



BRIDGES

2010 VOL.4

CORPORATE SOCIAL RESPONSIBILITY INITIATIVES OF THE LOPEZ GROUP

SECURING OUR
People & Resources



LÓPEZ
CSR

**Synergy in our
Stewardship**

synergy...

derived from the Greek word *sunergos*, meaning “working together,” refers to the combined effects produced by two or more parts, elements, or individuals. Synergy results when the whole is greater than the sum of its parts.

In an organization, synergy can result from the efforts of people working in teams. The team can generate more ideas, more solutions, diversity of viewpoints, and greater acceptance of decisions arrived at consensually.

The Lopez Group Foundations Inc. has been mandated to promote synergy among the companies and foundations under the Lopez Group. In a globalized business environment, where a group must leverage optimally and responsibly its finite resources, synergy becomes imperative in order to succeed.

stewardship...

Since it is an article of faith in the Lopez Group that its resources are held in stewardship for the greater good of the Filipino people, then synergy derived from working together as a team united by a single set of values becomes an axiom.

We hope the articles and life stories in this fourth edition of Bridges will give consistent testimony to our common efforts to put synergy in the stewardship practised by the Lopez Group.



BRIDGES

4th Edition | 2010

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OSCAR M. LOPEZ
CHAIRMAN, LOPEZ GROUP
FOUNDATION, INC.

More Summits to Conquer

AT ANY GIVEN TIME,
numerous social development projects are being implemented by the Lopez companies and foundations all over the country – needy villages in the rocky, windswept hills of Batanes all the way southward to the picturesque but impoverished isles of Tawi-tawi. These projects cover the fields of education, environment, livelihood, health and wellness, corporate philanthropy and other areas.



On any given day, our own managers and employees are working side by side with people from all walks of life: volunteers and partner organizations, business owners and entrepreneurs, youth activists, civic groups, local governments, church workers, and multilateral agencies.

Willingly, wholeheartedly and without expecting reward or recognition, the Lopez people and their fellow volunteers give of

their time, brains and brawn -- their serious commitment leavened by self-effacing humor and a spirit of fun.

This is a powerful force, mostly unheralded and often undermined, which has been quietly transforming pockets of poverty in big cities and forgotten sitios in the countryside, forming a bulwark of hope to what would have been a grimmer scenario of social injustice and violence.

“The whole concept here is called stewardship. Actually we don’t own anything in this world, even these companies that we run. We are just stewards of these companies and we are here to see that they improve so we can hand them down to the next generation in better shape than when we found them.”



In essence, this is an example of the private sector putting together the ideals of business excellence and social responsibility in a way that makes companies sustainable because they operate in vibrant and peaceful communities.

We in the Lopez Group are gratified to have helped in making this integration of business and social ends happen. For much too long, private companies felt that the employment they give to countless people, upstream and downstream of their business operations, was sufficient contribution to social amelioration. But this is no longer enough. Businesses now accept that they need a “social license” to operate, and this license remains valid only as long as the company is perceived to be earning profits without sacrificing the common good.

In the ten years I had been privileged to be Chair of the Lopez Group, I did my best

to ensure that our companies measured up to the strictest standards of performance, so that they would remain globally competitive. From being compliant with, if not surpassing standards of environment, health and occupational safety, to continually higher ISO standards, and up to the Baldrige criteria, we have encouraged and equipped our people to become the best they could be, and then to improve on that.

Furthermore, we said the Lopez companies must also conform to another performance metric, which is to practise corporate social responsibility. This means that while everything we do must primarily address the needs and wants of customers and clients, we should make the interests of a wider circle of stakeholders – both internal and external -- mainstreamed to our business strategies and 24/7 operations.

We must be sensitive to the needs of greater society or risk the danger of business failure. Because we have elected, as part of our nationalistic values, to do most of our business within the Philippines, we have to be more aware of our country's distinct needs. Developing countries like ours cry out for greater awareness of social inequalities. We are our brothers' keeper in a society where a fourth of the population, or some 4.4 million households (22 million people at an average of five persons per household), go hungry each day.

It is propitious that the Lopez companies has had a long history of leadership in social responsibility. From the individual acts of charity among the Lopez family members since the 1800s, to expressions of corporate philanthropy that survive to this day, to the community relations projects focused on our plant neighborhoods and employees' families, and finally to the full-fledged, professionally run foundations that have scaled up their programs to reach nationwide stakeholders.

The Lopez Group Foundation Inc. was organized precisely to lend greater synergy and larger impact to the foundations' and companies' developmental activities. And this issue of Bridges is LGFI's fourth report on how much the Lopez Group's CSR work has

done, and what opportunities are emerging.

I believe this fusion of business excellence and social responsibility has been institutionalized and would run on its own steam. This is one reason why I have decided that the time was ripe for me to step down from the Chairmanship. Now, I can contribute from a position allowing me more time to figure out how the Lopez Group can best compete against formidable rivals in the new businesses we have chosen to enter. But, at this point, we have some time to savor what we have achieved, and to plan for new mountains to conquer.

Those of you who have experienced reaching a mountain summit would know the exhilaration it brings. The majestic views are a reward to be enjoyed. For adventurous souls, the greater sense of fulfillment comes from looking back, and remembering the many difficulties we had encountered and overcome.

