	141.013	222		
groups		324.240	224		
	Total				

Based on the result, there is a significance difference between taste, texture, aroma & overall acceptability with F (2,222,) = 86.878, p<.001 however, appearance is not significant because less than .05 p-value.

Appearance

The difference between treatment 1 and 2; 1 and 3; 2 and 1 and 3 and 1; 3 and 2 are not significant because it does not reach its critical value which is 0.388.

Taste

The difference between treatment 1 and 2; 1 and 3 are not significant because it shows negative compared to its critical value of 0.343. Likewise, in treatment 2 and 3. However, treatment 2and 1; 3 and 1; 3 and 2 has a significant difference because it is greater than 0.343 which us the critical value.

Texture

The difference between treatment 1 and 2; 1 and 3 are not significant because it shows negative compared to its critical value of 0.32. Likewise, in treatment 2 and 3. However, treatment 2 and 1; 3 and 1; 3 and 2 has significant difference because it is greater than 0.32 of its critical value.

Aroma

The difference between treatment 1 and 2; 1 and 3 are not significant because it shows negative compared to its critical value of 0.307. Likewise, in treatment 2 and 3. However, treatment 2 and 1; 3 and 1; 3 and 2 has a significant difference value because it is greater than 0.307 which is the critical value.

Overall Acceptability

Based on the result, the difference between treatment 1 and 2; 1 and 3 are not significant because it shows negative compared to its critical value of 0.293. Likewise, in treatment 2 and 3. However, treatment 2 and 1; 3 and 1; 3 and 2 has a significant difference because it is greater than 0.293 of its critical value.

Price of Patty

With the formula stated above, the following is the computation of the selling price of each patty- for variant A the price is P12.00. Meanwhile the variant B, the price is P 15.00. Lastly, variant C costs P 18.00

Conclusion

Sensory evaluation is an essential tool in food science and is part of food quality experiments. The product developer or marketer should develop a more appropriate action plan to ensure a competitive advantage for shorter or longer-term products.

Sensory tools/analysis help the researchers identify new product development accepted in the market. Also, this allows the researchers to remember the respondent's preferences.

Therefore, researchers developed a new way of consuming coconut pulp into something new to the market with different variations. Researchers used sensory evaluation to determine its acceptability in appearance, texture, aroma, and taste. The researchers analyzed the data gathered using Anova and Tukey HSD.

Variant A has fewer points; respondents neither like or dislike the product given. Variant B has the average points, respondents like moderately in all terms. Variant C has the average points, especially in terms of taste; respondents liked the product very much given to them without them knowing what was mixed with it. Respondents accepted the product, but some suggestions/comments about its texture are that the main ingredients should be fine. Researchers conclude to make the coconut pulp burger patty with shrimp flavor and introduce it to the market. Since it is Shrimp flavored, only those who don't have allergies can avail themselves of or buy this product.

However, coconut pulp with milkfish flavored can be the option because it also has a high acceptability rate next to Shrimp flavored. With this, all patty lovers can have the opportunity to enjoy their burgers with a much healthier patty.

Based on the final data analysis, out of three variants, the participants preferred more on coconut pulp with Shrimp, variant C.

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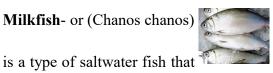
III. Glossary of Terms

Burger-

It refers to a food item that is made by shaping ground ingredients into a flat, round patty that is typically cooked by grilling, frying, or broiling.

Coconut Pulp-

It refers to the edible, fibrous white flesh of the coconut fruit that is obtained by removing the outer layer and cracking open the hard shell of the coconut. In the context of the study, coconut pulp is used as an ingredient in the development of the burger patty.

Milkfish- or (Chanos chanos) is a type of saltwater fish that is commonly found in the Pacific and Indian Oceans. It is known for its mild, sweet flavor and is a popular ingredient in many Southeast Asian and Filipino dishes.

Patty-

It refers to a flat, round, and compacted mixture of ground ingredients that is used as the main component of a burger.

Shrimp-

It is a type of small, crustacean seafood that is widely consumed around the world. It is known for its delicate flavor and firm, tender texture. In the context of the study, shrimp is used as an ingredient in the development of the burger patty.

LEFT BEHIND? SDG 8 REALITIES, CHALLENGES, AND OPPORTUNITIES IN THE TOURISM SETTINGS

Dr. Jimmy Bernabe Maming

Chapter 4

Abstract

The tourism sector has existed around for a while and has been expanding becoming a component of the human economy over the past few decades. Tourism generally hinges on the human resource of any destination as the main provider of this experience economy. The framers of the Sustainable Development Goal 8 envision decent, inclusive, and quality work for everyone. Empirical data that this goal is not being advanced fall short of what was being targeted. Though efforts on the ground can be observed still the vision of decent and quality work for all remains elusive. A lot of factors can be ascribed to this malady. One devastating effect of the Covid-19 pandemic that almost paralyzed the operations of companies and organizations, the political will of the concerned government offices, and the limited participation of both private organizations and stakeholders on the ground. The promise of "No One Will Be Left Behind" is a daunting task and will only remain a promise if the desired solution will not be achieved. This is only possible when the government and the non-government individuals will foot their hands together to arrest and address these pressing issues and put long-term practical solutions.

Keywords-: SDG No. 8, decent and quality work,

realities, challenges,

and opportunities in tourism

SUSTAINABLE DEVELOPMENT GOALS

I. Introduction

One of the major industries in the world is travel and tourism which are responsible for job growth and socioeconomic development. This sector is crucial in promoting prosperity and empowering women, young people, and other societal segments. The advantages of travel and tourism go much beyond their immediate effects on Gross Domestic Product (GDP) and employment in the Philippines and beyond that includes indirect advantages due to supply chain connections with other industries and induced effects (WTTC, 2020).

Globally, the middle class is expanding, with its share of the population in developing nations nearly tripling in the past two decades. Travel and tourism are among the top employers, contributing 8.7% of all employees. In 2011, the sector supported 255 million employees. This creates more jobs than mining, producing chemicals, and the car industry combined (WTTC, 2012a).

Sustainable Development Goal (SDG) number 8 calls for full and productive employment, as well as decent work for all, as well as sustained, inclusive, and sustainable economic growth. People having occupations that compensate enough to support themselves and their families is crucial to economic growth.

People having occupations that compensate enough to support themselves and their families is crucial to economic growth. Paradoxically, in 2015 the UNDP (n.d.) reports that inequalities are growing and that job growth is not keeping up with job creation (p.24). This disparity was escalated by the pandemic that led 3 to the global health and economic crises that placed the "Leave No One Behind" principle to the greatest test (UNDP, 2021, p.14). Factors like pervasive poverty, inequities and unfair practices, conflicts, catastrophes, and other humanitarian events pose threats to these accomplishments as well as ensuring fair opportunity and quality work for all.

Letting no one adrift and courageous political leadership are required to enable prompt and successful execution of rapid progress to advance SDG 8. Progress needs a thorough analysis of how the SDGs relate to one another in terms of the economy, society, and

environment particularly for developing nations, an open political environment is required.

Decent Work and Economic Growth: Realities on the Ground

The United Nations' 2030 Agenda for Sustainable Development Goals (SDGs)

particularly in Number 8 highlights reference to the workforce for decent work and economic growth (ILO, 2019, p.5). As the world industry tries to recover, it was observed that there is slower growth, flared inequalities, and not enough jobs to sustain the burgeoning workforce.

The International Labor Organization (ILO) reported that more than 204 million individuals were jobless (UNDP, 2022).

In the Philippines, the national decent work and economic growth agenda were embodied in the 2017-2022 Philippine Development Plan (PDP), and Ambisyon Natin 2040. In ascertaining a decent job, workers must be elevated from low to high-value sectors to improve productivity and the entire economy (NEDA 2016; NEDA, 2017). The country experienced economic growth but the reduction of poverty and inequality got traction from the government efforts. Regional indicators received substantial variation such as a lack of equity in the socio-economic indicators throughout the regions. The main challenge to advance the quality of growth and prosperity is the inclusive development of our human resources, particularly in the area of tourism and hospitality (Reyes, et. al, 2019).

Significantly, the development of the tourism industry supports local communities by generating more economic advantages, particularly jobs, improving rural lifestyles, and bringing about good improvements (Bakri, Jaafar, & Mohamad, 2014; Rustini, et.al., 2022; Gani et. al, 2012, and Brune, 2022)). The tourism and hospitality industry relies primarily on those who were employed directly (Alharbi, n.d.). Considering tourism is a people-oriented industry and its primary functions depend on human resources, participation of local communities in tourism activities has also grown to be one of the fundamental tenets of sustainable tourism (Nagarjuna, 2015) in the Philippines and beyond.

In consonance, to translate an organization's Corporate Ethos, the commitment to human resources is claimed to be the driving factor behind many companies' success but little appears to change, and organizations failed to keep these ambitions (Solnet et.al as cited by Baum, 2016). Baum stressed that these jobs largely hinge on the location and the type of business has a significant role in propelling the economic and employment development of the workforce is widely cited as a neglected research domain as he labeled it as the "Dark Side of Tourism Employment" as a result of the individual workforce or the micro aspect, the organization or the meso aspect, and the destination or beyond or what he called the macro aspect (Baum, et al, 2016, p. 4-5).

In particular, the municipality of Malay, Aklan embodied SDG 8 through the passage of the Municipal Ordinance No. 254, series of 2007 requiring project proponents, contractors, hotels, resorts, and business establishment proprietors and/or operators to give preference in the employment of local applicants for labor, manpower, resort and/or business personnel and/or staff in their respective establishment. In section 3, of the said

Municipal Ordinance, hotel, resort, and related business establishment proprietors and/or operators shall employ at least forty percent (40%) of their respective and/or staff from the pool of local applicants mandating the Public Employment Services Office (PESO) to

monitor and implement the compliance of businesses by issuing certification as part of the annual business permit renewal requirements. But, data from the Public Employment Services Office (PESO) revealed low compliance of the said hotel establishments to the

said Municipal Ordinance.

The data from PESO – Malay revealed that in 2018, out of 11,400 employees, only 2,076, or 18.21% were from Malay, and 9,324 were sourced outside of the municipality. In 2019, out of 10,896 employees only 1,239, or 11.32% from the municipality and 9, 657 hired were from other towns and provinces in the country. The ambivalence is still on. During the height of the pandemic in 2020, out of 2,195 employed only 151, or 6.88% were from the town of Malay, and 2,044 were hired by companies outside the municipalities and cities. In 2021, out of 1,227 employed only 144 or 11.73% were malaynons, and 1,083 were non malaynons.

Decent Work and Economic Growth: The Dark Side of the Matter

Sustained, equitable, and workable growth in the economy, full and Productive employment, and decent work for all are the three goals of

SDG 8. It reiterates how social, environmental, and economic policies, full employment, and decent labor all work together to support one another. The seventeen (17) interrelated Sustainable Development Goals particularly the SDG 8 have largely made slow progress. Significant gaps still exist, and regional growth has been inconsistent. While others have slipped further

behind, certain significant emerging economies have had very rapid economic development and diversification.

 On metrics of equitable and sustainable economic growth, many regions fall short. Despite numerous advancements, not all workers have

respectable jobs (SDG, 2019, p.1) and this calls for attention and actions of those concerned offices and actors.

As a consolation to this pressing issue, employers and business groups all over the world are dedicated to cooperating with governments at all levels and the United Nations (UN) to establish the ideal environment for achieving the SDGs. This involvement can take many different forms, including raising awareness, developing capacity, enabling the formation of partnerships, and working with governments to create favorable regulatory frameworks (IOE, 2019).

In a particular situation, the promotion of equitable socioeconomic development and the elimination of poverty rely heavily on tourism. It is a driver for creating employment and may energize the growth of public facilities and services as among the nation's fastest-growing and strongest economic activities. With this industry's ability to create jobs, it may significantly contribute to the development of rural areas' frequently untapped potential. Its substantial multiplier impact throughout industries

like agriculture, manufacturing, construction, and transport can significantly support local economic development as well as the economic diversification of rural communities (ILO, n.d.).

However, the tourism industry is frequently characterized by serious deficiencies in 7 decent work, including informally, low wages, disproportionately long working hours, a lack of social protection, and gender-based discrimination. As a result, it is crucial to increase both the number and quality of jobs, promote workplace rights, broaden social protection, and strengthen workers' organizations. communities (ILO, n.d.).

However, the tourism industry is frequently characterized by serious deficiencies in 7 decent work, including informally, low wages, disproportionately long working hours, a lack of social protection, and gender-based discrimination. As a result, it is crucial to increase both the number and quality of jobs, promote workplace rights, broaden social protection, and strengthen workers' organizations. As a consequence, the industry poses the greatest threat to emerging nations. Supranational organizations have swamped the tourism sector market. As a result, global lodging establishments and tour companies thrive at the cost of local businesses that are unable to compete with the major competitors.

This progression has reached the point where major firms are selling everything from airline tickets to "local art" in gift shops. Up to fifty percent (50%) of present tourism-related revenues are thought to be lost to imports, foreign-owned companies, and promotional expenditures. The wealthiest members of society, such as hotel owners, receive the sum of cash that remains in the nation. The irony is that the rise in tourism could have serious negative effects on the host destinations (Law, 2007), particularly on its socio economic aspect.

The above scenario purported by the report titled, "World Occupational and Socioeconomic Outlook Trends 2019," the globe is not on track to meet several of the SDG 8 targets.

Throughout the last five years, the Least Developed Countries (LDCs) have had yearly GDP growth rates of less than 5%, falling below the Sustainable Development Goal 8.1, which calls for at least 7% growth in the LDCs. The paper notes fundamental barriers to boosting productivity levels, such as environmental fragility and poor economic diversification, as well as the fact that worker development is below the level required to reach Sustainable Development Goal 8.2 on economic productivity (IISD, 2019).

These concerns must be addressed or else the government and those 8 advocating for decent work efforts to elevate and make the life of everyone will remain an elusive dream.

Decent Work and Economic Growth: The Silver Lining

To get the ball rolling, giving the local manpower particularly the young people the best chance to transition into a decent job requires making investments in training and education of the highest caliber, equipping them with knowledge and abilities that match the needs of the labor market, granting these individuals the opportunity for social protection and essential assistance regardless of the nature of their employment arrangement, and leveling the playing field. Authorities and decision-makers can work to develop innovative, sustainable, and economies that are centered on people, encouraging in particular women's economic empowerment and youth employment, as well as fair employment for all. Anent to this, governments can endeavor to create innovative, sustainable, and people-centered economies by promoting youth employment, women's economic empowerment, and fair employment for all (U.N., n.d.).

Moreover, businesses and organizations can adhere to and promote SDG number 8 by modifying their present hiring policies and systems, training, and development procedures to enhance working conditions for their employees regarding any applicable SDG 8 targets. Think about enhancing workplace procedures beyond what is required by law because doing so can boost morale, increase job satisfaction, and promote innovation and creativity. Create employee diversity indicators that go beyond gender differences and take into account other important factors like those who work with disabilities, immigrants, and have had specialized education, and the likes These will highlight the 9 company's diversity and identify employee groups that may need more assistance with career training and development. Beyond the typical hiring procedures and technical training programs, uplift the staff. One could develop internal training in personal financial literacy, for instance, to support SDG 8.10 and strengthen the capacity and understanding of the larger national workforce (The Purpose Business, 2022).

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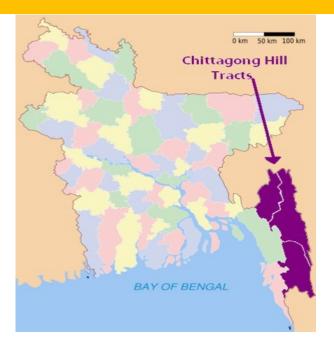
Glossary of Terms

Corporate Ethos. This pertains to the Core Values, Vision, Mission, and Goals of tourism and hospitality establishments.

Dark Side of Tourism. This is one of the negative impacts of tourism on the host destination that has resulted in the relocation of local businesses and citizens for the sake 12 of profit to make place for opulent resorts and well-known franchises that has a dramatic impact on the local economy, tradition, and community.

Macro Factors. The factors or forces that have direct influences on the talent acquisition practices in the tourism and hospitality establishments. These forces are known as supply and demand, and local, national, and transnational forces.

Meso Factors. The forces that affect the talent acquisition practices of human resource practitioners in the tourism and hospitality establishments particularly in the area of organizational and managerial systems, and Human Resource Management.

Micro Factors. Pertains to the forces that affect the talent acquisition practices of the human resource practitioners in tourism and hospitality establishments such as the individual workers, their characteristics, and motivations.

Pathways to Harmony: Strengthening Institutions and Fostering Peace and Justice in the Chittagong Hill Tracts of Bangladesh through Sustainable Development Goals

Sarder A. Haider

PhD Researcher, Bangladesh University of Professionals, Dhaka Bangladesh
alihaider5235@gmail.com, https://orcid.org/0000-0002-8369-4372

CHAPTER 5

Abstract

This chapter examines, through the lens of Sustainable Development Goal (SDG) 16, the pathways to nurturing peace, justice, and strong institutions in the Chittagong Hill Tracts (CHT) of Bangladesh. The CHT, which is home to a variety of indigenous communities, has a history of conflict, marginalization, and underdevelopment, posing numerous obstacles to the establishment of enduring peace and inclusive governance. This chapter analyzes the current state of peacebuilding, justice, and institutional strengthening in the CHT, in addition to the impact of SDG 16 on local and regional governance, conflict resolution, and legal institutions.

Through a combination of qualitative and quantitative research methods, including interviews with key stakeholders, document analysis of legal and policy frameworks, and analysis of development indicators, this chapter provides an in-depth examination of ongoing initiatives and efforts in the region. In addition to highlighting successful case studies and best practices, it identifies obstacles and deficiencies in the implementation of SDG 16.

The chapter concludes with a set of recommendations for strengthening institutions and promoting peace and justice in the CHT, highlighting the importance of stakeholder collaboration, giving priority to the needs of marginalized communities, addressing the root causes of conflict, and implementing policy reforms and institutional capacity building. This chapter contributes to the larger discussion on attaining peace, justice, and strong institutions in diverse and complex contexts by illuminating the unique challenges and opportunities in the Chittagong Hill Tracts.

Keywords: Chittagong Hill Tracts, Sustainable Development Goal 16, Peacebuilding, Justice, Strong Institutions, Local Governance, Conflict Resolution, Access to Justice, Indigenous Communities, Capacity Building, Policy Reforms.

I. Introduction

The Chittagong Hill Tracts (CHT) region, situated in southeastern Bangladesh, is a distinctive and diverse region distinguished by its indigenous communities, rich cultural heritage, and distinct natural environment (Chowdhury, 2019). However, this region has a long history of conflict, predominantly due to the indigenous population's political, social, and economic marginalization (Gain & Routray, 2013). Peace, justice, and robust institutions in the CHT are essential not only for the welfare of the local population, but also for Bangladesh's overall development.

United Nations' Sustainable Development Goal 16 (SDG 16) aims to "promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels" .

This objective is especially pertinent for the Chittagong Hill Tracts because it addresses the region's most pressing challenges in terms of peace, justice, and institutional capacity. The commitment to SDG 16 by the Government of Bangladesh and other stakeholders has resulted in a number of initiatives to strengthen peace, justice, and institutions in the CHT (Asian Development Bank, 2017).

In this chapter, we will examine the background of the conflict in the Chittagong Hill Tracts, concentrating on the historical causes and effects of the region's tensions. In addition, we will discuss the role of the Sustainable Development Goals, specifically SDG 16, in addressing the CHT's challenges in terms of peace, justice, and strong institutions in the Chittagong Hill Tracts.

Through a comprehensive analysis of ongoing efforts, initiatives, and case studies, we hope to shed light on the effect of SDG 16 on promoting peace, justice, and strong institutions in the Chittagong Hill Tracts.

II. Content

Problem Statement: The Chittagong Hill Tracts have encountered numerous obstacles in terms of peacebuilding, justice, and institutional development. The historical marginalization of indigenous communities, who have been subjected to land dispossession, cultural assimilation, and political exclusion, is a major contributor to the conflicts in the region (Adnan, 2004; Chowdhury, 2019). The signature of the Chittagong Hill Tracts Peace Accord in 1997 brought a degree of stability, but there are still many unresolved issues (Roy, 2010). Weak governance structures, ethnic tensions, land disputes, and limited

access to justice for indigenous communities are key challenges in the region

(Gain & Routray, 2013; van Schendel, 2009).