We cannot, however, wallow in self-congratulation. After looking back, we must now look up, and start the trek anew. Undaunted and unbowed, let's move on to conquer taller, if more perilous, peaks. There is too much poverty, sickness, ignorance, and injustice. We have a long way to go. Many more mountains to climb.





MANUEL M. LOPEZ
CHAIRMAN, LOPEZ HOLDINGS

STEWARDSHIP in a changing **world**

None of the things we have are ours, as my brother Oscar is wont to say. Whatever resources we have are ours only in trust. By dint of sacrifice and perseverance, sometimes by calculated risk-taking, our elders were able to leave us an extraordinary legacy. We are only stewards who must protect and grow this legacy.

This legacy is considerable. We have a group of dynamic companies that can hold their own against some of the best firms in the world. We speak not only in terms of pesos or dollars, hard assets and visible products, but in terms of all the tangible and intangible, the material and human assets, that we have in our

possession as well as the strategic resources we can access.

This legacy has been nurtured and handed over from the middle of the 1800s, through the Spanish and American colonization and Japanese regime, surviving a world war and a violent dictatorship, all the way to the technology-driven present. Each period has had its own challenges and opportunities.

The primary challenge facing us is how to preserve this legacy in a world that has changed so much in the past few decades. The poverty we see around us may seem familiar as we have always had the poor. With more

“The primary challenge facing us is how to preserve this legacy in a world that has changed so much in the past few decades.”



than 40% of all Filipinos surviving on less than 90 pesos a day, poverty is as prevalent today as it has always been.

What makes the situation more desperate today is that there are now over 90 million of us, and in a few more years, we will reach 100 million. The poor today are more exposed to mass media, more politicized, and capable of concerted and disruptive action. Unfortunately, they remain vulnerable to disinformation and manipulation by vested interests.

Given today's challenges, the Lopez Group remains confident and undaunted, deriving strength from two things. One, the business excellence that the Group, on the whole, has shown with its track record as a profitable and competitive enterprise. Two, the high sense of social and environmental responsibility that suffuses the entire operations of the Group. This is very evident in the different professionally run foundations we have.

I believe what lies at the core of Oscar's leadership of the Group is that he taught us, inspired us, and even compelled us to integrate the two disciplines of business excellence

and social responsibility. They are two sides of a coin, and this coin stands for our capital in competing in whatever businesses and opportunities we see.

Just like most of our senior managers who must now compete in new businesses in a new business environment, I am in a period of transition and adjustment. So, I have asked the people in the different companies to bear with me, and for them to allow mutual adjustments to the way we work. I have asked them to teach me and also open their minds to share what I have learned in my 24 years in Meralco. I have told them I expect *malasakit* from everyone in caring for the interests of our companies and in taking care of one another.

We have a great team. I am confident that I will find new roots and be able to see far enough ahead to give clear directions. We are all crossing a bridge – from the past to the future, from our comfort zones to uncharted waters. I know we can all succeed so long as we work together, united in the values that have kept us a strong team and will keep our businesses sustainable for the long term.

“We are all crossing a bridge – from the past to the future, from our comfort zones to uncharted waters. I know we can all succeed so long as we work together.”



FELIPE B. ALFONSO
VICE CHAIRMAN, LOPEZ GROUP FOUNDATION INC.

LEADERSHIP-- KEY TO CSR

CSR practices in the Philippines tend to mirror regional and even global trends. Given the size of our economy, I can say that a growing number of CSR programs undertaken by local companies – including some of the bolder initiatives of the Lopez Group – compares favorably with the most successful CSR projects in the advanced economies.

Let me discuss briefly some of these trends we have been seeing here and abroad in the past few years:

- **Mainstreaming.** In most of the significant companies, of whatever size, CSR is now mainstreamed in their day-to-day business operations. An increasing number of them have organized corporate foundations which are professionally managed, enjoy a measure of autonomy, and work side by side with corporate managers and employees.
- **Sustainability.** The call for sustainability, rather than the fixation with immediate profits or share value upticks, is at the core of strategic CSR which retains a company's "social license" to operate with the support or at least acceptance of its key stakeholders.
- **Competition for resources.** With the lingering effects of the global financial crisis, donor partners and corporate boards are more selective and stringent in funding CSR initiatives. And as governments are cash-strapped to meet the urgent needs of their constituents, they have turned to public-

private partnerships to achieve economic goals and to more CSR activities so that the private sector can help absorb the social costs.

- **Scaling up and replicability.** CSR practitioners have learned that donor partners want a higher, more positive profile for their own brands, and would be more receptive to co-ownership of a few ambitious programs than many small projects. So, CSR bodies are scaling up the peso value and ensuring the replicability of their projects so they can reach more stakeholders in more places.
- **Measureable outcomes.** Major funders and partners demand that CSR projects are not so much about so many inputs and activities but more about tangible, measureable outcomes and palpable impact on the lives of their target communities.
- **Media-reinforced communication.** By concentrating on a few innovative projects with clear impact and then communicating these effectively, CSR people are improving their chances of getting support from more sectors. Effective communication, especially through responsible media partners, also enable CSR projects to engage more volunteers and gain support from under-tapped sectors.

That the Lopez Group's CSR programs are comparable to the world's best is evident in the strengths of such programs as La Mesa Dam, Kapit Bisig para sa Pasig, Knowledge Channel, and EDC's watershed conservation.

To my mind, these programs rank among the CSR best practices in Asia. They show holistic planning, engage all the key stakeholders, facilitate active volunteerism, aim at a staggering scale, if you will, and address a problem of national import.

And the key element that drives and inspires these CSR programs is the leadership of the Lopez family, their commitment that has never waned even in hard times. And this family has been through very difficult times!

For example, the La Mesa dam was a big risk. I remember Gina Lopez taking me along on a chopper flight so we can see the extent of the problem. We saw how denuded the watershed was, the effects of kaingin and illegal logging, and there were private houses and a subdivision inside the watershed. A lot of people knew of the impending crisis and were talking about it. Just talking. It was too big a problem, nobody would dare take it on.

But she took it on. It was a challenge for resource mobilization and for sustaining it. She went to media. She went to President Gloria Arroyo, and told her directly, that housing project must be stopped.

Gina saw to it that the La Mesa project would be tangible, something ordinary people could see. She made participation affordable so that everyone can get involved. Companies identified a hectare or two, or as much as they could fund, and they sent their employees to plant there and gain ownership. So the trees didn't die but flourished, a full-time maintenance crew was hired, recruiting from informal settlers in the area when possible.

To address the issue of sustaining it, the La Mesa Park was put up. Now ordinary people can bring their families and have an enjoyable time, and at the same time help in conservation.

What Gina has learned in assuming the often-thankless burden for La Mesa dam she is now applying to the Kapit Bisig Para Sa Pasig program. Everybody knew how serious the situation of the metropolis' chief waterway, and certainly there have been efforts to revive the river, particularly former First Lady, Mrs. Ming Ramos' Save the Pasig project. But Gina wants to do something bigger and more permanent as it will engage more people, so she is going all out to get those families on the river banks relocated and to stop

the families and companies from throwing their waste and garbage into the river.

Knowledge Channel is another example of how far the family would go to help solve a national problem. Using information and media technologies, KCFI is reaching and improving the teaching of thousands of pupils in remote areas in many provinces, including parts of Muslim Mindanao. Rina Lopez-Bautista brought in partners, such as USAID, and the support of many organizations and individuals, campaigning for support to a continuing program whose scale and impact would be daunting to most entities.

The lack of opportunities in those places is quite unimaginable to most city folks, but if you are there, and see the smile lighting up the faces of those kids and teachers, you'd understand how much Knowledge Channel has brought to their lives.

Certainly, in these projects, ABS CBN's nationwide and international reach and influence have contributed much. This is another story by itself, where a media organization and their celebrity talents would willingly put their resources, in the process sacrificing huge incomes, behind programs that benefit tens of thousands of Filipinos.

Energy Development Corporation is one of the entities which has distinguished itself for taking care of its people, communities, and watersheds in various parts of the country. The Lopez Group's entry into geothermal energy through EDC constitutes a basic redirection of the group's businesses to something that the economy urgently needs: clean energy, power that is renewable and will help promote more businesses, including small enterprises in the rural areas.

The comprehensive efforts of EDC to provide more inclusive education, livelihood training, and a higher regard for the environment in the areas where it operates is putting CSR at the heart of their corporate strategy.

In all of these programs, the value-driven leadership of the Lopez Group is clearly manifest. I would say that this kind of commitment to the country gives the Lopez managers and employees a sense of pride and satisfaction. It is a rare chance to be part of a business that is doing well because it is doing good.

The Lopez Group CSR Magna Carta

Preamble

We, the CEO's, Heads of Foundations and Managers of the Lopez CSR Family, gather in common purpose and express our alignment with universal principles and implore the aid of Almighty God to help us build a vibrant CSR community.

We shall conduct business and, in all ways, act in a manner that will result in mutual long-term social, environmental and economic benefits to the Lopez Group and the various publics we serve. As responsible stewards of all of the resources entrusted to us, we will enhance their value, ever mindful of our obligations to present and future generations.

In the journey with our stakeholders toward a sustainable future, we will adhere to Lopez values of a pioneering entrepreneurial spirit, business excellence, nationalism, team work, strong work ethic, integrity, social justice, and concern for employee welfare and wellness.

We believe that for maximum and sustained impact, CSR must be an integral part of the business models of our respective companies. We must continually explore innovative ways to integrate and deliver CSR programs that are aligned with the strategic objectives of our various businesses. As Lopez citizens we will be open to change, but our commitment to Lopez values will not. We know from experience that it is by living according to these values that our companies can be built to last, and continually benefit the societies they serve.

So help us God.

Commitments

We commit to the following principles that, on the whole, constitute the totality of Corporate Social Responsibility.

Human and Ecological Security

CSR is Human & Ecological Security integrated with Business Excellence. It is caring for people and the planet as much as the business to ensure a sustainable future. In this regard, we rededicate ourselves to national development exemplified by our continued investments in education, responsible media, clean energy, poverty reduction, environmental protection, health and wellness, population management, and humanitarian assistance.

Business Excellence

Business Excellence goes hand in hand with social responsibility, and requires a good balance. It is about quality assurance, integrity of the supply chain, employee wellness and safety, proper execution of plans and programs, good governance, leadership, profit with honor and all other measures of economic competitiveness.

Stakeholder Engagement

CSR requires open and transparent stakeholder engagement. A stakeholder is a person, group, organization, or system that directly or indirectly affects a company's actions. These are, among others, the company's shareholders, employees and their families; contractual workers; customers; suppliers; contractors; project partners and beneficiaries; lenders; host communities; national agencies and local government units; academe and media.