Peacebuilding: Peacebuilding in the CHT is hindered by a lack of trust among stakeholders, limited institutional

capacity, and insufficient resources for conflict resolution and reconciliation efforts (Rahman, 2010). In addition to language barriers, limited legal representation, and discriminatory practices within the legal system, achieving justice in the region has been difficult (Chakma, 2010). In addition, the institutional framework of the CHT is frequently marked by inefficiency, corruption, and a lack of coordination between administrative and political entities (Khan, 2013).Application Area: Local and Regional Governance, Conflict Resolution, and Legal Institutions

Challenges: The challenges faced in the Chittagong Hill Tracts require a holistic approach to local and regional governance, conflict resolution, and legal institutions. Community participation, transparency, and accountability must be prioritized in efforts to improve local and regional governance in the CHT (Asian Development Bank, 2017). Initiatives should also emphasize developing the capacity of local government institutions and facilitating communication between the central government and indigenous communities (Rahman, 2010).

A multi-stakeholder approach is essential for conflict resolution, involving not only the government and indigenous communities, but also civil society organizations, international agencies, and other relevant actors (Roy, 2010). Addressing land disputes, fostering interethnic dialogue, and instituting long-term reconciliation strategies are crucial for the region's long-term peace (Adnan, 2004).

Finally, strengthening legal institutions in the CHT necessitates addressing the obstacles indigenous communities confront in gaining access to justice. This can be accomplished through legal awareness campaigns, the provision of legal aid services, and training for law enforcement officials to ensure the equitable and nondiscriminatory treatment of indigenous people (Chakma, 2010).

Research Course: Analyzing the Impact of SDG 16 on the Chittagong Hill Tracts

This chapter's research course seeks to analyze the impact of SDG 16 on the Chittagong Hill Tracts by examining the progress made in the region towards achieving peace, justice, and strong institutions. To accomplish this, the following measures have been taken:

Existing literature on the Chittagong Hill Tracts has been reviewed, with an emphasis on studies pertaining to the region's administration, conflict resolution, and access to justice. This analysis provided a thorough comprehension of the historical and contemporary context of the CHT, as well as the obstacles to achieving SDG 16.

Data Collection: To evaluate the impact of SDG 16 on the CHT, pertinent data from a variety of sources, including government reports, policy documents, and statistical databases, were gathered. This information will enable us to track the achievement of SDG 16 targets and identify areas where further improvement is required.

Stakeholder Viewpoints: To gain a deeper understanding of the challenges and opportunities in implementing SDG 16, the perspectives of key stakeholders, such as government officials, indigenous community representatives, civil society organizations, and development partners, have been considered. This has been accomplished through interviews, discussions with focus groups, and consultation meetings.

Case Studies: To provide a more in-depth analysis of the impact of SDG 16 in the Chittagong Hill Tracts, case studies of specific initiatives and programs aimed at promoting peace, justice, and strong institutions in the region were considered. These case studies assisted us in identifying best practices and lessons learned that can inform future SDG 16 implementation initiatives.

Analyses and Syntheses: The impact of SDG 16 on the Chittagong Hill Tracts has been analyzed based on the collected data, insights obtained from stakeholders, and case studies. This analysis helped us identify the most significant accomplishments and obstacles in promoting peace, justice, and strong institutions in the region, as well as the factors that contribute to the successes and limitations of SDG 16 implementation.

A comprehensive and evidence-based assessment of the impact of SDG 16 on the Chittagong Hill Tracts has been prepared by pursuing this research course. This analysis has contributed to a better understanding of the region's obstacles and opportunities for attaining sustainable peace, justice, and strong institutions, and will inform policy recommendations for the effective implementation of SDG 16 in the CHT.

Methods Used: Qualitative and Quantitative Approaches

To analyze the impact of SDG 16 on the Chittagong Hill Tracts in depth, a mix of qualitative and quantitative research methodologies was employed. This mixed-methods approach enabled us to convey the complexity and nuance of the challenges and opportunities associated with promoting peace, justice, and robust institutions in the region.

Interviews with key stakeholders: Conducting semi-structured interviews with key stakeholders, including government officials, indigenous community leaders, civil society representatives, and development partners, has yielded invaluable insights into the implementation of SDG 16 in the CHT. These interviews helped us comprehend the perspectives, experiences, and expectations of various actors involved in the promotion of peace, justice, and strong institutions in the region.

Analysis of legal and policy frameworks documented: We analyzed pertinent legal and policy documents, such as the Chittagong Hill Tracts Peace Accord, national development plans, and sector-specific strategies and policies. This analysis assisted us in identifying the main commitments, priorities, and measures associated with SDG 16 in the CHT, as well as the gaps and challenges in the existing legal and policy frameworks.

Quantitative analysis of development indicators and progress toward the 16th Sustainable Development Goal: We have collected and analyzed information on development indicators associated with peace, justice, and effective institutions, such as the number of reported conflicts, crime rates, access to justice, and institutional capacity. This quantitative analysis enabled us to monitor the achievement of SDG 16 targets in the

Chittagong Hill Tracts and identify areas where additional effort is required.

By employing both qualitative and quantitative research methodologies, a comprehensive and nuanced evaluation of SDG 16's impact on the Chittagong Hill Tracts is conducted. This mixed-methods approach will contribute to a better understanding of the region's obstacles and opportunities for achieving sustainable peace, justice, and robust institutions, and will inform policy recommendations for the effective implementation of SDG 16 in the CHT.

Status: Ongoing Efforts and Initiatives in the Chittagong Hill Tracts

Several efforts and initiatives are underway in the Chittagong Hill Tracts to address the challenges related to peace, justice, and strong institutions. These ongoing efforts can be broadly categorized into three main areas:

Local and regional governance reforms: Several governance reforms have been initiated in the CHT to enhance transparency, accountability, and community participation. These include capacity-building programs for local government institutions, such as the Hill District Councils and the Chittagong Hill Tracts Regional Council, aimed at improving their decision-making and service delivery capabilities (Rahman, 2010). Additionally, efforts are being made to decentralize power and increase the representation of indigenous communities in local governance structures (Asian Development Bank, 2017).

Peacebuilding and conflict resolution initiatives:

Various peacebuilding and conflict resolution initiatives are being implemented in the CHT to promote inter-ethnic dialogue, address land disputes, and foster long-term reconciliation. These initiatives involve the active participation of multiple stakeholders, including government agencies, civil society organizations, and international development partners. For example, the United Nations Development Programme (UNDP) has been supporting conflict resolution and peacebuilding activities in the region through the Strengthening Inclusive Development in the Chittagong Hill Tracts (SID-CHT) project (UNDP, 2018).

Strengthening of legal institutions and access to justice: Efforts are being made to strengthen legal institutions in the CHT and improve access to justice for indigenous communities. These efforts include legal awareness campaigns, provision of legal aid services, and training for law enforcement officials to ensure fair and non-discriminatory treatment of indigenous people (Chakma, 2010).

Moreover, initiatives such as the European Union-funded Promoting Human Rights and Justice in Chittagong Hill Tracts project aim to enhance the capacity of the judiciary and other relevant institutions in the region (European Union, 2016).

While these ongoing efforts and initiatives have contributed to some progress in achieving peace, justice, and strong institutions in the Chittagong Hill Tracts, several challenges remain. In order to maximize the impact of these initiatives and ensure the successful implementation of SDG 16 in the CHT, it is crucial to continue monitoring and evaluating their effectiveness and to adapt strategies based on the evolving context and needs of the region.

Results: Achievements and Challenges in Implementing SDG 16

Success stories and best practices: Several achievements and best prac

tices have emerged in the implementation of SDG 16 in the Chittagong Hill Tracts. These include:

- The signing of the Chittagong Hill Tracts Peace Accord in 1997, which marked a significant milestone in the peace process and has contributed to the reduction of violence in the region (Rahman, 2010).

- The establishment of the Chittagong Hill Tracts Land Dispute Resolution Commission, which aims to resolve long-standing land disputes and address land rights issues faced by indigenous communities (Asian Indigenous Peoples Pact, 2012).

- The integration of indigenous languages into the primary education system, which has facilitated greater access to education for indigenous children and contributed to the preservation of their cultural heritage (UNESCO, 2011).

- The involvement of local civil society organizations and community-based organizations in the implementation of development projects, which has increased community ownership and participation in decision-making processes (UNDP, 2018).

    Barriers and shortcomings in the implementation: Despite these achievements, several challenges persist in the implementation of SDG 16 in the Chittagong Hill Tracts:

- Insufficient progress in the implementation of key provisions of the Chittagong Hill Tracts Peace Accord, such as the demilitarization of the region and the devolution of administrative powers to local governance institutions (Amnesty International, 2013).

- The persistence of land disputes and land grabbing, which continue to exacerbate tensions between indigenous communities and settlers and undermine the peace process (Chakma, 2010).

- Limited access to justice for indigenous communities, due to factors such as language barriers, discriminatory practices, and a lack of trust in the legal system (Chakma, 2010).

- The need for greater coordination and collaboration among various stakeholders, including government agencies, civil society organizations, and development partners, to ensure the effective implementation of SDG 16 (UNDP, 2018).

    While there have been notable achievements and best practices in the implementation of SDG 16 in the Chittagong Hill Tracts, significant challenges remain.

Addressing these challenges will require continued efforts and commitment from all stakeholders to ensure sustainable peace, justice, and strong institutions in the region.

III. Case Studies

Case Study 1: Community-based peacebuilding initiatives in the Chittagong Hill Tracts

One successful example of a community-based peacebuilding initiative in the Chittagong Hill Tracts is the work of the Chittagong Hill Tracts Conflict Resolution and Peacebuilding (CHT-CRP) project. Implemented by a consortium of local and international organizations, the CHT-CRP aims to address land disputes and promote inter-ethnic dialogue and reconciliation through community-level interventions (UNDP, 2016). The project has successfully facilitated the resolution of numerous land disputes through participatory and inclusive negotiation processes, as well as the establishment of local peace committees to address ongoing conflicts and promote social cohesion.

Case Study 2: Strengthening local governance and decision-making processes

The Strengthening Inclusive Development in the Chittagong Hill Tracts (SID-CHT) project, implemented by the United Nations Development Programme (UNDP), provides a valuable example of efforts to strengthen local governance and decision-making processes in the CHT. Through capacity-building initiatives, the SID-CHT project has helped to enhance the effectiveness and inclusiveness of local governance institutions, such as the Hill District Councils and the Chittagong Hill Tracts Regional Council (UNDP, 2018). The project has also promoted greater community participation in decision-

making processes, through initiatives such as the establishment of community-based organizations and the organization of community consultations on development priorities.

Case Study 3: Ensuring access to justice for marginalized communities

The European Union-funded Promoting Human Rights and Justice in Chittagong Hill Tracts (PHRJ-CHT) project serves as an example of efforts to improve access to justice for marginalized communities in the CHT. The project has implemented a range of interventions, including legal awareness campaigns, the provision of legal aid services, and training for law enforcement officials, to ensure fair and non-discriminatory treatment of indigenous people (European Union, 2016). As a result of these initiatives, marginalized communities in the Chittagong Hill Tracts have experienced improved access to justice and increased awareness of their legal rights.

Conclusion:

This chapter has examined, through the lens of Sustainable Development Goal (SDG) 16, the challenges and opportunities for strengthening institutions and promoting peace and justice in the Chittagong Hill Tracts (CHT) of Bangladesh. A comprehensive analysis of the current condition of peacebuilding, justice, and institutional strengthening in the CHT, as well as the impact of SDG 16 on local and regional governance, conflict resolution, and legal institutions, was conducted using a mixed-methods approach.

Progress is demonstrated in critical areas such as local governance reforms, peacebuilding and conflict resolution initiatives, and the strengthening of legal institutions and access to justice, which are highlighted by the findings.

However, the study also identifies obstacles and deficiencies in the implementation of SDG 16, highlighting the need for sustained attention and resources to address these issues.

The following recommendations are proposed to further strengthen institutions and advance peace and justice in the CHT:

- Strengthening collaboration among stakeholders, such as government agencies, civil society organizations, indigenous communities, and international actors, to guarantee a coordinated and effective response to the region's complex challenges.

- Giving priority to the needs of marginalized communities and ensuring that their perspectives are heard and their rights are protected in the development and implementation of policies and initiatives pertaining to peace, justice, and strong institutions.

- Addressing the underlying causes of conflict, such as land disputes, cultural and religious tensions, and socioeconomic disparities, by promoting dialogue, negotiation, and inclusive decision-making processes.

- Implementing policy reforms and building institutional capacity to improve the efficiency, openness, and accountability of local governance, law enforcement agencies, and legal institutions in the CHT.

It is possible to forge a path toward sustainable peace, justice, and strong institutions in the Chittagong Hill Tracts of Bangladesh by focusing on these recommendations and drawing on the insights obtained from the qualitative and quantitative analysis presented in this chapter.

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Glossary of Terms

Chittagong Hill Tracts (CHT): A region in southeastern Bangladesh characterized by its hilly terrain and diverse indigenous population. The CHT has experienced a history of conflict and marginalization, particularly in relation to land rights and cultural preservation.

Sustainable Development Goals (SDGs): A set of 17 global goals adopted by the United Nations in 2015, aimed at addressing various economic, social, and environmental challenges by 2030.

SDG 16 specifically focuses on promoting peaceful and inclusive societies, ensuring access to justice for all, and building effective, accountable, and inclusive institutions.

Peacebuilding: A process that seeks to address the root causes of conflict and foster sustainable peace by promoting reconciliation, social cohesion, and the strengthening of institutions. Peacebuilding initiatives can involve a range of activities, such as dialogue and negotiation, capacity-building, and community development.

Local Governance: The administration and management of public services, resources, and decision-making processes at the local level, typically involving various actors such as elected officials, civil society organizations, and community members. Strengthening local governance can contribute to more inclusive, transparent, and accountable institutions.

Access to Justice: The ability of individuals and communities to understand, participate in, and benefit from legal and judicial processes. Ensuring access to justice is essential for the protection of human rights, the promotion of social equity, and the achievement of sustainable development goals.

Indigenous Peoples: Distinct ethnic groups who have historical, cultural, and social ties to a particular geographical area, and who maintain unique traditions, languages, and ways of life. In the Chittagong Hill Tracts, there are several indigenous communities with diverse cultural backgrounds.

Land Disputes: Conflicts arising from competing claims over land ownership, use, or management. Land disputes can be a significant source of tension and violence, particularly in areas with a history of marginalization, such as the Chittagong Hill Tracts.

Social Cohesion: The extent to which individuals and communities feel connected, trust one another, and share a sense of belonging. Strengthening social cohesion can contribute to reducing conflict and promoting sustainable peace in diverse societies.

Capacity Building: The process of developing the skills, knowledge, and resources needed for individuals, organizations, and institutions to effectively address challenges and achieve their goals. In the context of the Chittagong Hill Tracts, capacity building can involve training for local governance institutions, law enforcement agencies, and civil society organizations.

Policy Reforms: Changes to existing laws, regulations, or practices aimed at addressing identified problems or improving the effectiveness of institutions. Policy reforms in the Chittagong Hill Tracts might involve amendments to land laws, governance structures, or cultural rights protections to better align with the principles of peace, justice, and strong institutions outlined in SDG 16.

"The Balance and Conflict between Economic Development and Environmental Sustainability - A Focus on SDG 12 (Responsible Consumption and Production) through the Asian Student Exchange Program (ASEP)"

Chapter

6

Mr. Wes Harven G. Maravilla
Chiang Rai Rajabhat University, Thailand
Ph.D. in English Language Teaching (On-Going), University of the Visayas, Philippines

"The Balance and Conflict between Economic Development and Environmental Sustainability - A Focus on SDG 12 (Responsible Consumption and Production) through the Asian Student Exchange Program (ASEP)"

Mr. Wes Harven G. Maravilla

Chiang Rai Rajabhat University, Thailand

Ph.D. in English Language Teaching (On-Going), University of the Visayas, Philippines

Abstract

The Asian Students Exchange Program (ASEP) is an initiative organized by the Education Bureau, Kaohsiung City Government, and Shu-Te Home-Economic and Commercial High School to enable students from different countries in Asia to gain intercultural experience. International Education, Cultural Literacy, and International Partnering are essential for creating a better future for ourselves and future generations. Balancing economic growth and sustainability is a complex challenge that requires careful consideration and strategic planning. The Circular Economy is a sustainable approach that seeks to balance the needs of the economy and the environment, guided by three fundamental principles. A circular economy aims to reduce waste and pollution, circulate products and materials, and regenerate nature through sustainable practices.

Jiasing Junior High School and its partner school, Hanoi Star Secondary School, have implemented a challenge called "1 day without plastic" to promote eco-friendly alternatives. They also implemented campaigns to promote environmental conservation, such as establishing water tanks for collecting and purifying the water and promoting healthy eating habits, such as meat-free days, to raise awareness and encourage sustainable practices. TikTok videos have been a platform for promoting awareness about SDGs through creating educational videos. Jiaxing Junior High School and Hanoi Star Secondary School won the "Platinum Award" for their bilingual ability during the "Online Discussion and Q&A" event, demonstrating their dedication to learning, expansion of educational experiences, and friendships with sister schools. Both teams are committed to creating awareness, education, and support for sustainable development to positively impact society and contribute to the preservation of our environment.

Keywords: International exchange program, ASEP, SDGs, sustainable development, economic activity.

Introduction

Short-term exchange programs for students use approaches of experiential education (Kolb, 1984), cooperative learning (Johnson & Johnson, 2009), and service-learning (Palacious, 2010), as cited by Anantanakom et al. (2021). These approaches are intended to design learning for cultural awareness, communication competence, and critical thinking. The effects of short-term exchange have been more extensively investigated on cultural awareness and language learning.

However, strategies of critical pedagogy, the impact on critical thinking, and its relation to the concept of "Economic activities and sustainability" have been less researched.

"Economic activities and sustainability" are closely aligned with SDG 12, one of the 17 Sustainable Development Goals established by the United Nations. SDG 12 aims to foster sustainable consumption and production patterns by promoting efficient resource use, reducing waste and pollution, and encouraging sustainable lifestyles. It underscores the importance of harmonizing economic development with environmental sustainability to create a more sustainable future for our planet.

Together, this goal emphasizes reducing environmental impact and promoting sustainable development. Achieving these goals requires a collective effort from individuals, businesses, and governments to transition towards sustainable and resilient societies that can thrive in a changing climate. Awareness of SDG 12 is a growing concept in Taiwan and Vietnam. SDGs are essential factors in developing Gross National Happiness (Kammann, 1984; Tideman, 2016), which emphasizes quality of life, and is an alternative assessment to Gross National Product.

The purpose of this study is to explore the design of the Asian Students Exchange Program (ASEP) between Junior High School students of Jia-Sing Junior High School in Kaohsiung, Taiwan, and Hanoi Star Secondary School in Hanoi, Vietnam, to discuss different socio-economic issues among themselves and document the changes occurring in Taiwanese and Vietnamese High School students' critical thinking, particularly on the theme of 2022 edition of

the exchange program which is about "***The Balance and Conflict between Economic Development and Environmental Sustainability***."

Design of the Asian Student Exchange Program (ASEP)

Initiated by the Education Bureau, Kaohsiung City Government, and Shu-Te Home-Economics and Commercial High School, the Asian Students Exchange Program (ASEP) provides students from various Asian nations with the opportunity to gain intercultural experience at other foreign schools in Japan, South Korea, Vietnam, Indonesia, India, and New Zealand. It is held annually in Kaohsiung City, Taiwan. The objectives of this program are specifically as follows:

- **International Education**. Students are urged to look for worldwide material for an English presentation in order to hone their communication and critical-thinking abilities.

- **Cultural Literacy**. Students will get a deeper understanding of other cultures and develop a respect for other people's traditions.

- **International partner**. Invite instructors and students to exchange cultures while establishing sister school ties.

At the conclusion of the program, participants will finish and present their student research projects, and they will answer questions from their peers. A number of SDGs, including SDG 4 (Quality Education), SDG 10 (Reduced Inequalities), SDG 17 (Partnerships for the Goals), and most recently SDG 12 (Responsible Consumption and Production), can be impacted by ASEP.

ASEP can help lessen disparities and create more international cooperation by facilitating access to high-quality education and encouraging cross-cultural engagement, resulting in more inclusive and sustainable communities.