Employee Empowerment

Employee Empowerment is about building capacities, fair labor practices, total wellness, family planning in the workplace, occupational safety, volunteerism, and other distinctive Lopez practices that demonstrate care for people.

Value-Oriented Leadership

Leadership calls for continued application of Lopez values inside of everything our companies do, from the way we deal with people and treat the environment. Values are cornerstones of an organization's identity. These empower individuals and unleash their creative energies. Leadership is about driving the process from all levels of the business and finding internal and external allies. Good leaders motivate, create, innovate, and transform a company's culture to align its interests with social responsibility.

Purpose-Driven Organization

Unity of purpose begins at the level of the board and CEO supported by an empowered CSR committee and cross-functional teams; a powerful vision and strategy; appropriate structure and processes to ensure consistent measurement of performance indicators; and incentive and reward systems aligned with these indicators.

Internal & External Collaboration

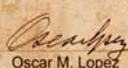
Collaborations overcome organizational constraints. Combining complementary core competencies creates new resource pools that generate social and economic value, and multiply the impact of their efforts.

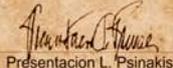
Report Outcomes and Measure Impacts

Communicating CSR requires periodic monitoring and evaluation of CSR strategies, activities and programs; reporting outputs and impacts; and benchmarking with best practice. This is the global standard. The UN's Global Reporting Initiative (GRI) provides an excellent guide and flexibility that allows for self-reporting and third party validation.

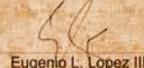
Instilling and sustaining the Lopez culture

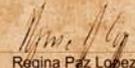
Everything that we do as Lopez citizens is based on a shining legacy of a service culture and profit with honor inherited from our forefathers that we commit to perpetuate through the ages.


Oscar M. Lopez


Presentacion L. Psinakis

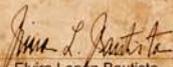

Manuel M. Lopez


Eugenio L. Lopez III

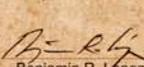

Regina Paz Lopez

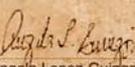

Mercedes Lopez-Vargas

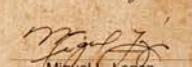

Oscar R. Lopez, Jr.

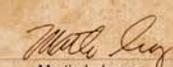

Elvira Lopez-Bautista

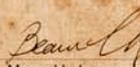

Federico R. Lopez


Benjamin R. Lopez


Angela Lopez-Guingona

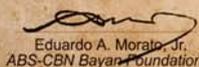

Miguel L. Lopez

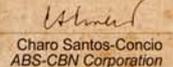

Martin L. Lopez

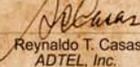

Manuel L. Lopez, Jr.


Lauro L. Panganiban III

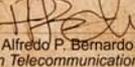

Maria Eugenia L. Psinakis


Eduardo A. Moralo, Jr.
ABS-CBN Bayan Foundation

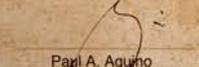

Charo Santos-Concio
ABS-CBN Corporation

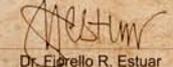

Reynaldo T. Casas
ADTEL, Inc.

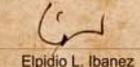

Benjamin K. Liboro
Asian Eye Institute

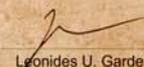

Alfredo P. Bernardo
Bayan Telecommunications, Inc.

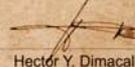

Angel S. Ong
Benpres Holdings Corp.

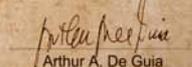

Papi A. Aquino
Energy Development Corp.

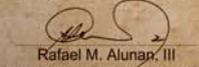

Dr. Eldrelio R. Estuar
First Balfour, Inc.

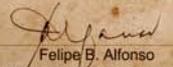

Elpidio L. Ibanez
First Philippine Holdings Corp.


Leonides U. Garde
First Philippine Industrial Corp.

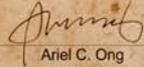

Hector Y. Dimacali
First Philippine Industrial Park

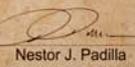

Arthur A. De Guia
First Philec


Rafael M. Alunara, III
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Felipe B. Alfonso
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Anacleto M. Banaag, Jr.
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Ariel C. Ong
Philec


Nestor J. Padilla
Rockwell Land Corp.


Carlo L. Katigbak
SkyCable

RAFAEL M. ALUNAN III
PRESIDENT LOPEZ GROUP FOUNDATION, INC.

THE WAY Forward



*“There are no poor societies,
only disorganized ones.”*

When Peter Drucker, the guru of the modern corporation, said that many decades ago, he wasn't exactly thinking of the Philippines. But it captures what is at the bottom of our social and economic ills. We couldn't get organized.

Blessed by Heaven with an abundance of nature that beggars the imagination, we nevertheless bear witness everyday to scenes of appalling poverty and inequities.

When a society, economy or organization reaches a point where its various parts perform in ways that increasingly lacks focus and cohesion, it is time to get its act together.

This is what the Lopez Group's Corporate Social Responsibility family set out to do in crafting its Magna Carta. The search for cohesion and unity is expressed clearly in its preamble, "... the CEO's and heads of Foundations and Managers of the Lopez CSR Family,

gather in common purpose and express our alignment with universal principles (to) continually explore innovative ways to integrate and deliver CSR programs that are aligned with the strategic objectives of our various businesses.”