The Asian Student Exchange Program (ASEP) was established twenty years ago with the assistance of educators from various academic levels in Taiwan. Since its founding in 1999, ASEP has focused on employing Internet-based learning as a way to help Taiwanese students at all academic levels improve their English proficiency. ASEP has included an annual cross-cultural student project cooperation and exchange program with a particular subject ever since it was founded. This research only focuses on the exchange program's time in Taiwan. This article does not cover the program's additional yearly exchanges of Taiwanese students visiting Vietnam. Several of the annual themes are included in Table 1:

Table 1. Yearly ASEP Themes From 2003-2022

2003	Love of Asia
2004	Cultural Mosaic
2005	Our Earth, Our Home
2006	One Planet
2007	New World Order
2008	Our New Lives

2009	Saving Our Future
2010	A Better World
2011	Justice and Civil Rights
2012	Competition and Cooperation
2013	Unsung Heroes/Heroines
2014	Save the Doll Named
2015	Traveling and Learning
2016	Pop Culture and Life
2017	Future Technology and Learning
2018	Making Friends with the World
2019	Sustainable Development Goals (SDGs) for Students
2020	The Undercurrent of Social Media
2021	Action for SDGs in the Post-Pandemic Era
2022	The Balance and Conflict between Economic Development and Environmental Sustainability

The 23rd edition of an annual exchange program took place from November 1 to December 28, 2022. This program focused on "The Balance and Conflict between Economic Development and Environmental Sustainability." The program concentrated on various topics such as Infrastructure arrangement, transportation, economy, productivity, and employment opportunities, which are crucial roles of urban development. Additionally, the program explored issues related to sustainable environmental conservation, life quality, and cultural preservation.

Participants were encouraged to consider how they could implement a balance between economic development and environmental sustainability. The program provided guide questions to help participants think critically about the issues, such as how their city faced the conflicts between economic growth and environmental sustainability, how to implement the balance, and how to respond to SDGs if they were a decision-maker.

Rules

Participants of the annual program must select relevant topics and presentation content based on the yearly theme. The video submitted must be at most 8 minutes, and points will be deducted for longer durations, with the video not being graded if it surpasses 9 minutes. The video must be co-produced by the partner schools and can include subtitles, special effects, camera movement, and sound effects. However, these elements are not included in the grading criteria.

The video should be in mp4 format, with a ratio of 16:9, a resolution of at least 720p, and a file size of under 5GB. To submit the video, participants must upload it before 5:00 pm on December 15, 2022 (Thursday) to the designated area at http://gg.gg/2022asepwww, using the team code and school name as the file name (e.g., 2A8- ShuTe Vocational High School).

Online Discussion and Q&A

Before the event, it is recommended that teams watch recorded presentation videos of other teams. Online discussions and Q&A sessions will be conducted on December 27th and 28th, 2022, and each section should assign members to attend. To ensure smooth communication, only one account should be used to enter the Google Meet room for each school, with cameras and microphones turned off until instructed by the host.

Following the presentation order and instructions from the host, each team will have 10 minutes to present, with 2 minutes for a briefing and 8 minutes for a Q&A. It is essential to adhere to the time limit, as no extra time will be given for Q&A if the briefing takes too long.

Scoring Criteria for ASEP 2022

The rubric used as the criteria for the Online Discussion and Q&A held on December 27-28, 2022, through the Google Meet Platform, is presented in Table 2. The evaluation criteria for a

presentation can be categorized into four parts: creativity (25%), English expression (30%), content (30%), and question and answer (15%).

Table 2. Scoring Criteria for ASEP 2022

Evaluation Points	Description
81-100	• For creativity, a score of 81-100 is awarded for a very creative slide design, presentation that holds the audience's attention, and a proposed action for SDGs that is both creative and feasible. • In terms of English expression, the speaker should enunciate every word clearly with perfect intonation and natural pauses, and movements should be fluid and visually engaging. • Content should be highly creative and relevant to the audience's interests, and the proposed action for SDGs should be practical. • When answering questions, the speaker should demonstrate impeccable manners, provide to-the-point responses that are well-composed, collaborate well with teammates, and follow proper etiquette for raising and preparing questions.
61-80	• The speaker should aim for correct pronunciation and intonation, although minor mistakes are acceptable. • Good fluency and clear gestures are also important to enhance

	articulation. • Coordination among members should be evident, and the content of the presentation should include a creative slide design and a presentation that captivates the audience's attention, along with a feasible and imaginative proposed action for SDGs. • In Q&A, the speaker should answer questions appropriately, providing to-the-point answers and collaborating effectively with their teammates. • Additionally, the speaker should follow proper etiquette when raising and preparing questions.
41-60	• Pronunciation may have some sizeable mistakes, but intonation should be fine. • Fluency is acceptable, but there may be minimal movements or descriptive gestures. • Coordination among members may need improvement. • The content of the presentation may have a normal slide design and presentation, along with a standard proposed action for SDGs. • The relevance of the presentation to the topic may be somewhat

	relevant, along with somewhat organized and logical content that is somewhat worth thinking about. • In Q&A, the speaker should answer questions with manners, providing somewhat to-the-point answers and collaborating with teammates. The speaker should also follow proper etiquette when raising and preparing questions.	
21-40	• Pronunciation may have many mistakes with enunciation and stresses of words, and intonation may be flat. • Fluency may need improvement, and there may be no movements or descriptive gestures. • Coordination among members may be absent. • The content of the presentation may have a poor slide design and a standard proposed action for SDGs. • The presentation may be irrelevant to the topic, poorly-organized, illogical, and not worth thinking about. • In Q&A, the speaker may answer questions with improper manners, providing answers that are not to the point and collaborating poorly with teammates. The speaker should follow the etiquette of raising questions, but may prepare them poorly.	
0-20	• The presentation lacks coherence and is incomprehensible. • It could be improved to make it more appealing to the audience.	

	• The content of the presentation is strongly irrelevant to the topic, strongly poorly-organized, and illogical, and is strongly not worth thinking about. • In Q&A, the speaker may answer questions with bad manners, or they may not be able to answer or even understand the question. There is no collaboration with teammates, and the speaker does not follow the etiquette of raising questions or show any preparation.	

Reward

I. Competition Teams：

Based on the number of teams in their competition group, the winning teams will be awarded a specific number of platinum awards, gold awards, and honorable mentions. However, all participants in the competition will receive a participation certificate.

II. Observation Teams：

Although observation teams can take part in the program, they will not receive any prizes. Nevertheless, each participating student who completes the presentation and joins the online discussion will receive a participation certificate.

III. Instructors and administrative teacher：

Participation certificates will be awarded to instructors and administrative teachers. Additionally, the reward of Kaohsiung participants will follow the standard set by the Education Bureau of the Kaohsiung City Government for teachers and staff in municipal schools and kindergartens.

Participants

The program had a total of five (5) High School English Teachers (Taiwanese and Foreign) and seven (7) grade 7-8 students participating. The school commended the students for participating in the program, and Table 3 displays the participants and their respective roles.

Table 3 Participant Number and Roles (Taiwan Side)

Participants	Country	No.	Role
Teachers	Taiwan (Ms. Claire, Ms. Katy, Ms. Judy, Ms. Caroline)	4	Recruit students, student supervisors and counselors
	Philippines (Mr. Wes Harven)	1	Student supervisors and counselors
Students	Taiwan (Ms. Tiffany, Ms. Alex, Ms. Ella, Ms. Iris, Ms.	7	Discuss with a partner school about the program's theme, create an eight (8)

	Cindy, Mr. Benson, and Mr. Tank)		minute video presentation of the output of their meeting, and participate in Online Discussion and Q&A on December 27-28, 2022.

Methodology

The project consists of three phases. In phase one, participants must complete the registration process and establish a partnership with Hanoi Star Secondary School. Regular online meetings will be scheduled between the partners, and a joint project study will be conducted. Participants are required to deliver a recorded presentation.

In phase two, the project study will focus on balancing economic development with environmental sustainability, focusing on SDGs 12 and 13 - Responsible Consumption and Production and Climate Action. Participants will work with their partner schools to create a project study and deliver a recorded presentation.

Finally, in phase three, participants will watch the presentation videos released by each team and engage in discussions with the partner school. The online Q&A session will occur on December

27th and 28th, 2022, where each team will enter a designated Google Meet room to complete the session.

In the 2022 edition of the program, students will explore Taiwanese society's awareness of economic development and sustainability. They will engage in discussions and reflective writing sessions with their partner school, Hanoi Star Secondary School, to gain insights from the Vietnamese perspective. Participants will collect additional data from observations, videos/photos, and news and journal articles available online to supplement their research.

The program's ultimate aim is to encourage students from both countries to exchange ideas on various economic activities and their respective schools. The students will learn and share their thoughts throughout the program, creating a valuable learning experience. To accommodate language differences, questions will be presented in both Taiwanese and Vietnamese languages, and answers can be written in English, Taiwanese, or Vietnamese.

Results and Discussion

Following extensive discussions and reflections held between Taiwan's JiaSing Junior High School and Vietnam's Hanoi Star Secondary School in November and December 2022, centered around the theme of "Balance and Conflict between Economic Development and Environmental Sustainability," the two schools have collaborated to create a video presentation that showcases their knowledge on the topic as presented below:

Harmonizing Economic Growth with Sustainable Development.

Although we are going through a challenging time in the post-pandemic era, the most pressing issues that demand our attention are boosting economic recovery and promoting environmental sustainability. Economic growth, which refers to increased goods produced per capita over time, is a key goal for every country. It also plays a crucial role in urban development by improving the quality of infrastructure and employment opportunities. Additionally, sustainable development, which aims to meet human development goals while preserving the natural system, is highlighted in the United Nations' Sustainable Development Goals (SDGs), particularly in goal 12.

Economic growth is not just about increasing the number of goods produced but also about improving the quality of life for individuals by creating more job opportunities and enhancing infrastructure. It is a fundamental element of urban development, and countries must prioritize economic growth as they strive to recover from the impact of the pandemic. Alongside economic growth, sustainability is also a critical concern. Sustainable development involves achieving human development goals while ensuring the preservation of the natural system, and it has been recognized as a global priority in the SDGs, particularly in goal 12. In today's world, promoting economic recovery and environmental sustainability are essential for creating a better future for us and future generations.

Navigating the Conflict: Balancing Economic Activities and Sustainability.

Economic growth and sustainability play crucial roles in developing a country, but undeniable conflicts exist between them. The impacts of economic growth on the environment are significant, including the loss of habitats and non-renewable resources, which can lead to immediate problems such as climate change and poverty. For instance, in China, one of the most developed countries in the world, 90% of the groundwater is contaminated due to industrial waste dumping and farming, highlighting the detrimental environmental consequences of rapid economic growth.

On the other hand, sustainability can also hinder economic development. The environment provides resources for various sectors of the economy, and poor environmental quality can adversely affect economic growth and well-being by lowering the labor market rate. Environmental policies often require adjustments in economic structures to promote sustainability. In conclusion, while economic growth and sustainability are both crucial for a country's development, conflicts arise due to the negative impacts of economic growth on the environment and the adjustments required by sustainability policies on economic structures. Balancing economic growth and sustainability is a complex challenge that requires careful consideration and strategic planning.

Achieving a Sustainable Balance: Addressing the Urgent Conflict between Economic Activities and Sustainability.

The current state of the environment is heavily impacted by human activities, driven mainly by the pursuit of economic growth. Pollution, deforestation, and resource depletion are detrimental consequences of unchecked economic development. Therefore, it is imperative to prioritize economic growth and environmental sustainability for the betterment of our planet. The United Nations has recognized this need and has set Sustainable Development Goal 12 (SDG 12) as a global agenda to achieve sustainable production and consumption patterns.

Balancing economic growth and environmental sustainability is crucial to create a sustainable future. It is not a trade-off between the two but a need to find a balanced approach that ensures economic development while safeguarding the environment. Urgent action is required to address the pressing environmental challenges we face today, including climate change, pollution, and biodiversity loss. Achieving a balance between economic growth and environmental sustainability is crucial to responsible and sustainable development. It requires concerted efforts from governments, businesses, communities, and individuals to work together towards a more sustainable future for our world.

Table 4. Summary of Data Collection and Data Analysis as to the problems faced in Kaohsiung City, Taiwan, in terms of its growing economic activities.

Interviewer	Interviewee	Analysis Method
What are the problems you can see in Kaohsiung City, Taiwan?	Kaohsiung is a heavily industrial city with a dense population and developed industries. Also, the number of scooters in Kaohsiung has reached 2.02 million. The number of large trucks is 28,710, ranking first in the country.	● Transcription ● Content Analysis
	Three (3) power plants in Kaohsiung City emit more than 30 million tons annually. The emission of these greenhouse gases and their impact on the environment challenges the Kaohsiung City Government is facing.	● Transcription ● Content Analysis

What are the problems you can see in JiaSing Junior High School?	Air pollution, the bad smell from the screw factories around our campus, and farming activities. As Junior High School students, we still must contribute to the Earth in our daily life.	● Transcription ● Content Analysis

Revolutionizing Sustainability: The Circular Economy as a Solution for a Better Future

A circular economy is a sustainable approach that seeks to balance the needs of the economy and the environment by keeping materials and products in circulation for as long as possible. Three fundamental principles guide this innovative concept.

The first principle is eliminating waste and pollution, which focuses on addressing the design of materials and products. In a linear economy, by-products are often designed for single use, leading to rapid disposal and accumulation of waste in ecosystems for years. However, in a circular economy, the goal is to develop durable, repairable, and recyclable products to reduce waste and pollution at the source.

The second principle is the circulation of products and materials. This involves considering both the technical cycle, which consists in recovering and reusing materials from products, and the biological cycle, which focuses on returning organic materials to nature in a way that regenerates natural systems. By finding innovative ways to keep products and materials in circulation, a

circular economy can minimize the extraction of new resources and reduce the strain on natural ecosystems.

The last principle is regenerating nature, which emphasizes supporting natural processes and allowing nature to thrive. In contrast to the take-make-waste approach of a linear economy, a circular economy aims to restore and regenerate biological systems through sustainable practices. By transitioning to a circular economy, we can create a more resilient and sustainable design that benefits both the economy and the environment, ultimately contributing to the long-term health of our planet.

Implementation of Circular Economy at Jiasing Junior High School

We acknowledge the increasing significance of technology in our lives today. With TikTok being a widely recognized social media platform worldwide, we have used it to share our thoughts and ideas with a global audience. Our first initiative involves creating a challenge called "1 day without plastic," where we promote eco-friendly alternatives in our daily routines, such as bringing our reusable bags when shopping and opting for personal containers instead of plastic ones. We also aim to educate others about the original intention behind the invention of plastic bags by Sten Gustaf Thulin, which was to promote environmental protection, emphasizing that they are durable and meant to be reused multiple times.

Additionally, our school has implemented various campaigns to contribute to environmental conservation. For instance, we have established multiple water tanks to collect and purify water for reuse in tasks like mopping and watering plants to minimize water wastage. We also promote meat-free days almost every week, opting for protein alternatives like tofu, eggs, and vegetables, promoting healthy eating habits, and reducing greenhouse gas emissions contributing to climate change. Through these initiatives, we strive to raise awareness about the importance of environmental protection and encourage sustainable practices within our school and beyond.

Evaluating Project Efficiency and Practicality: A Measure of Success.

Over one month, we have made significant progress in spreading our mission on "Double E," our joint TikTok account with Hanoi Star Middle School. With seven (7) videos dedicated to explaining our chosen topic for this year, we have gained 37 followers and garnered 1,000 views, surpassing our initial expectations. Our challenge, "1 day without plastic," has not only captured the attention of students at Hanoi Star but has also resonated with other schools in Vietnam and Taiwan, as well as with teachers and parents, making it a slight trend on TikTok. We take pride in creating meaningful content within such a short timeframe. We are glad to educate more people about protecting the environment, with a particular focus on Sustainable Development Goal (SDG) 12.

Our TikTok videos have served as a platform for promoting awareness about the importance of SDGs, specifically SDG 12, which focuses on responsible consumption and production. Through

our videos, we have aimed to highlight the need to reduce plastic consumption, adopt eco-friendly alternatives, and minimize waste generation. We are encouraged by our positive response and how our message has resonated with a broader audience, extending beyond our school community. We remain committed to leveraging social media platforms like TikTok to continue advocating for environmental protection and sustainability and hope to inspire more people to join our cause.

Awarding of the Platinum Award

Despite being a small school, Jiasing Junior High School showcased its bilingual ability during the "Online Discussion and Q&A" together with its partner school, Hanoi Star Secondary School, which happened last December 27-28, 2022 through Google Meet Platform and emerged as the winner of the prestigious "Platinum Award" (first place) after receiving affirmation from the judges. Many renowned urban schools participated in the event. Still, Jiaxing Junior High School stood out due to its students' dedication to learning, expanding their educational experiences, and establishing deep friendships with sister schools from different countries.

The school's director of academic affairs, Zhu Yourui, expressed his appreciation for the teachers and students who devoted their time and energy to repeated practice and the precious friendship and tacit cooperation established with Hanoi Star Secondary School in Vietnam, which contributed to their success. Team leader Zhang Huaixin acknowledged the teachers' hard work guiding students during after-school and lunch breaks and ensuring fair opportunities for all

students. Principal Lu Meiyi recognized the collaborative effort of colleagues from different departments in building a conducive learning environment. She emphasized that bilingual education and international exchanges are important developmental characteristics of Jiaxing Junior High School. The ASEP exchange program has fostered students' bilingual communication skills and motivated them to explore global issues and compete with international standards, opening up new horizons for the students and enhancing their understanding of the world.

Through research, analysis, and discussions with sister schools of the different social and economic issues, especially on "economic development and environmental sustainability," the students conducted video recordings and a one-day challenge plan on the popular social media platform Tiktok, despite the challenges of time differences and language barriers. The participation of first and second-grade students from Jiaxing Junior High School in this grand event was a valuable experience that boosted their confidence, broadened their horizons, and nurtured their international perspective. The students thanked the school's principal, teachers, and classmates for their support, teaching, and encouragement and acknowledged their role in achieving the prestigious Platinum Award.

Conclusion

The team demonstrates a strong commitment to addressing the conflict between economic and sustainable development, recognizing the urgent need to strike a balance for the betterment of

our world. Their practical projects have successfully raised awareness among students on this issue. They plan to continue their efforts by developing their TikTok channel and creating more educational videos to educate students about the state of the environment. Their ultimate goal is to impact society as a whole positively.

Moreover, in the event of any profits generated from the project, the team pledges to donate the funds to reputable charity organizations such as World Wildlife Fund (WWF) and Global Environment Facility (GEF). They firmly believe that by saving the Earth, we are ultimately saving ourselves and are committed to taking actions that contribute to a sustainable future.

With an unwavering dedication to creating awareness, education, and support for sustainable development, the team remains steadfast in its efforts. They are focused on using their platform to raise awareness about the urgency of balancing economic and sustainable development and are determined to continue their endeavors for a better world. Through their projects, they strive to positively impact society and contribute to preserving our environment for generations to come.

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Glossary of Terms

Economic Activities and Sustainability - Economic activities are things people do to make, share, and use something like food, clothes, and cars. Sustainability means keeping those things without hurting the world so that future generations can still do them too. This study discusses the SDG 12 goal, which wants people to use resources better, make less waste, and live in ways that help the environment stay healthy.

Economic Growth - Economic growth means producing more goods and services over time which is essential for improving things like buildings, jobs, and the quality of life. However, the study says we need to be careful about the impact on the environment.

Eco-friendly Alternatives. Products and practices that promote sustainability and minimize negative environmental impacts are known as eco-friendly alternatives. Examples include reusable bags, personal containers, and protein alternatives like tofu, eggs, and vegetables.

Internet-based learning: Internet-based learning is when people use the Internet to learn and teach things. The Asian Student Exchange Program (ASEP) is used to help Taiwanese students learn English better and work with students from other countries in Asia.

Rubric - A rubric is a way to measure how well someone did base on a set of rules. In the ASEP program, a rubric is used to grade an online meeting held in December 2022. The rubric shows how the students will be evaluated on things like how good their presentation was, how well they communicated, and how much they participated.

Sustainability - Sustainability involves fulfilling current needs without compromising the ability of future generations to meet their own needs. The study says it's important to balance economic growth and environmental sustainability to create a sustainable future, but that it can be difficult because economic growth can harm the environment. The study suggests we must carefully plan to balance economic growth and sustainability.

Sustainable Development Goals (SDGs) - The SDGs are a group of 17 essential goals made by the United Nations in 2015 to fix problems like poverty, inequality, climate change, and environmental protection. This study discusses the SDGs in the Asian Students Exchange Program (ASEP) and how to balance economic growth with protecting the environment.

TikTok: A widely recognized social media platform worldwide used as a medium to share ideas and promote awareness, including environmental protection and sustainability initiatives.

Mental Health Stigma and Language Use in the Philippines: SDGs as Reminders of Protection, Inclusion, and Education

Maico Demi B. Aperocho, Ph.D.
University of Mindanao, Davao City

CHAPTER 7

Mental Health Stigma and Language Use in the Philippines:

SDGs as Reminders of Protection, Inclusion, and Education

Maico Demi B. Aperocho, Ph.D.