The Lopez CSR Family is probably one-of-a-kind in the Philippines. It comprises eight foundations and 17 companies which are engaged in philanthropy, non-government organization (NGO) work, and strategic CSR. The latter effort folds in the companies' community relations projects to an expanded holistic program that addresses national concerns.

The CSR program covers a broad range that spans, or bridges, if you will, six categories: livelihood, education, environment, health and wellness, philanthropy, and humanitarian assistance. Volunteerism among employees and the public is a cut-across engagement that energizes all six categories of action.

Bridging the knowledge divide between the essence and practice of CSR, synchronous with the Group's relentless journey toward business excellence, remains



at the core of LGFI's mission. Synchronicity- a contemporary jargon for Drucker's "organization" – is what drives the Lopez CSR Family to work together, bound henceforth by the Magna Carta that defines who they are by what they do.

LGFI's role is minimalist and strategic. One that enables and develops the potentials of Lopez CSR units without constraining ambition, innovation and creativity. At times, though, this role is interventionist, characterized by its flagship and special projects: Lifelong Wellness, Family Planning in the Workplace, investments in the Asian Institute Management and the Philippine Military Academy, and rehabilitation work in Guimaras for fisherfolk impacted by a disastrous oil spill in local waters.

As reported in 2008 and subsequent editions of Bridges, LGFI has launched a series of initiatives to fortify its capabilities as synergizer of the Lopez CSR

Family. An In-Sync conference in late 2008 sparked a process of reflection to identify areas of convergence and divergence in vision, strategy and execution, as well as a review of global CSR best practice.

Consequently, LGFI is charting a roadmap until 2015 that includes these strategic initiatives:

- Formation of a CSR Advisory Council
- Magna Carta for CSR
- Stronger branding of Lopez CSR
- A communications plan aligned with the Lopez Group's communication strategy
- A Performance Governance System based on the Balanced Scorecard platform to ensure strategy execution and achieve targeted results (2011-2015)
- Measurement of program impacts and the practice of sustainability reporting from applicable GRI



criteria, starting from the 2011 edition of Bridges.

Synergizing the CSR Family creates the energy necessary to achieve optimal effectiveness through the flexible integration of individual strengths and efforts to produce desired results. At core, it is about stewardship. Again, the Magna Carta expresses this servant-leader philosophy explicitly when it says, "As responsible stewards of all of the resources entrusted to us, we will enhance their value, ever mindful of our obligations to present and future generations.

Achieving cohesion will require laying the foundations brick by brick, day by day, with persistence, tenacity, and a commitment to execution excellence. But the unifying, synergizing, element is the set of Lopez values, as expressed in its Credo. It is these values that enabled the Lopez Group to overcome formidable challenges through the years and will keep it a vibrant force well into the future.

As Geny Lopez said at the time he and his siblings were on their way to recapturing the heights of accomplishment for the Group, "I would like to believe that we are trying to build a company here that is going to survive many generations. So it must stand for something, if it is meant to outlive the owners or managers. That's why I think it's important for us to espouse and to practice these values and live them."

It is these values that will unite us, synergize our actions, and give us a common identity -- as Lopez citizens -- in whatever independent paths we take in furtherance of our respective organizational plans and strategies.

Synergy and stewardship, two sides of the CSR coin minted in the Lopez Way, frames LGFT's mission and points the way forward.

LOPEZ CSR SPECTRUM

Philanthropy

Human & Ecological
Security Programs

Strategic CSR

- Livelihood
- Education
- Environment
- Health & Safety
- Humanitarian Assistance & Community Relations

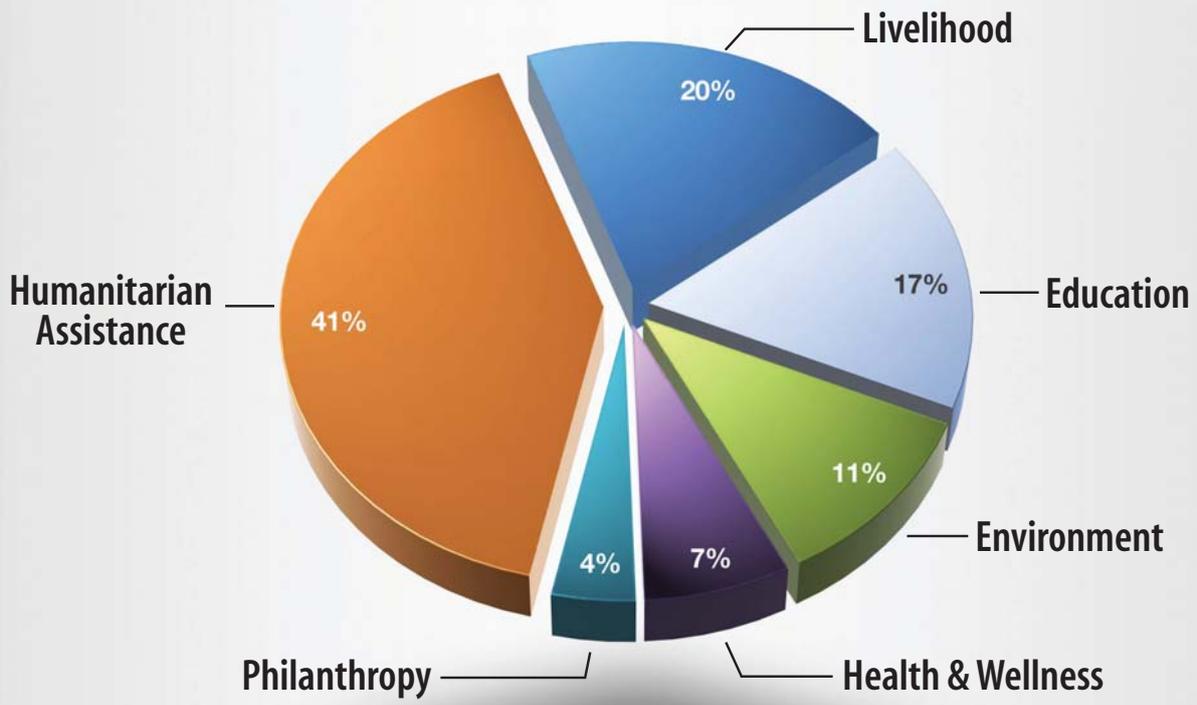
Humanitarian Assistance and COMREL takes bulk of CSR Pie