University of Mindanao, Davao City

This chapter discusses the language experiences of young Filipinos living with mental health conditions and their struggle against forms of stigma in both physical and virtual communities. Based on a phenomenological perspective, the writer aimed to illuminate examples of social struggles that relate to mental health stigma and connect these to the Philippines' progression towards achieving Sustainable Development Goals (SDGs) 3 (Good Health and Well-Being), 4 (Quality Education), and 10 (Reduced Inequalities). Intersections among mental health, language use, and the SDGs are tackled in this chapter to delve deeper into the mental health situation in the Philippines and communities' plight in addressing various forms of stigma.

Keywords: *mental health, language, sustainable development goals, quality education, good health and well-being, reduced inequalities, Philippines.*

I.   Introduction

Mental health problems are among the most alarming health issues globally. While many non-government organizations (NGOs) and government policies advocate for the protection and inclusion of people with mental health conditions, there are still related problems. The World

Health Organization (2018) reported that mental health issues are the most addressed health problem by the government worldwide, with the help of other private individuals and non-profit organizations. The crippling impact of mental health issues affects the significant population of humanity. As posed by Wongkoblap, Valdillo, and Curcin (2017), these issues continue to spread globally, thus bringing more risks, most especially to the younger population. In the Philippines, for example, the Department of Health reported in 2020 that the World Health Organization accounted for mental and behavioral problems to comprise 14% of the "burden of diseases" worldwide. Across countries, 450 million people are suffering from these. To be more specific, the Philippine World Health Organization Special Initiative for Mental Health documented that, in the early part of 2020, at least 3.6 million of the entire Filipino population suffered from a mental health disorder. All these figures indicate that mental health problems continue to impair many people globally.

The Sustainable Development Goals (SDGs) cover mental health in three of its goals: SDG 3 (Good Health and Well-Being), SDG 4 (Quality Education), and SDG 10 (Reduced Inequalities). SDG 3 targets "to ensure healthy lives and promote well-being for all at all ages" (World Health Organization, 2023). One of its indicators (3.4. Noncommunicable Diseases) highlights, "By 2030, reduce by one-third premature mortality from noncommunicable diseases through prevention and treatment, and *promote mental health and well-being.*" Meanwhile, SDG 4, in a nutshell, ensures not only lifelong learning opportunities and effective and relevant learning for everyone but also equity, inclusion, and gender equality. One of its indicators is "education for sustainable development and global citizenship," which underscores, "By 2030,

ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and culture's contribution to sustainable development" (Global Campaign for Education, 2023). Finally, SGD 10 on reduced inequalities set ten targets with 11 indicators to help protect the most vulnerable nations from any shape of inequality. Target 10.2 promotes universal social, economic, and political inclusions. The goal is "By 2030, empower and promote social, economic, and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, or economic or other status" (United Nations, 2016). These SGDs support mental health advocacies to protect the rights of people with mental health conditions and those who have challenges accessing support, battling social stigma, and living in inequalities and discrimination enforced by various social macrostructures. The question *is,* "How can the SDGs serve as reminders of protection, inclusion, and education?" The discussion in this chapter revolves around experiences of mental health stigma in the Philippines and how communication and social media have become necessary means of expression for people who continually experience prejudice in "real" communities. Further, the goal of this article is to tackle how SDGs 3, 4, and 10 can serve as reminders to the bigger Filipino societal macrostructure to incessantly promote the protection and inclusion of people living with mental health conditions and the education of others who are still engaged with forms of stigmatization that make actual communities hostile for these people battling with their mental health conditions.

II. Content

Mental Health in the Philippines

There are many mental health problems, but the most common is depression. In the Philippines, one in every ten young Filipino adults has experienced moderate to severe depression, which could be associated with suicidal ideation as well. The Philippine Statistics Authority also accounted that deaths because of intentional self-harm or suicide skyrocketed by 57.3% in 2022 (Bunag, 2022). Meanwhile, the Cambridge University Press reported that in 2022, a global survey presented that the Philippines had the highest number of young individuals experiencing high anxiety levels and negative emotions (Alibudbud, 2022).

The author situates the Filipino communities into the microstructure of people living with mental health conditions and experiencing various forms of stigma, resulting in stereotypes and inequalities. Depression, the most common form of mental health condition in the Philippines, is the center of this discussion. Health reports show that depression is a mental health condition that impacts more than 300 million adults globally. This is an alarming fact, all the more, since it is also considered the second largest cause of noncommunicable diseases in the world in 2020. Although most cases of depression are treatable, treatments and measures such as psycho- or pharmacotherapy are expensive. In a third-world country like the Philippines, only a few in society can afford them (Marques et al., 2020).

The Singapore International Foundation (2019) accounted that, in the Philippines, there were 3.3 million people who lived with depressive disorder, with suicide rates of 2.5 (for males) and 1.7 (for females) for every 100 000 individuals. There were 2,000 suicide cases in the country from 2000 to 2012; most of those involved were aged 15-29. Among the Filipino youth aged 13-17, 11.6 % thought of committing suicide, and an alarming 16.8 % attempted to do so. With a little over 500 registered psychiatrists in the country, it can be said that there is a notable scarcity of mental health experts. Also, it has been identified that services for mental health needs have not been equally distributed across localities in the country, as most psychiatrists work for profit or are employed with big private institutions in urban areas.

In low-income countries, such as the Philippines, depression is considered the leading cause of disability (Puyat, Gastardo-Conaco, Natividad, & Banal, 2021). This is affirmed by the World Health Organization (2017), reporting that an estimated 3.3 % is the overall prevalence of depression in the Philippines. This report also highlights that about 3.3 million Filipinos experience depressive symptoms, as the Philippine Statistics Authority (2016) stressed. The Institute for Health Metrics and Evaluation (2017 in World Health Organization, 2017) also pointed out that depression was the 8th rank for the single largest cause of disability in the country. The report also posits that people who are suffering from these mental health concerns raised worries about the state of mental health care in the country, considering the limited access to tertiary care facilities, scarcity of mental health experts, and the inadequacy of the primary healthcare system to manage mental health problems (Lally, Tully, & Samaniego, 2019).

Furthermore, Martinez, Co, Lau, and Brown (2020) note that mental illness is the Philippines' third most common medical condition. Approximately six million individuals live with depression and/or anxiety. This makes the Philippines the country with the third-highest mental health problems in the Western Pacific Region. Suicide rates are at 3.2 per 100 000 population, possibly going up because of underreported or misclassified suicide cases such as "undetermined deaths." Amidst all these statistics, the government allocation for mental health is at 0.22% of the total health budget. This led to the lack of health professionals employed in the mental health sector.

With the urgency to improve the mental health conditions of the Filipinos, legislators enacted Republic Act (RA) 11036 or the Mental Health Act. According to the Congressional Policy and Budget Research Department (CPBRD) (2021), mental health problems have been the cause of the suffering of about 100 million individuals in the Western Pacific Region, where the Philippines belongs. The report states that depression alone already comprises 5.73% of the regional disease burden. This problem hit across different age groups, children and adults alike. The World Health Organization (2017 in CPBRD, 2021) cites that about 20% of Filipino children experience mental health problems before the age 14. If not addressed, the mental health issues could have lifelong repercussions.

In addition, the World Health Organization points out that legislative action could be a way to progress the long-standing mental health issue in the country. Legislation can advocate for civil and human rights, create professional opportunities for development, and craft effective governance and budget allocation mechanisms. This necessary intervention is essential for an

effective mental health policy to stop and diminish the suffering of people suffering from various mental health conditions, including unjustifiable or inhumane treatment in or outside mental care facilities. It must also be noted that mental disorders, when unmanaged, can eventually lead to suicide, which has been pointed out as the second leading reason for death among adolescents and young adults across the globe.

The CPBRD also highlights that the ratio of outpatient facilities per 100 000 population is 0.049 while the ratio of psychiatrists per 100,000 individuals is 0.38 while for psychologists, a little lower at 0.22. These figures emphasize the urgency of having legislative action on mental health that will support the existing mental health programs of the Department of Health. Legislation can create sustainability in implementing policies that will, later on, improve funding and the protection of patients' rights. The Philippine Mental Health Act came into reality as a response.

R.A. 11036 was passed in Congress and Senate in 2017 and, a year after, was signed into law on June 21, 2018. Before this bill, the country was one of the minority countries with no strong mental health policy. Experts needed more guidance on their profession's legal and ethical aspects, and the patients' rights needed to be adequately defined. The conception and passing of this law is a big milestone for the country and the psychiatric profession as it provides a rights-based mental health policy. This law requires the provision of psychiatric, psychosocial, and neurological services in all hospitals and basic services for mental health in various community settings. This Act also does not stipulate compulsory community treatment.

Under R.A. 11036, the patients' rights with mental health conditions are protected. These rights include "the right to freedom from discrimination; right to protection from torture, cruel, inhumane, and degrading treatment; right to aftercare and rehabilitation; right to be adequately informed about psychosocial and clinical assessments; right to participate in the treatment plan to be implemented; right to evidence-based or informed consent; right to confidentiality; and right to counsel, among others." The law also recognizes the role of mental health experts, protecting their right to participate in mental health planning and development of services and ensuring that they have a safe workplace. Furthermore, this law also provides for integrating mental health into the educational system by promoting mental health programs in academic institutions and other relevant organizations. The law interjects the importance of mental health in the country, focusing more on protecting the patients suffering from mental health conditions.

While there are provisions in the Philippine law that protect the rights of the people living with mental health conditions and programs or advocacies that raise mental health awareness in the community, many Filipinos still experience stigma and inequalities in various shapes. In different social institutions such as schools, government, workplaces, and even churches, stereotypes and prejudices against the micro-community of people battling in silence are still prevalent. This is also a problem with the SDGs, especially in reaching the targets for SDGs 3, 4, and 10.

In this chapter, the writer employed a phenomenological approach to talk about the never-ending problem of mental health stigma in the Philippines and its impactful presence in different contexts of daily life. Furthermore, the vital role of language use and communication is

tackled herein to shed light on the importance of understanding language functions to fight against inequalities and to educate more Filipinos regarding the necessity for acceptance, tolerance, and understanding. Also, the critical role of SDGs 3, 4, and 10 may serve as a reminder to consistently emphasize the need to protect the mental health of every Filipino.

Stigmatizing Depression in the Philippines

The seminal work of Lewis (1995) on the social construction of depression interjects that previous works on depression, pointing out that it is just a pathological defect among individuals, are faulty. This resulted in many arguments referring to depression as a social phenomenon. Brown and Harris (1978 in Lewis, 1995) and Bruce (2021) note that it is essential to decipher the causation of depression more than just knowing that depression is a pathology. They also pointed out that focus must be redirected to how a person understands their experiences. It is also necessary to emphasize the significance of determining how a person understands their experiences since they are believed to view the world negatively. Another important emphasis made by Lewis in this work is that depression possesses a sociocultural environment with "*powerlessness, helplessness,* and *dependency"* (pg. 21). Gilbert (1992 in Lewis, 1995) and Ackerman (2022) also supported that from an evolutionary perspective, depression can be understood as an experience of marginalization and experience of powerlessness. Lewis further explains by citing Miller and Seligman (1975), who asserted that individuals experience

depression when they attempt but fail to control events. Hence, the main issue is controllability. In this, the human environment is a social environment, and the issue of control projects powerlessness (Goettlich, 2011), which is a social phenomenon.

Since depression is considered a social phenomenon, looking at how it works in a stigmatizing society is indispensable, especially for those suffering from depression. In the study of Martinez, Co, Lau, and Brown (2020), it was maintained that one crucial hindrance to achieving well-being and enhanced mental health among Filipinos is their propensity to avoid psychological help. Common reasons are stigma, loss of face, and acculturation factors. This study also found that Filipinos generally have negative attitudes marked by low stigma tolerance towards formal help-seeking.

This fact suggests that stigma is alarmingly extant in Philippine society. Martinez, Co, Lau, and Brown affirm this by asserting that "the stigmatized attitude towards mental health and illness was reported as topmost barriers to help-seeking among Filipinos" (pg. 1405). This is furthered by revealing that help-seeking in the Philippine community is equated to mental illness as a sign of personal vulnerability or character failure, resulting in the loss of face. The reluctance of most Filipinos has something to do with their fear of being misjudged by society. Also, Filipinos are afraid to seek professional help as the label of having a mental illness may adversely impact employment or future career. Because of this, even if a high number of Filipinos suffer from mental disorders, help-seeking remains low. Moreover, instead of professional help, most Filipinos suffering from mental problems such as depression shift to options where they feel like stigma does not exist, such as using social media platforms to

express themselves. This heavily goes back to the presence of the perceived stigma in Philippine society, which impedes Filipinos from seeking help to cure their mental health disorders.

This existing stigma in Philippine society is also emphasized in the study of Tuliao and Velasquez (2014 in Lally, Tully, & Samaniego, 2018). Statistics show that the Philippines has 14% of the 1.4 million population suffering from a mental disorder. There were also numerous suicidal cases in the country from 1984 to 2005. Despite these figures, the country still has challenges regarding access to treatment. Besides the prohibitive economic conditions and the inaccessibility of mental health treatments or services, perceived or internalized stigma is a barrier to help-seeking among Filipinos. In the case of the Philippine society, culture dictates that there is a need to "save face" when there is a strong threat to or loss of one's social standing. As such, Filipinos experience this challenge of admitting mental health problems or help-seeking.

This stigma is also discussed in the paper of Tanaka, Tuliao, Tanaka, Yamashita, and Matsuo (2018) situated in the Philippines. The proponents of this research highlight that stigma and discrimination against people with mental health issues are considered global public health issues impacting all aspects of an individual's life, from employment to social life.

The public stigma, the reaction towards a stigmatized group, can have three distinct elements. First, a negative belief about a stigmatized group is considered a stereotype. Second, an emotional reaction to the stereotype is called prejudice. Lastly, the behavioral manifestation of prejudice is considered discrimination. Research also suggests that people suffering from mental health disorders are dangerous, blameworthy, incompetent, and weak, accompanied by emotions of fear and anger, resulting in the behavioral intention of avoidance, punishment, and

coercion. Putting this on a note, it can be said that Filipinos suffering from mental disorders also struggle with help-seeking and confronting the reality of their mental health problem. Given that there is an existing stigma in Philippine society, apart from that mental health is highlighted in the SDGs, it is important to explore the experiences of depressed individuals through a careful examination of their ableness to use language or communication in expressing themselves and in educating people to stop any form stigma.

Method

The basis for this chapter is Aperocho and Tarusan's (2022) study on depressive language on virtual common (Facebook) using critical discourse analysis. However, this chapter focuses only on the study's phenomenological part to delve deeper into the experiences of people living with mental health conditions. Although the SDGs support the advocacy for raising mental health awareness, stories of seven purposively selected young Filipinos are accounted for in this discussion to paint a clear picture of the reality and to unravel the importance of language and communication for people who have been battling with stigma in society. The interviews allowed for a deep investigation of personal encounters with stigma in various contexts and social institutions (e.g., church, family, and public).

In-depth interviews with the selected participants were conducted through a certified mental health responder as part of the ethical protocols and as suggested by the research panel. In choosing them, the following inclusion criteria were considered: must be 18 years old and above, must have been clinically diagnosed with depression, must be willing to participate in the online interview, must have been endorsed by a medical expert to undergo the interview, and must have

used Facebook as a platform for expressing the self during the period of mental health condition. Meanwhile, the withdrawal criteria apply to the following: those who exhibit extreme emotions during the interview and request discontinuity, those who the mental health expert would advise as mentally and emotionally unfit to continue with the interview, and those who express withdrawal before the interview due to mental and emotional unstableness. The interview delved into the phenomenon of language use only; hence, no interview questions about personal experiences that could adversely trigger the participants were asked. The participants were also advised to withdraw from the interview should the interview impact their emotional and mental health already. The presence of a mental health expert and the discontinuity of the interview in case the participants feel mentally and emotionally vulnerable already are in adherence to the recommendations of Arifin (2018, p. 32), "Stopping the interview and searching for possible solutions for the participants' distress indicates that researchers are aware of the vulnerability of participants and their rights." Before the interview, the interested participants submitted proof of mental health condition (prescriptions, health certificates, certifications) for verification. To ensure that all participants expressed voluntary participation in the study, a briefing session was scheduled to orient them regarding the interview goals. During the briefing, the mental health expert also asked some questions that could confirm preparedness to undergo the interview process; only after that, certifications from the behavioral management center were issued to prove participants' readiness for the interview.

The following participants were interviewed in Aperocho and Tarusan's (2022) study.

Table 1

Interviewees' Information

Pseudonyms	Age	Location	Diagnosis
Anna	25	Cavite	Bipolar 1 with Psychosis
Josh	28	Tagum City	Bipolar
			Major Depressive Disorder
			Borderline Personality Disorder
Allan	20	Davao City	Major Depressive Disorder
Kate	27	Tarlac	Major Depressive Disorder
Mae	23	Gen. Santos City	Major Depressive Disorder
Shane	25	Davao City	Major Depressive Disorder
Marie	22	Laguna	Major Depressive Disorder
			Post-Traumatic Stress Disorder
			Anxiety
			Bipolar 2
			Dysthymia

Young Filipinos' Experiences: Language Use in Focus

Understanding mental health stigma in the Philippines means understanding language experiences as well. Hence, Aperocho and Tarusan (2022) looked in-depth into the language experiences of depressed people not only on virtual platforms but also in society. Based on this study, young Filipinos' experiences could be highlighted from the language use perspective.

Also, in the said paper, language function is seen in four ways: a tool for self-expression, an instrument for empowering and educating, a mechanism against stigma and invalidation, and means of getting help and attention. These language functions are supported by the interviewed participants' shared experiences with how language had played a vital role in their world as people with mental health conditions.

Tool for Expression. It is a shared view that language is a tool for expressing oneself and communicating with other people on a virtual platform and in physical society. In the study, all young Filipinos agree that language is used mainly for expression, especially because they have mental health issues. For example, Marie shared that language is a way for her to convey her thoughts and emotions; hence, it is very important.

> *As somebody with mental issues, I think language is very important because it helps me convey my thoughts and feelings. Aside from communicating with several persons non-verbally, it is also very important for me to be able to express myself verbally. It greatly helped me seek help, get therapy, and improve my condition.*

Furthermore, the use of both verbal and non-verbal modes of communication when communicating is seen as one good way to channel messages to others. However, it was emphasized that while language is helpful, other people still do not understand the conditions that people with mental health conditions are dealing with. It is also unraveled that language is a tool

to have healthy mental hygiene by communicating with others. Kate shared that when she communicates using language, she gets to release her emotions.

> *I need to express myself because it's my way… my exercise to have healthy mental hygiene. It's my way to release my emotions in a societal* [sic] *accepted way, in a sense. So yeah*

Truly, language as a tool for self-expression is useful in many shapes. Language is a tool not only to express but also not to feel isolated from other people. In the response below, Allan interjected the importance of language for a person with a mental health condition.

> *It's very important since there are very limited channels where you can express yourself, and language would be the best way, but it's not always the best option at times. Expressing oneself is helpful, especially if you have a mental health condition. It's important to be always open and not seclude yourself from others.*

Shane shared how she uses language to express herself to others and make them fully understand her experiences as a person with a mental health condition. Language is important for her when doing therapies and talking about past experiences.

> *It's indispensable. Language helps me so much because it's also a way to improve. For example, if you're struggling with mental health issues and seek help. One option would be to go*

to therapy. With language, I get to unpack my experiences,

and I also get to reframe them by talking about, for example,

in the past tense or also describing them using different

words. It's one of the things that I actually realized the older

that I've gotten.

Apart from language being used on a personal level or for expressive function, the interviewees also saw the importance of language use on a communal level, where people of the same experience see how necessary it is to find a sense of family in virtual communities like Facebook to interact with one another and seek help or to empathize. When Filipinos with mental health issues post on Facebook or other virtual commons or speak to their peers, they see how vital language is for those suffering from mental health conditions. For example, Mae posed that if not because of language, which allows her to communicate, she would not have been alive anymore. She thinks her ability to express herself enables her to avoid suppressing her emotions and lessen her triggers.

The benefits are number one, I am still alive because I could

express myself. If I couldn't express myself, all my emotions

and feelings would be suppressed. If it's suppressed, things

can happen. As long as I can release and express my feelings,

it's like giving me a release. It's helping me. Hence, whenever

I talk to a friend about my day, my triggers are lessened, and

my feelings of depression as well.

True to its purpose for self-expression, language is projected as a means for people to not self-contain their emotions and face the risk of self-harm or suicide. This benefit of using language for self-expression can also be gleaned from the response of Kate, who believed that suppressing one's emotions must be avoided. Hence, the use of language must be maximized for self-expression, regardless of the channel or medium.

Sometimes, when we go through many feelings, it's really

important for me to have an outlet; I can't do that without

language. I write a lot; for example, I journal. That's my way

of speaking to myself. I post on social media and in groups

where I belong to. I post on Reddit, for example. All of these

are impossible without language. Without language, I don't

have an outlet. It just messes up my mind, and there's no way

for me to blurt them out.

Young Filipinos living with mental health conditions, such as depression, see the importance of language for self-expression and communication. Based on their common experiences, they see how vital it is to use language to benefit themselves through self-expression and for the benefit of others through communication. Josh powerfully conveys to depressed people that it is okay to express themselves and acknowledge their emotions by communicating with others.

> *Language isn't the only one, but it is important to communicate correctly what you're feeling. If you can't properly articulate yourself or feel sad, cry. If you're hurt, be hurt, feel that pain; that's part of being human. Even though you're diagnosed or not, it's important to realize that you are human; and humans can feel. Even if other people invalidate you, don't listen to them. I know it's hard, but you have to acknowledge that you are human, and that's it.*

Part of being a human is to be hurt or to feel pain. Hence, self-expression and communication are necessary for depressed people who experience so much of this pain or hurt. These two can be done using language, and based on their experiences, language is very helpful in expressing and communicating.

Instrument for Empowering and Educating. The interviewed young Filipinos expressed that they experienced many forms of stigma in society and on virtual commons like Facebook. One of the strongest purposes for the use of language is to empower other people living with mental health conditions and educate others regarding mental health. This way, people can see how it is to live with mental health issues such as depression and anxiety.

For the participants, language is a powerful tool to empower others, particularly those who are also going through something or those who barely cope with their mental health conditions. Kate shared how language, in her experience as a mental health coach and, at the

same time, a person diagnosed with depression, helped a lot in empowering those online who need wisdom regarding mental health.

> *...it also helps me whenever I speak to other people about my condition because I feel like I am empowering and inspiring them. I think language is very powerful, whether it's for asking for help or giving help to other people.*

She also added that her story was once featured in a show on national TV. For her, language became very instrumental when she did her part in empowering others who reached out to her via Facebook to talk about mental health or seek advice regarding coping with their mental health situation.

> *After that, I received tons of messages and message requests, and even up until now, I get at least one to two, probably four to five, a week. I received those messages from Instagram, Twitter, and even Facebook. There were various channels. Mostly, the messages I received were those saying, "I can relate to your story," "Can I talk to you because I went through the same?", "I want to commit suicide. What should I do?" Most are mental health-related concerns, but messages state, "I'm very proud of you" or "Thank you for sharing your story." That's it. The average number is four to five messages a week.*

Another noteworthy thing gleaned from the study is that, despite these young Filipinos' mental health conditions, some chose to be agents of change by empowering other people with the same experience as theirs. They use language to strengthen their advocacies, boost the morale of others, and bring light to those living in the dark, even if they are also the same. Marie exposed how she used language to empower others by acting on her advocacies on Facebook.

> *...I am mental health advocate. The content I post on Facebook is also to uplift other people, and I received feedback from other people thanking me for sharing something that made them feel less alone or thanking me for sharing something it made them understand the important people who also have the same struggle. It's also a platform for all my advocacies, especially as a Communication student.*

People with depression or other mental health issues need empowerment, so it was also expressed that they needed to receive the same empowerment they radiate to other people on Facebook. When they use language to empower others, it is like empowering themselves. For instance, Josh shared how he is also empowered on Facebook because of the language he consumes, which helps him better understand his situation and what to do about it. He also cites that when people reach out to him on a virtual common, he finds it interesting to hear or read different views, which makes him understand more what he is dealing with.

> *The more I see things from other people's perspectives, the more I realize that it's not difficult to deal with once you realize*

there are other ways of dealing. It's not just one way. It's not as

black and white as it should be. There are a lot of gray areas in

what I'm dealing with, and it's good to know that there can be

different ways to get out of it if I can.

This is also true for most young Filipino interviewees, such as Mae, who expressed that when she empowers other people using language, there is an impact on her too that allows her to understand her condition better. She realized she was not alone in her battles by communicating with others.

There were instances when I communicated with others,

especially those with a mental health crisis or those with a

mental health disorder diagnosed with a mental health

disorder. I believe that it helped me to understand myself

better. It helped me understand that I am not alone. Other

people also experienced the same kind of crisis.

When people with depression, for example, interact on a virtual common such as Facebook, the purpose is to get help and obtain self-empowerment by understanding the self deeply so their words, actions, and even emotions can be better explained. This was what Shane realized with her online interactions on Facebook.

For me, it was more like my tests before became a testimony for

other people suffering from mental health disorders; my mess

became a message. Hence, I wouldn't consider having a mental

> *health illness a 100% blessing; it also has a curse and a downside. In time, it will give you a front view of the world. It makes you more compassionate. It makes you more understanding of people who might be experiencing the same. That's it. It's just a different thing depending on how you look at it.*

People in the world of mental health issues use language to empower others and educate others who do not understand mental health or choose not to understand this aspect. A language is a tool for educating others regarding their experiences, emotions, words, mental health situation, and corresponding struggles. For example, Shane pointed out that there were times when she needed to educate people about mental health. However, she carefully chooses who to educate, for some people choose not to be informed.

> *Sometimes, I try to educate them; but I try to choose my battles wisely. People are willing to listen to you, and some would want to know what is happening in your life, so I am trying to choose people. I'm trying to choose my battles.*

Since many people do not understand mental health, there is a need to educate more people continually. For example, Kate shared that her use of language in educating other people regarding mental health prompted her to do more in this move so that more and more understand the situation of depressed people.

> *It has positively impacted me because I was more persistent in*
>
> *educating people about mental health. It also made me realize*
>
> *what I should be because it inspired me to take up the course of*
>
> *Psychology so that I could understand myself better with the*
>
> *knowledge that could help other people know better about*
>
> *mental health.*

People living with mental health conditions post on virtual commons for nothing. For example, Kate noted that what she posts on Facebook is a reflection of her experiences, of her struggles. Hence, people need to be educated that depressive posts are not only to seek attention or to be over-acting on things. There are stories behind them, and these are things that everybody needs to understand. There is a *hugot* (a base story) for all the depressive language posted on virtual commons by people with mental health issues.

> *I have this thing, for example, when the photo of Angel Locsin,*
>
> *showing that she became fat, went viral. I wrote my caption to*
>
> *it. I talked about body shaming and the reasons one could gain*
>
> *or lose weight. It has nothing to do with a lack of self-control.*
>
> *If you had read that particular post, you would have seen that it*
>
> *is from someone who had the same experience, someone who*
>
> *had the hugot, because you could feel anger, not explosive*
>
> *rage, but my stand was strong. I am fighting for it. You could*
>
> *see that in my word choice and even punctuation. Sometimes I*

> *casually write captions, and you wouldn't think I am struggling*
>
> *because it would look fine on the outside. It also depends on*
>
> *how good someone is at blending in.*

Based on this account, the interviewees strongly message that people need to be educated very well regarding their experiences, struggles, and milestones in coping with these problems. In this context, language, among other instrumentalities, is one big help in empowering those who feel down and educating those who appear ignorant about mental health and its importance. Language becomes powerful when it is used as input to others to see things more clearly and understand situations more deeply.

Mechanism against Stigma and Invalidation. Stigma still exists in Philippine society and on virtual commons such as Facebook. The interviewees shared that apart from the stigma and invalidation they experience in the community, they also encounter invalidation from people online when they post or express themselves on Facebook. Some participants felt unusual about this one because they thought they would feel safe and acknowledged in the virtual commons. However, the opposite happens; and some of them expressed that either online or physical community, they feel unsafe any more.

Anna highlighted how online groups like those on Facebook could also increase stigma and invalidation. She suggests being very careful in choosing platforms to express or interact with the members.

> *In terms of online communities, I want people to…sometimes,*
>
> *online communities are very harsh. It's knowing which*

communities to go to. I would tell you, for example, that a certain Facebook group might ridicule you, but another Facebook group would tell you what interests you, that there's nothing wrong, and you're completely loved and reasonable, and you make sense. You also have to remember that the same rules sometimes apply in real life. You have to choose the right people because there are also people behind those comments you see, those anonymous things you see, those likes, and those haha reactions. It's really about finding a community where you belong in.

Because stigma and invalidation also exist on virtual commons such as Facebook, young Filipinos living with mental health conditions expressed that they encountered these forms or instances of invalidation and stigma online through language. They said that language is a mechanism that could help them address rude people and communities online that invalidate what they feel or express through their posts on their Facebook accounts or on the wall of the groups where they belong. Allan believed that stigma has always existed: "*There's been a stigma to mental health. As long as I can remember, as far as I know, there's always been a stigma to it.*"

Because this stigma and invalidation are both extant online, effective communication through language is considered a method to fight these. Instead of being swayed easily by the invalidation of others virtually, Marie strengthened herself by giving herself the validation she needs for what she thinks or feels.

With virtual, there are a lot of people who are, as they say,

woke in regard to this matter. It would help me better to

communicate without any filter to these people or virtually.

There are a lot of people that could back me up, validate what

I'm feeling.

People living with mental health issues use Facebook as a platform not to get attention or get noticed but to express themselves because there are emotions they cannot just express to people physically or in physical society because they are afraid of the stigma. However, stigma and invalidation are inevitable, even online. Invalidation is also heavily rooted in gender stereotypes in Filipino communities, or even globally, that men should not be weak or vulnerable to mental health issues.

They say that my thoughts and emotions are not valid at all.

They also say that I should be strong since I am a man. I should

not be emotional. Like that.

This experience is also common to Marie, who honestly talked about how she experienced cyberbullying, which led to her depression. For her, Facebook is no longer a safe space to be authentic by expressing what she feels or thinks. Facebook, for her, is a very guarded virtual common where people stare at you and judge you in no time.

... I am not being authentic to myself. I feel like when I post

something, and people are looking at me. Then, when I say

something like that, they will say something too to invalidate

my feelings or what I am expressing. Before, what I advocated,

I was still passionate about. However, now, it's challenging to

be authentic. It seems like I am just taming myself. I am no

longer my authentic self. I think it's for the best to avoid things.

I think I'm lost…

People invalidate and tolerate this stigma because they do not understand the situation of these people dealing with depression. This is what the interviewed young Filipinos feel about and see with all their experiences of stigma, not only physically but also virtually. One common belief they hold is that language helps fight this stigma and counter this invalidation that people often do on virtual commons.

There are times that I use profound language. That is why other

people seem not to understand, so they resort to labeling you

like this and like that. If you look at it, what I want to say is

simple. That is the very importance of language.

Amidst the stigma and invalidation experienced by the interviewees, expressing themselves on virtual commons such as Facebook is still helpful for them to counter any form of ignorance about mental health. For them, language is an effective mechanism to let themselves out continually. However, to some degree, there is frequently self-censorship because of the fear of experiencing invalidation or stigma from the virtual community. This struggle is very true for Kate, who considers herself a person who best expresses herself through writing. For her, she does self-censorship to avoid experiencing this stigma. However, she still recognizes the need to

express herself, considering that she is a writer and has a mental health condition. This way, she could cope with what she is going through despite the stigma by having a powerful presence on a virtual platform like Facebook.

> *I practiced self-censorship to the degree that I needed to undo it because it became an obstacle. At first, it was like a positive coping mechanism because I became more discerning of my audience, and, of course, I needed to protect myself from discrimination or rejection over and over again. However, it came to the point that I felt I couldn't be my full self around people, especially as a writer, which is hard because writing is my passion. Because stigma exists, I feel like I can't be my full self. I can't use the words I want to use. There's also this struggle because I have anxiety, depression, and everything else. Yes, people can talk about mental illness and keep sharing quotes on Facebook that it is okay not to be okay, but those don't apply to me. Sometimes, even though there's this discussion about how everyone has a bad day and that it's normal or that even if you have depression, it does not make you less of a person. I feel like talking about it. Understanding how to live with it and talking about it are two very different things. In some way, I feel like, I am still a burden. You know, the stigma runs deep.*

People with mental health issues struggle with using language to express themselves or communicate with people around them, physically or virtually. However, they also see this language as a mechanism for them to fight the existing and inevitable stigma that exists not only in society but also on virtual commons such as Facebook. Language is used by people who mock, insult, or invalidate them, and they also use it to fight against all these.

Means of Getting Help and Attention. A virtual common such as Facebook could be a safe space for self-expression. However, it is not always the case, as invalidation and stigma also exist on Facebook and other social media platforms, most notably when people with mental health conditions express how they feel or think. Young Filipinos living with mental health conditions and fighting silent battles have been struggling in search of a safe space where everyone can understand their mental health situation. Up until now, they have lived by these experiences. Although they have experienced invalidation and stigma online, it does not stop them from expressing themselves and getting help and attention from virtual commons such as Facebook. Anna shared that seeking help and attention exists online as she experienced this. When she expresses herself online, she feels glad she gets the attention and concern she needs from those who value her.

> *...as time passed, it was more of seeking help than expressing myself. A lot of people would message me where are you, what happened, how may I help you, these types of messages. It varies from one person to another.*

For one of the interviewees, language could be used to express that she needed the help she could get from online communities and other forms of support systems she had. If not for seeking help from virtual commons such as Facebook, specifically online communities, she would have committed suicide long ago.

> *I cannot emphasize the importance of seeking help because had I not sought help or had no community to get help from, I wouldn't be here and be able to share my story. If you can message at least one person and express how you feel, do it. It's more important to seek help because it can save your life.*

Another interviewee, Shane, had the same realization based on her experience expressing herself to seek attention and help online. With her cyberbullying experience, she had a hard time trusting people online. This is why she sees language as an effective means of getting attention from people she can trust online.

> *Language has a significant purpose because it's how I express myself, even if I do not directly say that I need help. I examine if this person can understand when I open up.*

One benefit of asking for help and seeking attention on a virtual common these young Filipinos shared is that there are people who make themselves readily available to them during their darkest times. Josh had an encouraging experience when he posted something on Facebook and felt down at first as he noticed people were negligent of how he felt; one of his friends reached out to him virtually and showed concern.

> *One friend of mine also reached out to me, which was unlikely*
>
> *for her, to reach out, and didn't judge me at all. It was a good*
>
> *interaction. She called me late at night, talked me thru it, talked*
>
> *me thru everything, listened to me rant about how awful that*
>
> *night was. Yeah, I was thankful for that.*

On Facebook, the participants use language to express that they need attention and help from people. They post on Facebook and other virtual commons such as Twitter when they need someone to talk to.

> *Sometimes, I saw this post stating that when you share*
>
> *inspirational quotes, most likely, you could be doing better. It's*
>
> *true because those softer or more emotional posts are usually*
>
> *shared by people who struggle and have made them more open*
>
> *about talking about those struggles. In a way, that's true. Yes,*
>
> *the depth of what a person goes through can be seen through*
>
> *the kinds of words they use and how much they are willing to*
>
> *elaborate on a certain struggle.*

Another important thing to notice is how these interviewees' experiences with Facebook groups allowed them to seek help, get attention, and encounter the support they wanted. In a virtual common such as Facebook, they acknowledge that it is difficult sometimes to get that help and attention. However, available virtual commons provide depressed people with a safe space to freely express themselves and enjoy a support system that understands every bit of their situation.

Mae affirms this by sharing her experience being an active member of a Facebook group where she uses language to interact, empower, and seek support from the members.

>*...I feel like it's a very safe space to the point that when I post something, my mental health concern, I have to follow the format, put a trigger warning, and I would get messages of support from strangers. There is no shaming, there is no invalidation. I think that is very important. So the difference when I post on my personal account is sometimes the people invalidate me like in the other group, I get people who support me, regardless of who I am, regardless of my story, and my posts.*

Apart from the opportunity to interact with other people who have the same condition as theirs, some believe that by joining these virtual groups and by using language to understand their struggles better, they get to understand themselves more and identify the best coping that could be used to address the mental health issue.

Despite the invalidation and stigma that depressed people experience virtually, it must be noted that there are also good things they can get from sharing or expressing themselves on a virtual common such as Facebook. For them, there are rewarding experiences from using language in communicating or expressing the need for help and attention in virtual commons. For instance, Marie posited that when she seeks help by expressing herself, she knows she is not alone in her battle against mental health issues.

> *I also realized that what I was going through was*
>
> *not precisely not average or shouldn't have been that hard. I*
>
> *also learned that there are lovely people out there. You have to*
>
> *meet them also halfway. People will never know what's going*
>
> *on inside of your mind. You have like to take the brave step to*
>
> *get out of there.*

Language is a means for depressed people to get help and attention on virtual commons. Depressed people or people who suffer from mental health conditions utilize language to point out to people that they need help in various forms, such as lending an ear to hear out struggles and providing support and encouragement in facing difficult life situations brought about by mental health issues. Language is more than just an instrument that can be used in self-expression; it is also a tool for depressed people to directly or indirectly tell people that they are struggling and need time, support, and love.

What Now? How are SDGs Helpful?

In a report by Inquirer (Baclig, 2023), the Philippines ranked 95 of the 163 countries attempting to achieve the SDGs. The country's score is 66.4 of 100, comparably higher than its scores in 2020 (66.09) and 2021 (66.52). However, the big question is if the Philippines is paving well with mental health, as contextualized in SDGs 3, 4, and 10.

The Philippines continually faces significant challenges in SDGs 3 (Good Health and Well-Being) and 10 (Reduced Inequalities) while it remains on track with SDG 4 (Quality Education). Continually progressing in achieving its goals, the Philippines is still promising in the

sense that the nation can still look forward to more sustainable initiatives and policy reforms that can help address existing problems, for example, mental health and its entailing stigma.

Based on the experiences exposed by the young Filipinos interviewed in the study of Aperocho and Tarusan (2022), it can still be gleaned that mental health issues continually impair the normal lives of some Filipinos. This is worsened by the never-ending stigma in the bigger societal structure in the Philippines that places the community of people with mental health conditions in a small box, where inequalities are experienced, and opportunities are limited.

SDG 3 on Good Health and Well-Being is a good reminder that the Department of Health in the Philippines needs to continually promote mental health awareness and intensify initiatives to combat suicide and curtail the skyrocketing cases of deaths caused by mental health illnesses. The national health budget should also allocate higher funding for mental health support and other psychological and psychosocial support to Filipinos with mental health conditions. One significant action to address this is the increase in the national budget allotted for mental health, from 568 million in 2022 to one billion in 2023 (Torregoza, 2022). This is also a good call for the local government units to implement more community programs to help people cope with their mental health problems and provide more accessible and affordable support and healthcare facilities that will aid these people in seeking professional help. The SGD 3 is also a good reminder that the inability of most Filipinos to express themselves because of the stigma limits them so much from seeking help and professional support. Therefore, Filipino communities need to be responsible agents of help to those living in and fighting silent battles to empower them

more to take the courage to seek professional help and avail government programs or other forms of a private help.

SDG 4 (Quality Education), on the one hand, is an important reminder for the educational sector to do its role in fighting this mental health stigma and teach the learners the importance of tolerance, respect, and understanding as values needed to support people living with mental health conditions. ReachOut Australia (2023) underscores schools' primary role in reducing stigma in classrooms and the broader school community. In this matter, Philippines schools, regardless of level, need to intensify their programs to educate learners about mental health and promote equality for everyone to avoid even micro-forms of stigma in bigger communities. Curricular revisions and educational policy reforms may also be taken into effect to intensify learners' involvement in fighting stigma and raising awareness. Furthermore, putting more emphasis on discipline and values education, for both private and public academes, is very much needed to ensure that all learners, regardless of age, are imbibing the right values needed to interact with people living with mental health conditions and to fight stigma and avoid it from multiplying in Filipino communities.

Finally, SDG 10 (Reduced Inequalities) is the best reminder that Filipino communities must take part in achieving this national development goal and in ensuring the microstructure is a safe space that they do not need to find online. As expressed by the interviewees, they go to Facebook and other social media platforms or virtual communities because it is where they feel safer (although not anymore, in the present case). It is time for the bigger Filipino communities to fight inequalities not only through public or private policies but also through humanistic

approaches that help deal with stigma. As unraveled, many social institutions enforce a hegemonic understanding of how mental health should be dealt with, which is very conservative and faith/culture-based; hence, these bigger structures should reduce inequalities by reflecting more understanding and tolerance. Filipino families may become the primary support source for these individuals with mental health conditions. By showing help and support, these people will feel stronger in dealing with their condition. Churches should also be more tolerant by avoiding any form of micro-aggressions that circle back people's mental health conditions to their lack of faith or absence thereof. While strong faith could help, there are other ways to support these people, apart from blaming them more from a religious perspective. Employers can also support people with mental health illnesses by implementing work policies or hiring mechanisms that promote equality or provide equal opportunities for growth and learning in the workplace. Stronger mental health programs can also be implemented to help employees who might have been dealing with mental disabilities or stress resulting in severe mental illnesses.