Mainly because of the unprecedented destruction wrought by typhoons Ondoy and Pepeng, the Lopez Group investments in Corporate Social Responsibility for the period 2009 to 2010 saw a major departure from their traditional percentages of allocation – with Humanitarian Assistance and Community Relations taking as much as 41% of the total contributions in cash and kind.

In previous years, Education usually took the biggest share followed closely by either Livelihood (also referred to as Poverty Alleviation in the past) or Environment.

Another major shift took place in the same two-period, as Livelihood at 20% took precedence over

LOPEZ GROUP 2009 CSR INVESTMENTS



Education at 17%. This is the first time that erstwhile leader, Education, lost the top spot in the Lopez CSR investments since LGFI began tracking these numbers some five years ago. The assumption is that part of the surge was due to efforts to revive the lost incomes of people in the Ondoy-affected cities, most of whom were in highly commercial and densely populated areas of Metro Manila as compared to previous typhoons which devastated wide areas outside the metropolis, e.g. Bicol, Quezon or Northern Luzon.

Moreover, while Education is deemed essential for economic growth in the long term, Livelihood is increasingly seen as the more urgent, here-and-now need as more Filipino families were reported as having experienced hunger in the past several years.

Environment is holding its own at 11% in the allocation of resources. It must also be noted that some projects, particularly the recently launched Save the Pasig river campaign, an enormous commitment that has few parallels among Philippine CSR initiatives, is a holistic program that actually combines not only Environment and Education, but also will have elements of Humanitarian Assistance and Community Relations. In fact, as Lopez CSR initiatives reach a major scaling up, as in the programs of EDC and First Gen, the experience is that these activities become inevitably holistic and multi-faceted as they actively engage a wider range of stakeholders over a longer term. Sustainability requires no less than that kind of commitment.

Synergizing

FOR CHANGE

THE LOPEZ WAY

The Lopez Group has been practicing the concept of CSR (Corporate Social Responsibility) for more than a century. Partnering with other institutions and inspiring volunteerism among employees and the general public, the Lopez Group has scaled up its CSR programs so that they address not only community projects of the Lopez companies but also problems of national concern.

The CSR Maps (opposite page) shows the extensive reach and diversity of the Lopez Group CSR programs. These programs cover the following categories:

Education

Education TV (ETV) and radio programs, distribution of educational DVD's connecting schools to "Knowledge Channel" through cable or satellite and to the Internet. Scholarships, school facilities improvement, day care centers, teachers and Public School heads, support to museums and cultural preservation, support to training public education programs.

Environment

Reforestation, watershed rehabilitation, reviving the Pasig river, cleaning up esteros. Collecting used oil and batteries, biodiversity conservation, eco-tourism, environmental awareness and advocacy.

Livelihood

Job generation, livelihood and entrepreneurship training, microfinance, integrated community development, community relations, relief and rehabilitation, basic needs (e.g. housing, clean energy and water supply).

Humanitarian Assistance

Risk-preparedness training, relief and rehabilitation of communities devastated by typhoons.

Health and Wellness

Medical missions, cataract surgery for indigents, feeding and nutrition programs, child safety and protection, employee wellness programs, family planning in the workplace.

Philanthropy

Donations to charitable institutions, support to other community programs not classified above.

HOLDING COMPANIES AND SUBSIDIARIES

ABS-CBN CORPORATION
ASIAN EYE INSTITUTE
ADTEL
BAYAN TELECOMMUNICATIONS
ENERGY DEVELOPMENT CORPORATION
FEDCOR
FIRST GEN CORPORATION
FIRST GAS
FIRST GEN HYDRO POWER
FIRST PHILIPPINE INDUSTRIAL CORPORATION
FIRST PHILIPPINE INDUSTRIAL PARK
FIRST PHILIPPINE HOLDINGS CORPORATION
FIRST BALFOUR
FIRST SUMIDEN CIRCUITS, INC.
FIRST PHILEC
ROCKWELL LAND
SKYCABLE

LGFI MEMBER FOUNDATIONS

ABS-CBN FOUNDATION, INC.
ABS-CBN BAYAN FOUNDATION
DON SENEN GABALDON FOUNDATION
EUGENIO LOPEZ FOUNDATION
FIRST PHILIPPINE CONSERVATION, INC.