With this, how can the Philippines continually move forward and achieve these goals by 2030? The country may have to paddle farther to attain its goals, but small achievements are integral to the big ones. Hence, small efforts can already bring a big impact on the goal. For Filipinos living with mental health conditions, language plays an important role. Therefore, this should be used like an armory, protecting them from various forms of societal stigma. While there is a challenge in countering this stigma, and there are people continually engaging in this, it should be remembered that language and communication help educate and raise awareness, apart from expressing. As SDGs 3, 4, and 10 continually promote mental health inclusion and

protection, Filipino communities are still assured that policies are on the roll, initiatives are in place, and changes await tomorrow.

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III. Glossary of Terms

Depressive Language. This term refers to the language used by people living with mental health conditions, either diagnosed or not, to express themselves in various platforms and contexts.

Macrostructure. This refers to the bigger social structure that enforces a specific ideology or sets a hegemonic understanding that results in stigma and power play.

Microstructure. This refers to the smaller, vulnerable, or marginalized social structure in any community that struggles to counter any hegemonic perspective of their shared principles and norms.

People Living with Mental Health Conditions. This refers to the group of individuals who have been experiencing mental health issues, whether clinically diagnosed or not, as long as signs of mental health illnesses are prevalent.

Stigma. This refers to any act of stereotype, prejudice, discrimination, or judgment against a specific marginalized group in a bigger community.

CHAPTER 8

TRUST DEFICIT A CHALLENGE TO SUCCESS OF SUSTAINABLE DEVELOPMENT GOALS IN AFRICA

Bolaji Jubril

University of Portsmouth UK

Oluwaseun Samson Sojinu

University of Lagos

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Bolaji Jubril

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Oluwaseun Samson Sojinu

University of Lagos

Outline for book chapter on

Abstract

I. Introduction

A. Background

B. Purpose of the chapter

C. Objectives of the chapter

II. Defining Trust Deficit

A. Definition of trust deficit

B. Manifestations of trust deficit in Africa

1. Corruption as a manifestation of trust deficit in Africa

2. Nepotism as a manifestation of trust deficit in Africa

3. Lack of accountability

III. Impact of Trust Deficit on the SDGs in Africa

A. Impact on health sector

B. Impact on education sector

C. Impact on economic development

D. Impact on environmental sustainability

Abstract

Trust is an essential element of any society's development. It is necessary for individuals and groups to believe in one another and their institutions, and this belief is critical for the successful implementation of the Sustainable Development Goals (SDGs) in Africa. For Africa trust deficit between the people and their institutions, presents a significant challenge to the success of the SDGs. Trust deficit refers to the lack of confidence or belief in individuals, groups, or institutions. Trust is a fundamental element of any society's development, as it enables individuals to cooperate and work together towards common goals. This work has attempted to explain the use of trust matrix and how it can be applied in the African contexts, while providing case studies from Kenya, Nigeria, and South Africa to demonstrate its effectiveness. The research is purposed to raise awareness about the challenge of trust deficit in Africa and its impact on the success of the Sustainable Development Goals and its potential achievement, and to propose potential solutions to address this challenge. The impact of trust deficit is significant and the outcome of this research reveals that it hinders cooperation and collaboration, making it challenging for the continent to achieve the SDGs. Addressing trust deficit is critical for the successful implementation of the SDGs in Africa. Several measures can be taken to build trust in individuals, communities, and institutions.

Background

Africa, as it is with many other regions of the world, is been faced with significant development challenges (World Bank. 2019). Although the continent has made some progress towards achieving the Sustainable Development Goals (SDGs), which is a global agenda aimed at ending poverty, protecting the planet, and ensuring prosperity for all. Nevertheless, the progress has been uneven, and many nations in continent continues to struggle with poverty, inequality, and underdevelopment. Part of the key challenges to achieving the SDGs in the continent of Africa is the lack of trust between citizens, governments, and other stakeholders (United Nations, 2021). Trust is an indispensable element of development. It is the glue that binds individuals, communities, and institutions together. Trust enables people to work together towards common goals, to cooperate, and to build lasting relationships. Trust is also a critical factor in creating an enabling environment for development. According to the Organisation for Economic Co-operation and Development (OECD, 2013), trust in governments, markets, and institutions is essential to generate support for necessary reforms. In contrast, low levels of trust can lead to reduced compliance with rules and regulations, making it more challenging to invest in the future. Without trust, it is difficult to establish the social, political, and economic conditions necessary for sustainable development. Unfortunately, trust is in short supply in many parts of Africa. The continent has a long history of colonialism, slavery, and exploitation, which has left a legacy of distrust and suspicion among different groups. In addition, many African countries have experienced periods of authoritarian rule, corruption, and economic

mismanagement, which have further eroded trust in government and institutions. This lack of trust creates a significant obstacle to achieving the SDGs in Africa, as it undermines cooperation, hinders innovation, and slows progress towards development goals.

1.1 Purpose of chapter

The purpose of this chapter is to explore the challenge of trust deficit and its impact on the success of the Sustainable Development Goals (SDGs) in Africa. The chapter aims to provide a comprehensive analysis of the causes and manifestations of trust deficit in Africa, as well as its impact on key sectors such as health, education, economic development, and environmental sustainability. Furthermore, the chapter aims to identify the factors that contribute to trust deficit in Africa, including historical, political, cultural, and economic factors. The chapter also seeks to propose potential solutions and strategies to address trust deficit in Africa, such as strengthening governance and accountability, promoting transparency and openness, engaging communities, promoting ethical leadership, and building trust through social capital. Moreover, this chapter introduces the concept of the trust matrix, a tool that can be used to assess and measure trust levels within societies and institutions. The chapter explains how the trust matrix can be applied in African contexts and provides case studies from Kenya, Nigeria, and South Africa to demonstrate its effectiveness. Generally, the chapter's purpose is to raise awareness about the challenge of trust deficit in Africa and its impact on the success of the SDGs, and to propose potential solutions to

address this challenge. The chapter aims to contribute to the global discourse on trust and development, with a focus on African contexts.

1.2 Objective of the chapter

The objectives of this chapter on trust deficit a challenge to SDG success in Africa are:

i.   To provide an in-depth understanding of the concept of trust deficit and its manifestations in Africa. The chapter will define trust deficit, identify its key manifestations in Africa, and explain how it undermines development efforts.

ii. To examine the impact of trust deficit on the success of the SDGs in Africa. The chapter will analyze how trust deficit hinders progress towards achieving the SDGs in key sectors such as health, education, economic development, and environmental sustainability.

iii. To identify the factors that contribute to trust deficit in Africa. The chapter will explore the historical, political, cultural, and economic factors that contribute to trust deficit in African societies and institutions.

iv. To propose potential solutions and strategies to address trust deficit in Africa. The chapter will suggest potential solutions and strategies to address trust deficit in Africa, such as strengthening governance and accountability, promoting transparency and openness, engaging communities, promoting ethical leadership, and building trust through social capital.

v.   To introduce the concept of the trust matrix and demonstrate its application in African contexts. The chapter will introduce the trust matrix as a tool to measure trust levels within societies and institutions and provide case studies from Kenya, Nigeria, and South Africa to demonstrate its effectiveness.

vi. To provide recommendations for future research on trust and development in African contexts. The chapter will provide suggestions for future research on trust and development in Africa, including the need for more empirical studies on trust levels and the effectiveness of interventions to address trust deficit.

vii. Overall, the chapter's objectives are to provide a comprehensive analysis of the challenge of trust deficit in Africa and its impact on the success of the SDGs, as well as propose potential solutions and strategies to address this challenge. The chapter aims to contribute to the global discourse on trust and development, with a focus on African contexts.

2. Definition of trust deficit

Trust deficit refers to the lack of trust or confidence that individuals or groups have in each other, as well as in institutions and systems that are supposed to serve them.(Kramer, & Lewicki 2010; Flew,2021) It is a situation where there is a breakdown of trust between individuals, communities, and institutions, resulting in suspicion, cynicism, and apathy. Trust deficit is a significant obstacle to development, as it hinders cooperation, slows progress, and undermines the effectiveness of policies and programs aimed at achieving development goals. In the context of Africa, trust deficit is a pervasive challenge that affects various aspects of society, including politics, governance, economics, and social relations (Edelman, 2020).

2.1 Manifestation of trust deficit in Africa

According to various sources, trust deficit in Africa manifests in multiple ways, including lack of trust in political institutions, ethnic and religious mistrust, suspicion of foreign aid,

distrust in the private sector, lack of trust in healthcare and educational systems, mistrust in media, and civil society organizations. Many Africans perceive political institutions (Naidoo, 2021) as corrupt, ineffective, and unaccountable, leading to a lack of trust in government, parliament, and the judiciary Mistrust and tension between ethnic and religious groups often result in violence, conflicts, and social unrest. Suspicion of foreign aid stems from the perception that it is a means of exerting political influence or advancing Western interests, making it difficult to implement development programs effectively. The private sector is also viewed with suspicion, especially multinational corporations, seen as exploiting natural resources, undermining labor rights, and evading taxes, resulting in negative social and environmental impacts. Lack of trust in healthcare systems leads to low utilization of health services, poor health outcomes, and reluctance to participate in health interventions. Limited trust in educational systems results in low levels of educational attainment, poor quality of education, and limited opportunities for social mobility. Mistrust in media often leads to limited access to accurate and reliable information and restricted freedom of expression. Lastly, civil society organizations are perceived as biased, self-serving, and unaccountable, leading to a lack of trust in their actions and motives. These complex manifestations of trust deficit in Africa affect many aspects of society and development, highlighting the need for concerted efforts to build trust and strengthen institutions (Adelopo & Rufai 2020).

2.2 Corruption as a manifestation of trust deficit in Africa

Corruption is a major manifestation of trust deficit in Africa that undermines social trust and affects economic growth, social welfare, and environmental sustainability (Lavallée.,

Razafindrakoto & Roubaud 2008).. Widespread corruption in Africa affects various sectors, including health, education, agriculture, and infrastructure, resulting in the misallocation of resources and suboptimal development outcomes. The lack of trust in government institutions and public officials contributes to the prevalence of corruption, as citizens perceive them as corrupt, self-serving, and unaccountable (Toyon, 2022). Corruption also undermines the rule of law, weakens democratic institutions, and promotes social inequality, favoring the rich and powerful at the expense of the poor and marginalized. Moreover, corruption erodes social trust by promoting a culture of dishonesty and unethical behavior, which undermines social cohesion and promotes conflict and instability. The culture of cynicism and apathy towards government institutions and officials, resulting from the lack of trust, contributes to low levels of reporting and conviction of corrupt practices, thereby perpetuating corruption. Corruption also undermines trust in the private sector, as it creates an environment of uncertainty and unpredictability, hindering investment and economic growth. To address corruption in Africa, there is a need to promote transparency, accountability, and good governance by building institutions that are transparent, accountable, and responsive to citizens' needs. Promoting an ethical culture, where integrity and honesty are valued and rewarded, is also crucial in combating corruption. Building trust between citizens and institutions is fundamental in promoting development and achieving the SDGs in Africa.

2.3 Nepotism as a manifestation of trust deficit in Africa

Nepotism is a practice that involves favoring family members or friends in employment, promotion, and other forms of opportunities, regardless of their qualifications or merits.

According to Abdalla, Maghrabi, and Raggad (1998), this practice undermines trust in government institutions and public officials, as well as in the private sector and civil society. It creates a perception of unfairness and injustice, which erodes public confidence in institutions and promotes a culture of cynicism and apathy. Nepotism is a pervasive challenge in many African countries, where it is often seen as a form of corruption. This practice results in the misallocation of resources, inefficiencies in service delivery, and suboptimal development outcomes. Nepotism also undermines merit-based systems, where opportunities should be awarded based on qualifications and merits rather than personal connections. This leads to a lack of trust in institutions and public officials, as well as a sense of exclusion and marginalization among citizens who do not have connections to those in power. Furthermore, nepotism contributes to the erosion of social trust, as it promotes a culture of favoritism and exclusion. It creates a sense of unfairness and injustice, which undermines social cohesion and promotes conflict and instability. Nepotism also undermines trust in the private sector, as it creates an environment of uncertainty and unpredictability, which hinders investment and economic growth (Zoogah, Peng, & Woldu, 2015). To address nepotism in Africa, there is a need to promote transparency, accountability, and good governance. This requires building institutions that are transparent, accountable, and responsive to the needs of citizens. It also requires promoting an ethical culture, where integrity and honesty are valued and rewarded. Building trust between citizens and institutions is essential for promoting development and achieving the SDGs in Africa.

2.4 Lack of accountability as a manifestation of trust deficit in Africa

The lack of accountability is a significant manifestation of trust deficit in Africa that undermines public trust in government institutions and public officials, as well as in the private sector and civil society (Kramer & Lewicki, 2010). It refers to the failure of public officials and institutions to be held responsible for their actions and decisions, which creates a perception of impunity and erodes public confidence in institutions. This lack of accountability is a pervasive challenge in many African countries where corruption, nepotism, and other forms of malfeasance often go unpunished. The lack of accountability results in the misallocation of resources, inefficiencies in service delivery, and suboptimal development outcomes. Moreover, it undermines democratic institutions, as it creates a perception that citizens' voices and concerns are not heard or addressed, leading to a lack of trust in institutions and public officials, as well as a sense of exclusion and marginalization among citizens. Furthermore, the lack of accountability contributes to the erosion of social trust, as it promotes a culture of dishonesty and impunity, which creates a sense of unfairness and injustice, undermining social cohesion and promoting conflict and instability. The lack of accountability also undermines trust in the private sector, as it creates an environment of uncertainty and unpredictability, hindering investment and economic growth. To address the lack of accountability in Africa, promoting transparency, accountability, and good governance is essential (Okeyim, Ejue, & Ekanem, 2013). Building institutions that are transparent, accountable, and responsive to the needs of citizens is necessary. Additionally, promoting an ethical culture where integrity and honesty are valued and rewarded is vital.

Building trust between citizens and institutions is necessary for promoting development and achieving the SDGs in Africa.

3.0 Impact of trust deficit on the SDGs in Africa

The impact of trust deficit on the Sustainable Development Goals (SDGs) in Africa is significant and well documented in academic literature. Studies have shown that trust deficits undermine efforts to achieve the SDGs, as they create a sense of cynicism, apathy, and exclusion among citizens (Guha, & Chakrabarti. 2019). This makes it difficult to mobilize public support and participation for development efforts. One of the ways trust deficits impact the SDGs in Africa is by creating a lack of confidence in institutions and public officials. This reduces the credibility of development policies and initiatives, making it difficult to garner public support and participation. Without public support, it is difficult to achieve the SDGs, as development requires the active involvement and engagement of all stakeholders (Jubril. & Samson 2022), including citizens, civil society, and the private sector. Moreover, trust deficit undermines the effectiveness of development efforts, as it leads to the misallocation of resources, inefficiencies in service delivery, and suboptimal development outcomes. Corruption, nepotism, and lack of accountability often result in the diversion of resources away from development priorities, such as education, health, and infrastructure. This hinders progress towards the SDGs, as it limits access to essential services and perpetuates poverty and inequality.

Trust deficit also contributes to the erosion of social trust, as it creates a culture of exclusion and marginalization. This undermines social cohesion and promotes conflict and instability,

which hinders progress towards the SDGs. Social trust is essential for promoting cooperation and collaboration among stakeholders, as well as for building resilient communities that can withstand shocks and crises. To achieve the SDGs in Africa, there is a need to address trust deficit and build trust between citizens and institutions. This requires promoting transparency, accountability, and good governance, as well as strengthening democratic institutions and promoting citizen participation. Building trust requires a long-term commitment to promoting inclusive and sustainable development that addresses the root causes of trust deficit, such as poverty, inequality, and exclusion. Trust deficit is a major obstacle to achieving the SDGs in Africa, and addressing it requires a multifaceted approach that promotes transparency, accountability, and good governance, as well as strengthening democratic institutions and promoting citizen participation. Building trust between citizens and institutions is essential for promoting inclusive and sustainable development and achieving the SDGs in Africa.

3.1 Impact on the health sector

According to the World Health Organization (WHO), trust is essential for the effective functioning of health systems and for achieving universal health coverage, which is a key component of SDG 3 (World Health Organization, 2020). However, trust deficit has a significant impact on the health sector in Africa, hindering progress towards achieving the SDGs related to health. One of the ways trust deficits impacts the health sector is by reducing public trust in health institutions and professionals. Studies have found that public trust in health systems is often low in African countries due to a lack of transparency, accountability,

and poor quality of care. This lack of trust can lead to a lack of adherence to health interventions, reducing the effectiveness of these initiatives (Baker, 2020). For example, a study in Nigeria found that low levels of trust in health workers contributed to a low uptake of vaccination programs. Trust deficit also undermines the effectiveness of health systems in Africa. Corruption and nepotism can lead to the mis-allocation of resources, resulting in a lack of essential health services, particularly in rural and marginalized areas. Inefficient and poorly managed health systems lead to a lack of accountability, which further erodes public trust in health institutions. Moreover, trust deficit hinders progress towards achieving the SDGs related to health in Africa. For example, achieving SDG 3 requires building trust between citizens and health systems to promote access to essential health services, reduce health inequalities, and improve health outcomes. Similarly, SDG 6 aims to ensure access to clean water and sanitation, which requires building trust in water and sanitation systems. Lack of trust in these systems can lead to a lack of adherence to water and sanitation standards, leading to waterborne diseases and other health problems (United Nations, 2020).

To address trust deficit in the health sector, there is a need to promote transparency, accountability, and good governance. This requires building strong health systems that are transparent, accountable, and responsive to the needs of citizens. It also requires promoting an ethical culture in the health sector, where integrity and honesty are valued and rewarded. Building trust between citizens and health institutions is essential for promoting health and well-being in Africa and achieving the SDGs related to health (World Health Organization, 2020).

3.2 Impact on education sector

Trust deficit has been identified as a major challenge affecting the education sector in Africa. According to a study by the African Union, the lack of trust between citizens and educational institutions has contributed to a decline in education quality and access, thereby hindering efforts to achieve the SDGs related to education. One of the ways trust deficits impacts the education sector in Africa is by reducing public trust in educational institutions and professionals. This leads to a lack of confidence in the quality of education provided, (Brinkerhoff., Wetterberg, & Wibbels, 2018) which in turn makes it difficult to mobilize public support and participation for education initiatives. This lack of trust can also lead to a lack of enrollment and attendance in schools, reducing the effectiveness of education initiatives. Moreover, trust deficit undermines the effectiveness of education systems by creating inefficiencies and misallocation of resources. According to a report by UNESCO, corruption and nepotism can lead to the diversion of resources away from education priorities, such as building schools or hiring qualified teachers, resulting in a lack of quality education, particularly in rural and marginalized areas. Inefficient and poorly managed education systems further erode public trust in educational institutions by creating a lack of accountability and transparency. Furthermore, trust deficit hinders progress towards achieving the SDGs related to education. For instance, SDG 4 aims to ensure inclusive and quality education for all, which requires building trust between citizens and educational systems. Lack of trust in educational systems can result in a lack of investment in education, leading to a lack of quality education opportunities. To address trust deficit in the education sector, there is a need to promote transparency, accountability, and good governance.

According to Dube and Jumbe, this can be achieved by building strong education systems that are transparent, accountable, and responsive to the needs of citizens. Promoting an ethical culture in the education sector, where integrity and honesty are valued and rewarded, can also help to build trust between citizens and educational institutions. By addressing trust deficit, it is possible to promote quality education in Africa and achieve the SDGs related to education.

3.3 Impact on economic growth and development

Trust deficit has a significant impact on economic growth and development in Africa. It undermines efforts to promote inclusive and sustainable economic growth, which is a key goal of the SDGs (Sustainable Development Goals). One of the ways trust deficits impacts economic growth and development is by reducing foreign investment in Africa. Investors are often hesitant to invest in countries with high levels of corruption, nepotism, and lack of accountability, as these factors increase the risks and uncertainty associated with investing. This lack of investment can lead to a lack of economic growth and development opportunities, which hinders progress towards achieving the SDGs related to economic growth, such as SDG 8 (decent work and economic growth).

Trust deficit also undermines the effectiveness of economic policies and institutions. Corruption and nepotism can lead to the misallocation of resources and inefficiencies in the use of public funds, which reduces the effectiveness of economic policies and institutions. This can lead to a lack of trust in government institutions, which further undermines efforts to promote economic growth and development. Moreover, trust deficit hinders progress towards

achieving the SDGs related to economic growth and development. For example, SDG 8 aims to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. This requires building trust between citizens and economic institutions, promoting transparency and accountability in economic policies, and creating an enabling environment for investment and innovation. Lack of trust in economic institutions can result in a lack of investment in the economy, leading to a lack of opportunities for employment and economic growth. To address trust deficit in the economic sector, there is a need to promote transparency, accountability, and good governance. This requires building strong economic institutions that are transparent, accountable, and responsive to the needs of citizens. It also requires promoting an ethical culture in the economic sector, where integrity and honesty are valued and rewarded. Building trust between citizens and economic institutions is essential for promoting sustainable economic growth and development in Africa and achieving the SDGs related to economic growth.