PHILIPPINES



- EDUCATION
- ENVIRONMENT
- LIVELIHOOD
- HUMANITARIAN ASSISTANCE
- HEALTH & WELLNESS
- PHILANTHROPY

ENERGY DEVELOPMENT CORPORATION
COMMUNITY PARTNERSHIPS PROGRAM

THE EDC STANDARD

Empowering People | Securing Resources



PAYING IT FORWARD

What could be more rewarding than...

... seeing school-age children stay in school—and perform well?

... enabling rural folk to lead healthier, more productive lives with improved health services?

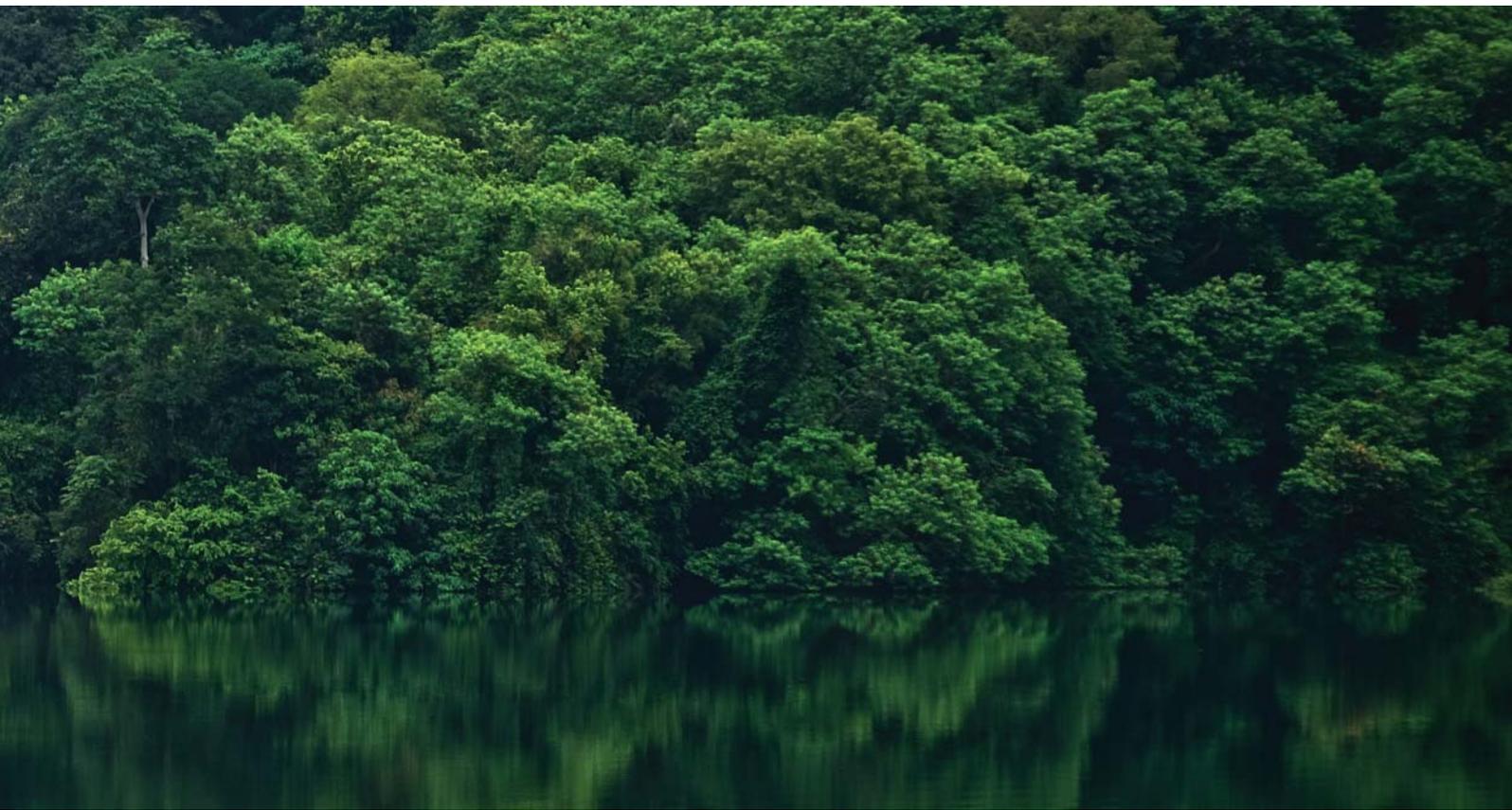
... helping farmers groups manage their affairs better with financial and leadership training?

... steering upland communities toward self-sufficiency through sustainable livelihoods?

What could be better than dreams of a good life coming true?

As an integral part of communities hosting its five geothermal project areas, the Energy Development Corporation (EDC) brings these to bear through a comprehensive, responsive





and sustained program on corporate social responsibility (CSR) called Community Partnerships.

The Community Partnerships Program draws on the Company's expertise and resources to design and implement viable projects on health promotion, educational support, livelihood development, and environmental enhancement. And as the name implies, the program engenders active involvement of community beneficiaries—thereby reinforcing their sense of ownership of the program.

Carried out initially by extension foresters and community relations (ComRel) staff in the early 80s, this noble thrust is now spearheaded by a full-time department organic to the company's operations. Forty-four (44) so-called primary partner barangays (PPBs) with more than 17,000 households make up its area of responsibility, but the program's impact radiates way, way beyond.