3.4 Impact on environmental sustainability

Trust deficit has a significant impact on environmental sustainability in Africa, as noted by several studies. Corruption and lack of accountability can lead to the exploitation of natural resources without regard for their long-term sustainability, as evidenced by illegal logging and poaching in many African countries. This can have long-term negative impacts on the environment and the people who depend on these resources for their livelihoods. In addition, lack of trust in government institutions can hinder efforts to address environmental challenges. If citizens do not trust the government to enforce environmental regulations, they

may be less willing to cooperate with these regulations, leading to a lack of progress in achieving environmental sustainability. Moreover, lack of trust can also lead to a lack of investment in environmentally sustainable projects in African countries, as investors perceive the risks to be too high. To address trust deficit in the environmental sector, promoting transparency, accountability, and good governance is crucial. This requires building strong institutions that are transparent, accountable, and responsive to the needs of citizens. It also requires promoting an ethical culture in the environmental sector, where integrity and honesty are valued and rewarded. Building trust between citizens and environmental institutions is essential for promoting environmental sustainability in Africa and achieving the SDGs related to environmental sustainability.

4.0 Factors contributing to trust deficit in Africa

Trust deficit in Africa is caused by a combination of historical, political, economic, and social factors. According to Nunn & Wantchekon (2011), one of the historical factors contributing to trust deficit in Africa is the legacy of colonialism. During the colonial period, many African countries were ruled by foreign powers, who often used violence and coercion to maintain their control. This has created a deep mistrust of institutions, as many Africans see government institutions as tools of oppression rather than as protectors of their rights. Political factors also contribute to trust deficit in Africa. Many African countries have experienced periods of authoritarian rule, where governments have used violence and coercion to maintain their power. This has created a deep mistrust of government institutions,

as citizens often see them as tools of repression rather than as representatives of the people. Economic factors also contribute to trust deficit in Africa. According to the World Bank (2020), many African countries have experienced economic crises, which have led to high levels of poverty and inequality. This has created a sense of disillusionment among citizens, who feel that government institutions are not doing enough to address their economic concerns. Social factors also contribute to trust deficit in Africa. Many African countries are characterized by high levels of ethnic and linguistic diversity, which can create a sense of mistrust between different groups (Ilorah, R. 2009). This mistrust can be further compounded by religious differences, as well as differences in social class and gender. Moreover, corruption and lack of accountability in government institutions also contribute to trust deficit in Africa. Cultural factors have also been identified as contributing to trust deficit in Africa. Corruption is a major problem in many African countries, and when citizens perceive that government institutions are corrupt and unaccountable, they are less likely to trust them.

4.1 Historical factor

The legacy of colonialism is widely recognized as a historical factor contributing to trust deficit in Africa (Njoku,2005 & Hutchison 2011). European powers colonized many African countries in the late 19th and early 20th centuries, and the effects of colonialism continue to impact African societies today. During the colonial period, European powers imposed new systems of governance and administration in Africa, disrupting traditional political, social, and economic structures. This created a deep mistrust of institutions, as many Africans see government institutions as tools of oppression rather than as protectors of their rights.

Moreover, colonialism created a sense of inferiority and subjugation among Africans, which has led to a lack of trust in the abilities and intentions of government institutions. The legacy of colonialism can also be seen in the arbitrary borders that were drawn by European powers on the African continent. These borders ignored existing political, social, and cultural structures and divided ethnic groups, leading to a sense of fragmentation and division among African countries. This has created a lack of trust between different ethnic and linguistic groups, which can further exacerbate the trust deficit in African societies. The legacy of colonialism is a historical factor contributing to trust deficit in Africa. Addressing these historical issues is essential for building trust between citizens and government institutions and promoting sustainable development in the region.

4.2 Political factor

Political factors, such as authoritarian rule, lack of accountability, corruption, political instability, and conflict, have contributed significantly to trust deficit in Africa. Many African countries have experienced periods of authoritarian rule where governments have used violence and coercion to maintain power, leading to a deep mistrust of government institutions. Weak democratic institutions and a lack of accountability have created a culture of impunity, where government officials engage in corrupt practices without fear of punishment, further eroding trust in government institutions. Moreover, political instability and conflict have also contributed to trust deficit in Africa. Violent conflicts in many African countries have led to the displacement of millions of people and the destruction of infrastructure and institutions, creating a sense of insecurity and mistrust among citizens.

These conflicts have also created a lack of faith in the ability of government institutions to provide for basic needs. Addressing these political factors is crucial for building trust between citizens and government institutions, and for achieving the Sustainable Development Goals (SDGs) in Africa. Strengthening democratic institutions, promoting accountability and transparency, addressing corruption, and promoting peaceful conflict resolution are all critical steps in rebuilding trust between citizens and government institutions.

4.3 Cultural factor

Cultural factors have been identified as contributing to trust deficit in Africa. The continent is home to a diverse range of ethnic and linguistic groups, each with their own unique cultural traditions and norms. Several cultural factors have been identified as contributing to the lack of trust between citizens and government institutions in Africa. One cultural factor that contributes to trust deficit in Africa is the traditional concept of authority. In many African societies, authority is hierarchical, with those in positions of power expected to be respected and obeyed. This has created a culture of deference to those in power, and a reluctance to question or challenge authority. As a result, citizens are often hesitant to voice their concerns or to hold government officials accountable for their actions. Cultural factors such as deference to authority, communalism, and fatalism contribute to low levels of trust in government institutions in Nigeria. The authors suggest that these cultural factors make it difficult for citizens to hold government officials accountable, and may discourage them from participating in civic activities. Moreover, in many African societies, there is a strong emphasis on communal values and the collective good. While this can be a strength, it can

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also lead to a lack of individual accountability, as individuals may feel that their actions are not their own responsibility, but rather the responsibility of the community as a whole. This can create a lack of trust in government institutions, as citizens may feel that their individual needs and concerns are not being heard or addressed. The emphasis on communalism and the collective good contributed to a lack of trust in government institutions, particularly in the areas of healthcare and education. The authors suggest that efforts to build trust in government institutions must take into account the cultural values and norms of the communities they serve. Another cultural factor that contributes to trust deficit in Africa is the prevalence of traditional practices and beliefs, such as witchcraft and superstition. These practices can lead to a lack of trust in modern institutions and technologies, as well as a reluctance to seek help or support from outside sources. This can be particularly problematic in areas such as healthcare, where traditional beliefs and practices may discourage individuals from seeking modern medical care. A study conducted in Nigeria by Olawepo and colleagues found that traditional beliefs and practices contributed to a lack of trust in modern healthcare institutions, particularly in the areas of maternal and child health. The authors suggest that efforts to build trust in healthcare institutions must take into account traditional beliefs and practices, and work to address misconceptions and promote evidence-based practices.

4.4 Economic factors

Economic factors are significant contributors to the trust deficit in Africa. Economic inequality and poverty are pervasive in many African countries, with a small elite controlling a large share of the wealth while the majority of the population lives in poverty. According to

a report by Oxfam International, the top 1% of the population in Africa owns over 70% of the continent's wealth, which has led to a sense of disenfranchisement and alienation among many citizens, who feel that their voices are not being heard and that the government is not working in their best interests. The lack of economic opportunities and high levels of unemployment in many African countries have contributed to a sense of hopelessness and despair among young people. According to the African Development Bank, youth unemployment rates in Africa are among the highest in the world, with an estimated 60% of the unemployed population being under the age of 25. This has led to an increase in social unrest, as well as a growing trend of migration to other countries in search of better opportunities. Moreover, corruption and the misuse of public resources have also contributed to trust deficit in Africa. According to Transparency International, Africa is the second most corrupt region in the world, with corruption eroding public trust in government institutions and undermining economic growth and development. When public officials use their positions for personal gain, rather than for the public good, this creates a sense of disillusionment and mistrust among citizens. Additionally, the lack of transparency and accountability in economic decision-making processes has also contributed to trust deficit in Africa. According to the United Nations Economic Commission for Africa (UNECA), transparency and accountability are critical components of good governance and economic development, and a lack of these principles can undermine trust in government institutions. When citizens do not have access to information about how public resources are being used, they are less likely to trust the government and its institutions. Economic factors contribute to trust deficit in Africa by creating economic inequality, poverty, and unemployment, which

lead to a sense of disenfranchisement and alienation among citizens. Corruption and the misuse of public resources also contribute to trust deficit, as does the lack of transparency and accountability in economic decision-making processes. Addressing these economic factors is essential for building trust between citizens and government institutions, and for achieving the SDGs in Africa.

5.0 Addressing Trust Deficit in Africa

Addressing trust deficit in Africa requires a comprehensive approach that tackles the root causes of the problem. Few suggestions and possible strategies that can be employed include:

Strengthening institutional frameworks: Building strong and accountable institutions is crucial for reducing trust deficit in Africa. This can be achieved by reforming the legal and regulatory frameworks that govern the operations of government institutions, as well as by enhancing the capacity and independence of key oversight institutions such as the judiciary and the anti-corruption agencies. According to the World Bank, institutional quality is a key factor in fostering economic growth and reducing poverty in Africa.

Enhancing transparency and accountability: Promoting transparency and accountability in government decision-making processes is essential for building trust between citizens and government institutions. This can be achieved by increasing public access to information, improving the quality and reliability of public data, and enhancing citizen participation in

decision-making processes. According to a study by the African Development Bank, transparency and accountability are critical for reducing corruption and building trust in government institutions.

Fighting corruption: Corruption is a major contributor to trust deficit in Africa, and efforts to combat it must be intensified. This can be achieved by implementing anti-corruption measures such as the creation of anti-corruption agencies, strengthening legal frameworks, and increasing public awareness of the negative effects of corruption. According to Transparency International, corruption is a significant challenge in Africa, with many countries ranking poorly on the Corruption Perceptions Index.

Addressing economic inequality: Economic inequality and poverty are major drivers of trust deficit in Africa. To address this, governments must implement policies that promote inclusive economic growth and development, such as investing in education and skills development, promoting entrepreneurship and innovation, and providing social safety nets for the most vulnerable. According to the United Nations, addressing inequality is critical for achieving the SDGs in Africa.

Strengthening social cohesion: Building social cohesion and promoting social inclusion is important for reducing trust deficit in Africa. This can be achieved by promoting respect for diversity, addressing ethnic and religious tensions, and strengthening community-based institutions such as traditional leaders and civil society organizations. According to the African Union, promoting social cohesion is a key element of the Agenda 2063, which aims to build a peaceful, prosperous and integrated Africa.

Promoting regional integration: Regional integration can help to address trust deficit in Africa by promoting economic growth, enhancing regional security, and fostering cultural exchange and cooperation. This can be achieved through the creation of regional economic communities, the harmonization of legal and regulatory frameworks, and the development of regional infrastructure. According to a study by the International Monetary Fund, regional integration can boost trade and investment in Africa, leading to higher economic growth and development.

Addressing trust deficit in Africa requires a multifaceted approach that tackles the root causes of the problem. Strategies such as strengthening institutional frameworks, enhancing transparency and accountability, fighting corruption, addressing economic inequality, strengthening social cohesion, and promoting regional integration can all contribute to building trust between citizens and government institutions, and for achieving the SDGs in Africa.
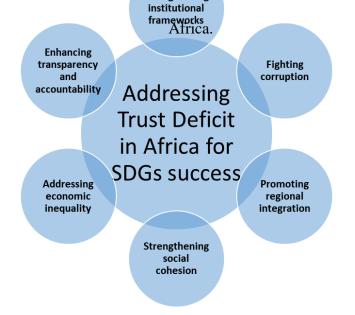
Figure 1: Trust Deficit in Africa

Table 1: Trust deficit matrix

Dimensions	Indicators
Accountability	Transparency in government operations Access to information Public participation in decision-making processes
Corruption	Incidents of corruption and bribery Perceptions of corruption in government institutions
Economic	Levels of economic inequality and poverty Levels of unemployment Quality and reliability of public data
Social	Ethnic and religious tensions Community-based institutions Respect for diversity
Regional	Regional economic integration Harmonization of legal and regulatory frameworks Development of regional infrastructure

Table 1 provides a trust deficit matrix that highlights some of the key dimensions of trust deficit and the indicators that can be used to measure them. By using this matrix, policymakers and development practitioners can identify the areas where trust deficit is most pronounced and develop targeted interventions to address the problem. Addressing trust

deficit in Africa is essential for achieving the SDGs and promoting sustainable development on the continent. By implementing strategies that promote institutional reform, transparency and accountability, anti-corruption measures, economic inclusion, social cohesion, and regional integration, governments and development partners can work together to build trust between citizens and government institutions and promote sustainable development in Africa.

5.1 Strengthening governance and accountability

Strengthening governance and accountability is an essential step towards addressing the trust deficit in Africa. Strong governance and accountability mechanisms can help to build trust between citizens and their leaders, as well as between different groups in society. This can be achieved through a range of measures, including:

Institutional reforms: Institutional reforms aimed at strengthening governance structures, including the judiciary, electoral commissions, and anti-corruption agencies, can go a long way towards building trust. Such reforms can help to improve transparency and accountability, reduce corruption, and promote citizen participation in decision-making.

Citizen participation: Encouraging citizen participation in governance processes can help to build trust between citizens and their leaders. This can be achieved through measures such as town hall meetings, public consultations, and participatory budgeting processes.

Strengthening transparency and accountability: Transparency and accountability are critical components of good governance. Measures aimed at improving transparency and accountability, such as open data initiatives and the use of technology, can help to build trust

by providing citizens with access to information and allowing them to hold their leaders accountable.

Strengthening anti-corruption efforts: Corruption is a major contributor to the trust deficit in Africa. Strengthening anti-corruption efforts, including through the implementation of stronger legal frameworks and the prosecution of corrupt officials, can help to rebuild trust between citizens and their leaders.

Strengthening the rule of law: A strong and independent judiciary is a critical component of good governance. Strengthening the rule of law, including through the promotion of judicial independence and the implementation of effective dispute resolution mechanisms, can help to build trust between citizens and their leaders.

Strengthening civil society: Civil society plays an important role in promoting good governance and accountability. Strengthening civil society organizations, including through the provision of funding and technical assistance, can help to build trust by promoting citizen engagement and participation in governance processes.

Strengthening media freedom: A free and independent media is critical to promoting transparency and accountability. Strengthening media freedom, including through the repeal of restrictive laws and the promotion of media professionalism, can help to build trust by providing citizens with access to information and promoting transparency.

5.2 Promoting transparency and openness

Promoting transparency and openness is another important step towards addressing the trust deficit in Africa. This can be achieved through a range of measures, including:

Open data initiatives: Open data initiatives involve making government data available to the public in a machine-readable format. This can help to increase transparency by providing citizens with access to information on government activities, budgets, and performance.

Freedom of information laws: Freedom of information laws guarantee citizens the right to access government information. Strengthening freedom of information laws can help to promote transparency by ensuring that citizens have access to the information they need to hold their leaders accountable.

Whistleblower protection: Whistleblower protection laws can encourage individuals to report corruption and other forms of wrongdoing without fear of retaliation. This can help to promote transparency and accountability by encouraging individuals to speak out when they see wrongdoing.

Open government partnerships: Open government partnerships involve collaboration between governments, civil society organizations, and other stakeholders to promote transparency and openness. These partnerships can help to build trust by promoting collaboration and engagement between different groups in society.

Disclosure requirements: Disclosure requirements can require government officials to disclose their assets, income, and other information relevant to their positions. This can help

to promote transparency and accountability by allowing citizens to monitor the financial activities of their leaders.

Procurement transparency: Procurement transparency involves making information about government procurement processes available to the public. This can help to reduce corruption by providing citizens with information on government contracts and tenders.

Access to justice: Access to justice is essential for promoting transparency and accountability. Strengthening legal systems and ensuring that citizens have access to affordable and effective legal services can help to promote transparency by ensuring that citizens have a means of redress when their rights are violated.

By promoting transparency and openness, African countries can help to build trust between citizens and their leaders. This can help to create an enabling environment for the achievement of the SDGs, by promoting citizen participation, reducing corruption, and promoting good governance.

5.3 Engaging communities and promoting citizen participation

Engaging communities and promoting citizen participation is another important approach to addressing the trust deficit in Africa. This can be achieved through a range of measures, including:

Participatory budgeting: Participatory budgeting involves engaging citizens in the budgeting process, allowing them to have a say in how public funds are spent. This can help

to promote transparency and accountability, by ensuring that citizens have a voice in how public resources are allocated.

Citizen oversight: Citizen oversight involves empowering citizens to monitor government activities and hold officials accountable. This can be achieved through mechanisms such as citizen monitoring committees, which can help to promote transparency and accountability by providing a mechanism for citizen oversight.

Community engagement: Community engagement involves working with communities to identify their needs and priorities, and involving them in the design and implementation of development programs. This can help to build trust by promoting collaboration and engagement between different groups in society.

Public consultations: Public consultations involve engaging citizens in the policy-making process, by soliciting their feedback and input on proposed policies and programs. This can help to build trust by ensuring that citizens have a say in how government policies are developed and implemented.

Civil society engagement: Civil society organizations play an important role in promoting transparency and accountability, by providing independent monitoring and oversight of government activities. Supporting civil society organizations can help to promote trust by providing citizens with a mechanism for holding their leaders accountable.

Access to information: Ensuring that citizens have access to information about government activities is essential for promoting transparency and accountability. This can be achieved through measures such as freedom of information laws and open data initiatives.

By promoting citizen participation and engaging communities in the development process, African countries can help to build trust between citizens and their leaders. This can help to create an enabling environment for the achievement of the SDGs, by ensuring that development programs are designed and implemented in a way that is responsive to the needs and priorities of citizens.

5.4 Promoting ethical leadership

Promoting ethical leadership is another important approach to addressing the trust deficit in Africa. Ethical leadership is characterized by a commitment to integrity, accountability, and the public interest, and can help to build trust between citizens and their leaders. This can be achieved through a range of measures, including:

Strengthening legal frameworks: Strong legal frameworks can help to promote ethical behavior by defining clear standards of conduct and providing mechanisms for enforcing those standards. This can include measures such as anti-corruption laws, codes of conduct for public officials, and whistleblower protection.

Professional development and training: Providing professional development and training opportunities for public officials can help to promote ethical behavior by providing them with

the skills and knowledge they need to make ethical decisions and to fulfill their responsibilities to the public.

Institutional reform: Reforming public institutions can help to promote ethical behavior by improving transparency, accountability, and responsiveness to citizen needs. This can include measures such as creating independent oversight bodies, decentralizing decision-making, and promoting public-private partnerships.

Public engagement: Engaging with the public and soliciting their feedback on government policies and programs can help to promote ethical behavior by ensuring that officials are responsive to citizen needs and priorities.

Leadership by example: Leaders who model ethical behavior can help to create a culture of integrity within their organizations and inspire others to do the same. This can include measures such as publicly disclosing assets, refusing bribes or other forms of illicit gain, and demonstrating a commitment to the public interest.

By promoting ethical leadership, African countries can help to build trust between citizens and their leaders, and create an enabling environment for the achievement of the SDGs. Ethical leadership can also help to promote good governance, reduce corruption, and enhance the effectiveness of public institutions.

5.4 Building trust through social capital

Building trust through social capital is another approach to addressing the trust deficit in Africa. Social capital refers to the networks, norms, and trust that exist between individuals

and groups in a society. It can be an important asset for achieving development goals, as it can help to foster cooperation and collective action. There are several ways that social capital can be built in Africa to address the trust deficit, including:

Building strong community relationships: Building strong relationships between communities can help to promote trust and cooperation. This can be achieved through activities such as community events, volunteer work, and joint projects.

Investing in education: Education can help to build social capital by providing individuals with the skills and knowledge they need to participate in society and engage with others. Education can also help to promote values such as respect, tolerance, and empathy.

Supporting civil society organizations: Civil society organizations can play an important role in building social capital by promoting cooperation and dialogue between different groups in society. This can include organizations such as community groups, non-governmental organizations (NGOs), and faith-based organizations.

Encouraging social entrepreneurship: Social entrepreneurship can help to build social capital by promoting innovation, cooperation, and the creation of shared value. Social entrepreneurs can work to address social and environmental challenges in their communities, while also creating economic opportunities.

Fostering inclusive governance: Inclusive governance can help to build social capital by promoting participation and engagement among all members of society. This can include

measures such as ensuring equal representation in decision-making, promoting transparency and accountability, and providing opportunities for citizen feedback and input.

By building social capital, African countries can help to address the trust deficit and create an enabling environment for the achievement of the SDGs. Social capital can also help to promote resilience and reduce vulnerability to shocks and crises.

6. Overview of trust matrix

A trust matrix is a visual tool that can be used to assess and measure the level of trust between different actors in a given context. The matrix consists of a table with different actors listed along the top and down the side, and the cells in the table represent the level of trust between each pair of actors. It is a valuable instrument for evaluating and quantifying the degree of trust that exists between various stakeholders within a specific setting. It can help to pinpoint the strengths and weaknesses of trust relationships, and to formulate plans to remedy any issues related to a lack of trust. The trust matrix typically uses a scale of 1 to 5 to rate the level of trust between actors, with 1 indicating low trust and 5 indicating high trust. The ratings are subjective and may be based on various factors such as past experiences, perceptions, and cultural norms. The trust matrix can be a valuable tool in identifying areas of strength and weakness in trust relationships. It can also help in developing strategies to address trust deficits and improve the effectiveness of projects or initiatives. To use the trust matrix effectively, it is important to ensure that all actors are included and that their perspectives are taken into account. It is also important to be transparent and open about the results of the matrix and to use the information gathered to guide future actions and decision-

making. It is a useful tool for promoting transparency, openness, and collaboration between actors, and for building trust in relationships that are essential for the success of sustainable development goals. The cells in the table represent the level of trust between each pair of actors, and are filled in based on a scale of 1 to 5, with 1 indicating low trust and 5 indicating high trust. For example, a trust matrix for a community-based project might include the following actors: Community members, Project staff, Local government officials, non-governmental organizations (NGOs), Donors. The matrix would assess the level of trust between each pair of actors, and might look something like this:

	Community Members	Project Staff	Local Government Officials	NGOs	Donors
Community Members	5	4	3	3	2
Project Staff	4	5	4	4	3
Local Government Officials	3	4	5	2	2
NGOs	3	4	2	5	3
Donors	2	3	2	3	5

In this example, the highest level of trust is between community members and project staff, while the lowest level of trust is between community members and donors. This information could be used to identify areas where trust deficits exist, and to develop strategies to address these deficits. For example, efforts could be made to improve communication and collaboration between community members and donors, in order to build trust and improve the effectiveness of the project.

6.1 Development of trust matrix

The development of a trust matrix typically involves several steps:

Identify the actors: The first step is to identify the actors that are relevant to the context in question. This may include individuals, organizations, institutions, or communities.

Define the criteria for trust: Next, criteria for trust need to be defined. This may involve identifying specific behaviors or actions that are indicative of trust, such as honesty, reliability, transparency, or accountability.

Rate the level of trust: The next step is to rate the level of trust between each pair of actors using the identified criteria. This can be done using a scale of 1 to 5, with 1 indicating low trust and 5 indicating high trust.

Analyze the results: Once the trust matrix has been completed, the results can be analyzed to identify areas of strength and weakness in trust relationships. This can help to inform future actions and decision-making.

Use the information to build trust: The information gathered through the trust matrix can be used to guide strategies for building trust between actors. This may involve developing communication plans, promoting transparency and openness, engaging communities, or promoting ethical leadership.

It is important to note that the development of a trust matrix is an iterative process that requires ongoing evaluation and refinement. As trust relationships change over time, the trust matrix may need to be updated to reflect these changes.

6.2 Application of trust matrix

The trust matrix can be applied in various contexts to assess the level of trust between different actors and to identify areas where trust needs to be strengthened. Some examples of how the trust matrix can be applied include:

Organizational trust: The trust matrix can be used within an organization to assess the level of trust between different departments, teams, or individuals. This can help to identify areas of conflict or mistrust that need to be addressed, as well as areas of strength that can be leveraged to build greater trust.

Community trust: The trust matrix can be applied within a community to assess the level of trust between different groups or individuals. This can help to identify areas of tension or mistrust that need to be addressed, as well as opportunities for building greater trust and collaboration.

Government trust: The trust matrix can be applied to assess the level of trust between the government and different stakeholders, such as citizens, civil society organizations, or private sector actors. This can help to identify areas of mistrust or lack of accountability that need to be addressed, as well as opportunities for building greater trust and engagement.

International trust: The trust matrix can be used to assess the level of trust between different countries or international organizations. This can help to identify areas of conflict or mistrust that need to be addressed, as well as opportunities for building greater trust and cooperation.

The trust matrix can be a valuable tool for assessing and building trust in a wide range of contexts. By identifying areas of strength and weakness in trust relationships, the trust matrix can help to guide strategies for building greater trust, collaboration, and cooperation between different actors.

Case Studies

Here are some case studies that demonstrate the application of the trust matrix in different contexts:

Organizational trust: A large multinational corporation used the trust matrix to assess the level of trust between its various departments and teams. The matrix revealed that there was a high level of trust within teams, but a low level of trust between departments. By identifying this lack of trust as a key challenge, the corporation was able to implement strategies to build

greater trust and collaboration between departments, resulting in improved communication, productivity, and overall performance.

Community trust: A community-based organization used the trust matrix to assess the level of trust between different groups within the community, including ethnic and religious groups. The matrix revealed that there was a low level of trust between these groups, which was contributing to tensions and conflict. By identifying the lack of trust as a key challenge, the organization was able to implement programs and activities aimed at building greater trust and understanding between different groups, resulting in improved relationships and greater collaboration on community projects.

Government trust: A national government used the trust matrix to assess the level of trust between the government and civil society organizations. The matrix revealed that there was a low level of trust between these groups, which was contributing to a lack of engagement and cooperation on key development issues. By identifying the lack of trust as a key challenge, the government was able to implement policies and programs aimed at building greater trust and engagement with civil society organizations, resulting in improved collaboration and more effective development outcomes.

International trust: An international organization used the trust matrix to assess the level of trust between different member countries. The matrix revealed that there was a low level of trust between certain countries, which was hindering cooperation on key issues. By identifying the lack of trust as a key challenge, the organization was able to implement

strategies to build greater trust and understanding between these countries, resulting in improved cooperation and more effective international development efforts.

These case studies demonstrate the versatility of the trust matrix in different contexts and its ability to identify areas of strength and weakness in trust relationships. By using the trust matrix as a tool for assessment and planning, organizations and governments can take concrete steps to build greater trust, collaboration, and cooperation between different actors, resulting in more effective development outcomes.

Case study on Kenya

Kenya is a country in East Africa with a population of over 53 million people. The country has made significant strides in achieving some of the Sustainable Development Goals (SDGs) but still faces challenges in addressing trust deficit. Corruption, lack of accountability, and weak governance are some of the factors that have contributed to the trust deficit in Kenya. This case study explores the impact of trust deficit on the SDGs in Kenya and the measures taken to address it.

6.3 Impact of trust deficit on the SDGs in Kenya

Trust deficit has had a significant impact on the achievement of the SDGs in Kenya. Corruption and lack of accountability have led to the misappropriation of public funds, thereby hindering progress towards the SDGs. For instance, in the health sector, the misappropriation of funds meant for healthcare services has led to a shortage of drugs and medical supplies, thereby compromising the quality of healthcare services offered to the

population. This has led to a high prevalence of preventable diseases such as malaria, which has a negative impact on the achievement of SDG 3 on good health and well-being.

In the education sector, corruption has led to the embezzlement of funds meant for the construction of schools and provision of education materials. This has led to inadequate infrastructure, overcrowding in classrooms, and lack of access to quality education, which has a negative impact on the achievement of SDG 4 on quality education.

In the economic sector, corruption and lack of accountability have hindered economic growth and development in Kenya. The misappropriation of public funds means that there are inadequate funds for investment in infrastructure and other sectors of the economy. This has hindered job creation and economic growth, which has a negative impact on the achievement of SDG 8 on decent work and economic growth.

6.4 Measures taken to address trust deficit in Kenya

The Kenyan government has taken measures to address the trust deficit in the country. One of the measures is the development of an anti-corruption framework that seeks to strengthen governance and accountability. The framework includes measures such as strengthening the judiciary, increasing public participation in the fight against corruption, and enhancing transparency and accountability in the management of public resources. The government has also taken measures to enhance transparency and openness in the management of public resources. For instance, the government has developed an open data portal that provides information on government expenditure and revenue. This has increased transparency and accountability in the management of public resources, thereby enhancing public trust in the

government. Engaging communities and promoting citizen participation is another measure that the government has taken to address the trust deficit in Kenya. The government has developed programs such as the Constituency Development Fund (CDF), which allows citizens to participate in the development of their communities. The CDF provides funds to the community for the implementation of development projects, which enhances community participation and ownership of development initiatives. The government has also taken measures to promote ethical leadership in the public sector. The government has developed a code of conduct for public servants that promotes ethical behavior and integrity in the management of public resources. The government has also increased the salaries of public servants to reduce the temptation for corruption.

Conclusion

Trust deficit remains a significant challenge to the achievement of the SDGs in Kenya. Corruption, lack of accountability, and weak governance are some of the factors that have contributed to the trust deficit in the country. However, the Kenyan government has taken measures to address the trust deficit by strengthening governance and accountability, promoting transparency and openness, engaging communities, promoting ethical leadership, and building trust through social capital. The development of a trust matrix can help to monitor and evaluate the effectiveness of these measures in addressing the trust deficit in Kenya.

Case studies on Nigeria

Nigeria is another country in Africa where trust deficit has been identified as a major challenge to achieving the Sustainable Development Goals (SDGs). The country is currently facing several socio-economic challenges, including high levels of poverty, inequality, corruption, and insecurity, all of which are linked to the issue of trust deficit. In this section, we will examine two case studies on Nigeria that illustrate the impact of trust deficit on the SDGs and highlight some of the efforts being made to address this challenge.

Case Study 1: Health Sector in Nigeria

The health sector in Nigeria is one of the key areas where trust deficit has had a significant impact on the SDGs. The country has one of the highest maternal mortality rates in the world, with an estimated 512 deaths per 100,000 live births. This is largely due to the poor state of the healthcare system, which is plagued by a lack of infrastructure, medical personnel, and equipment. In addition, there is a general lack of trust in the healthcare system among Nigerians, with many people preferring to seek medical treatment abroad or rely on traditional medicine.

One of the major factors contributing to the trust deficit in the health sector is corruption. There have been numerous reports of embezzlement of funds meant for healthcare projects and the diversion of resources to private pockets. This has resulted in a situation where many Nigerians do not trust the government to provide adequate healthcare services.

To address this challenge, the Nigerian government has taken several steps to strengthen governance and accountability in the health sector. For example, the government launched the National Health Act in 2014, which aims to provide universal health coverage to all Nigerians. The act includes provisions for the establishment of a National Health Insurance Scheme (NHIS) and the creation of a Basic Health Care Provision Fund (BHCPF) to provide financial support for primary healthcare services. The government has also established a Presidential Task Force on Essential Medicines to improve the availability and affordability of essential drugs.

Despite these efforts, much more needs to be done to address the trust deficit in the health sector in Nigeria. The government needs to increase its efforts to combat corruption and promote transparency and accountability in the allocation and use of healthcare resources. In addition, there is a need for greater community engagement and participation in healthcare decision-making processes to build trust in the system.

Case Study 2: Education Sector in Nigeria

The education sector in Nigeria is another area where trust deficit has had a significant impact on the SDGs. The country has one of the highest rates of out-of-school children in the world, with an estimated 13.5 million children out of school. This is largely due to the poor state of the education system, which is characterized by inadequate infrastructure, insufficient funding, and a shortage of qualified teachers. One of the major factors contributing to the trust deficit in the education sector is nepotism. There have been numerous reports of the appointment of unqualified individuals to teaching positions based on political connections

rather than merit. This has resulted in a situation where many Nigerians do not trust the education system to provide quality education. To address this challenge, the Nigerian government has taken several steps to promote transparency and accountability in the education sector. For example, the government launched the Universal Basic Education (UBE) programme in 1999, which aims to provide free and compulsory education for all children in Nigeria. The government has also established a Teachers Registration Council of Nigeria (TRCN) to regulate the teaching profession and ensure that only qualified teachers are employed in schools. Despite these efforts, much more needs to be done to address the trust deficit in the education sector in Nigeria. The government needs to increase its efforts to combat nepotism and promote merit-based appointments in the education sector. In addition, there is a need for greater community engagement and participation in education decision

Case studies on South Africa

South Africa is one of the African countries that has been grappling with a trust deficit for a long time, which has impacted the success of SDGs. Here are some case studies that demonstrate the impact of trust deficit on the SDGs in South Africa:

Health sector: In South Africa, there have been reports of corruption and mismanagement of funds in the health sector, leading to a lack of resources and poor service delivery. This has negatively impacted the success of SDG 3 (Good Health and Well-being) as the quality of healthcare services has declined, especially in rural areas where the majority of the population lives.

Education sector: The education sector in South Africa has been plagued by a lack of accountability and transparency, with reports of irregularities in the allocation of resources and poor governance. This has impacted the success of SDG 4 (Quality Education) as access to quality education remains a challenge, particularly in poor communities where resources are limited.

Economic growth and development: The lack of trust in the government and institutions in South Africa has contributed to a lack of foreign investment, which has hampered economic growth and development. This has impacted the success of SDG 8 (Decent Work and Economic Growth) as job creation and poverty reduction remain a challenge.

Environmental sustainability: South Africa has struggled with environmental sustainability due to a lack of political will and poor governance. This has impacted the success of SDG 13 (Climate Action) as the country has been slow to adopt and implement measures to mitigate the impact of climate change.

These case studies illustrate the negative impact of trust deficit on the success of SDGs in South Africa. The government and other stakeholders must take measures to address the trust deficit to ensure the successful implementation of the SDGs.

7. Conclusion

In conclusion, trust deficit remains a major challenge to the successful implementation of the Sustainable Development Goals (SDGs) in Africa. The manifestation of trust deficit in the form of corruption, nepotism, lack of accountability, and other factors has negative impacts

on various sectors including health, education, economic growth, and environmental sustainability. Addressing the trust deficit requires a concerted effort from governments, civil society organizations, and the private sector to promote transparency, accountability, and ethical leadership. This can be achieved through strengthening governance and accountability, promoting transparency and openness, engaging communities and promoting citizen participation, promoting ethical leadership, and building trust through social capital. Additionally, tools such as the trust matrix can be applied to measure and address trust deficits in specific sectors and regions. Addressing the trust deficit is essential to ensure the successful implementation of the SDGs and promote sustainable development in Africa.

8. Summary of key points

Trust deficit is a significant challenge in Africa and has negative impacts on the implementation of the Sustainable Development Goals (SDGs). The factors contributing to trust deficits include corruption, nepotism, and lack of accountability. Trust deficit has negative impacts on various sectors such as health, education, economic growth, and environmental sustainability. To address trust deficit, a collective effort is required from governments, civil society organizations, and the private sector. Strategies such as strengthening governance and accountability, promoting transparency and openness, engaging communities, promoting ethical leadership, and building trust through social capital can help address trust deficits. The trust matrix is a useful tool that can be applied to measure and address trust deficits in specific sectors and regions. Addressing trust deficit is essential

to ensure the successful implementation of the SDGs and promote sustainable development in Africa.

9. Recommendations

Based on the findings of this chapter, several recommendations are proposed to address the trust deficit in Africa. Governments in Africa should prioritize efforts to enhance governance and accountability by implementing measures to combat corruption, nepotism, increase transparency, and promote accountability mechanisms. Civil society organizations and the private sector should play an active role in promoting transparency, ethical leadership, and supporting efforts to build trust through social capital. Communities and citizens should be involved in decision-making processes related to the implementation of the SDGs, and mechanisms for citizen participation should be strengthened. Donors and international organizations should prioritize funding for initiatives aimed at addressing the trust deficit in Africa and support the development and application of tools such as the trust matrix to measure and address trust deficits in specific sectors and regions. The efforts to address the trust deficit should be integrated into the broader agenda for sustainable development in Africa and seen as an essential component of the efforts to achieve the SDGs. Further research should be conducted to deepen our understanding of the causes and impacts of trust deficits in Africa and identify effective strategies for addressing these challenges.

10. Future research

There is a need for extensive research to gain a better understanding of the intricate dynamics of trust deficits in Africa, and to develop effective strategies for addressing these challenges.

Potential areas for further research include the impact of trust deficits on specific sectors like health, education, and the environment, and the role of culture and social norms in shaping attitudes towards trust. Additionally, examining the impact of historical legacies such as colonialism and slavery on trust and the development of trust deficits, and evaluating the effectiveness of different strategies such as governance reforms, community-based approaches, and the use of tools like the trust matrix would be valuable. Furthermore, exploring the potential for technology and innovation to support efforts to build trust and promote accountability in Africa, and understanding the role of international actors like donors and multilateral organizations in supporting efforts to address trust deficits and promote sustainable development in Africa is important. By conducting further research in these areas, we can deepen our understanding of the challenges posed by trust deficits in Africa, and identify new and innovative strategies for promoting trust, accountability, and sustainable development on the continent.

Appendix

Trust deficit and its impact on the SDGs in Africa

Trust Deficit	Impact on the SDGs in Africa
Corruption	- Reduced access to basic services such as health and education - Widespread poverty and inequality - Stunted economic growth - Negative impact on the environment due to poor resource management and exploitation
Nepotism	- Inefficient allocation of resources and opportunities - Limited social mobility - Reduced access to education and employment opportunities for disadvantaged groups - Perpetuation of inequality
Lack of accountability	- Poor service delivery - Lack of transparency and openness in governance - Limited public participation in decision making

	- Weak rule of law - Reduced foreign investment and economic growth
Weak institutions	- Poor governance and weak rule of law - Limited access to justice - Weak regulatory frameworks - Ineffective public service delivery
Insecurity	- Reduced social cohesion and trust - Limited investment in development projects - Reduced access to basic services such as health and education - Displacement and forced migration

Note: This table is not exhaustive and serves only to highlight some of the key impacts of trust deficits on the SDGs in Africa. The impacts will vary by country and context.

Factors contributing to trust deficit in Africa

Factor	Description
Historical	The legacy of colonialism, slavery, and exploitation has left deep-seated distrust between the state and citizens, as well as between different ethnic and social groups.

Political	Weak and corrupt governance, lack of transparency and accountability, and human rights abuses contribute to a culture of mistrust and perpetuate a cycle of corruption and abuse of power.
Cultural	Traditional norms and values that prioritize loyalty to family and tribe over the common good can lead to nepotism and favoritism, eroding trust in public institutions.
Economic	Poverty, inequality, and unemployment can fuel resentment towards the state and undermine trust in public institutions. Weak economic growth and a lack of investment opportunities can also contribute to feelings of hopelessness and frustration.
Social	Insecurity, conflict, and displacement can disrupt social cohesion and trust, leading to further distrust of the state and institutions.

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GLOSSARY OF TERMS

Trust Deficit: A lack of trust or confidence in individuals, institutions or systems.

Sustainable Development Goals (SDGs): A set of 17 global goals adopted by the United Nations in 2015 as part of the 2030 Agenda for Sustainable Development, aimed at eradicating poverty, promoting prosperity and well-being, and protecting the planet, with a focus on social, economic, and environmental sustainability.

Openness: The willingness to share information and engage with the public in decision-making processes.

Economic growth and development: The process of increasing economic activity and improving the standard of living of individuals and communities.

Environmental sustainability: The responsible use and management of natural resources to ensure their availability for future generations.

Good governance: The process of managing public affairs in a way that is efficient, effective, accountable, transparent, participatory, and responsive to the needs and aspirations of the people.

Transparency: The quality of being open, honest, and accountable in the management of public affairs, with a focus on the free flow of information, disclosure of decision-making processes, and access to public records and data.

Accountability: The obligation of public officials to act in the best interest of the people they serve, and to answer for their actions, decisions, and performance in a transparent and responsible manner.

Corruption: The abuse of entrusted power for private gain, often involving bribery, embezzlement, nepotism, or favoritism, and resulting in the distortion of public policies and the undermining of public trust.

Nepotism: The practice of favoring family members or close associates in the allocation of public resources or positions, often at the expense of merit-based criteria and public interest.

Social capital: The network of relationships, trust, and reciprocity among individuals, groups, and institutions that facilitates cooperation, coordination, and collective action for mutual benefit.

Trust matrix: A conceptual tool for assessing and measuring the level and quality of trust in public institutions, based on a set of indicators related to transparency, accountability, participation, and responsiveness.

Citizen participation: The involvement of individuals and groups in public decision-making processes, often through consultation, deliberation, or collaboration, with the aim of promoting greater accountability, legitimacy, and effectiveness in governance.