Livelihood Development: Creating self-sustaining communities

Enabling upland communities to provide for their own needs is EDC's foremost CSR goal. Thus, the Company taps the strong bayanihan spirit of community folk to create more economic opportunities for themselves.

The target is to put up sustainable livelihoods to help each of the more than 17,000 rural households surpass the poverty threshold. To this end, EDC:

- Primes rural communities for self-reliance through community organizing and values formation;
- Develops and establishes livelihood modules for farmers/community associations;
- Extends financial, material and technical assistance to the associations; and
- Establishes an effective planning, implementation and monitoring system for the livelihood projects.



Health Promotion: Taking “health is wealth” to the task

Mapag-kalinga. May malasakit. Believing that good health generates wealth, the Company takes a holistic approach to health support—going beyond prevention and cure. It complements existing community health programs to:

- Increase capability of community health workers to effectively deliver health services;
- Improve community access to basic medical supplies, facilities and services; and
- Increase awareness of households on proper nutrition and health, and sanitation practices.

Educational Support: Ushering in new horizons for the youth

Nothing can be more liberating and empowering than quality education for the youth. Consistent with the nationwide goal to reverse the education crisis, EDC harnesses available resources and linkages to:

- Increase capability of education providers to effectively deliver educational programs;
- Provide improved and adequate educational facilities and supplies;
- Enhance retention, comprehension and achievement levels, specifically of elementary pupils; and
- Prepare the youth for various career options / employment opportunities.

Environmental Enhancement: Putting local acts together toward a global purpose

Nature nurtures us but we must also nurture nature.

With this in mind—and the resounding call to reduce the so-called “carbon footprints” that hasten global warming—EDC works with local residents, LGUs and other community stakeholders to keep the environment in its project areas protected by:

- Increasing the communities’ environmental awareness and enlisting their active support in protection efforts; and
- Promoting geothermal project sites as eco-tourism destinations, highlighting PNOC EDC’s operations’ harmony with nature.

These initiatives are done alongside the Company’s regular environmental (e.g., Environmental Impact Assessment, monitoring of physico-chemical/biological parameters) and watershed (e.g., forest protection and reforestation) management programs handle by the Environmental Management Department.

In late 2008, EDC introduced an innovative greening program called BINHI: A Greening Legacy, which aims to reforest 10,000 hectares of forest lands within a period of 10 years. The program fuses the Company’s success in community-based forest management with the Lopez Group’s sustainable energy business and “environmentalism in Philippine business” philosophy.





Socio-Cultural & External Relations: Cultivating hospitable social climates

EDC subscribes to the concept of “good neighborliness.” Among others, it achieves this by maintaining hospitable relations with residents, LGUs, NGOs, POs, socio-civic groups and IP communities, and making them constantly aware of the Company’s thrusts.

Employee Volunteerism: Molding the work force to become “people for others”

Employees across all project areas have admirably shared EDC’s CSR vision through their active volunteerism. They render thousands of man-hours every year, lending their time, skills and resources for community projects. Verily, “volunteer power” powers the Company’s CSR program and this has made its energy mission a lot more fulfilling.

Financial Benefits to Host Communities

Part of EDC’s income from its geothermal operations is plowed back to host communities by way of geothermal

royalty payments and the Energy Regulations (ER) 1-94 Fund. From 1992 up to the present, the Company has remitted more than PhP 3 billion in royalties and ER 1-94 benefit funds to its host provinces, municipalities/cities, and barangays. These have subsidized power rates, provided additional livelihoods, protected watershed areas, and energized remote barangays and sitios through the national government’s Expanded Rural Electrification Program.

Real Results, Lasting Benefits

EDC’s Community Partnerships Program. Its most important and enduring contribution is not money, but the positive improvement in the lives of host communities. A testament to the Company’s genuine efforts in leading them to the mainstream of development.

Backed by real results, Community Partnerships is transforming the socio-economic landscape in the countryside—molding rural communities to become active partners in nation building.

Together with its stakeholders, EDC reaffirms its commitment to being a major force in alleviating poverty by spreading the lasting benefits of its good corporate citizenship.



FIRST GEN CSR | ENVIRONMENTAL STEWARDSHIP

Making a Difference

First Gen uses indigenous, clean fuels for its business. It has also integrated sustainability and environmental protection into its' day-to-day operations.

In 2009 First Gen's various projects in different parts of the country started to show a significant impact on the environment and communities around them.

First Gas Mangroves flora that are thriving in the First Gas compound in Batangas has become home to 79 bird species and destination for migratory birds , a site for mangrove species and, recently, a nesting place for Olive Ridley turtles.

Coordination with the Department of Environment and Natural Resources (DENR) and the Multi-partite Monitoring Team (MMT, First Gas drafted a plan to revive a 10-hectare area inside the compound that was already considered "nonforest grassland with small patch of mangrove." The initial assessment of the area showed that what was left of the mangrove area was "unlikely to proliferate or grow due to the lack of seed dispersing species."



First Gas, DENR and MMT mapped out a four-phase Mangrove Management Plan. The program started with the evaluation of the mangrove area for sustainability to plantation establishment and identification of the species appropriate.



Antabangan Dam, Iloilo. This facility stands today as a phenomenon in Filipino feats generating hydro electricity and mitigating flood damage.

The second phase was the information, education and Training (IET) of those involved in the project and its partners. The third and fourth phases involved the actual planting of the mangrove saplings, monitoring and maintenance of the mangrove program.

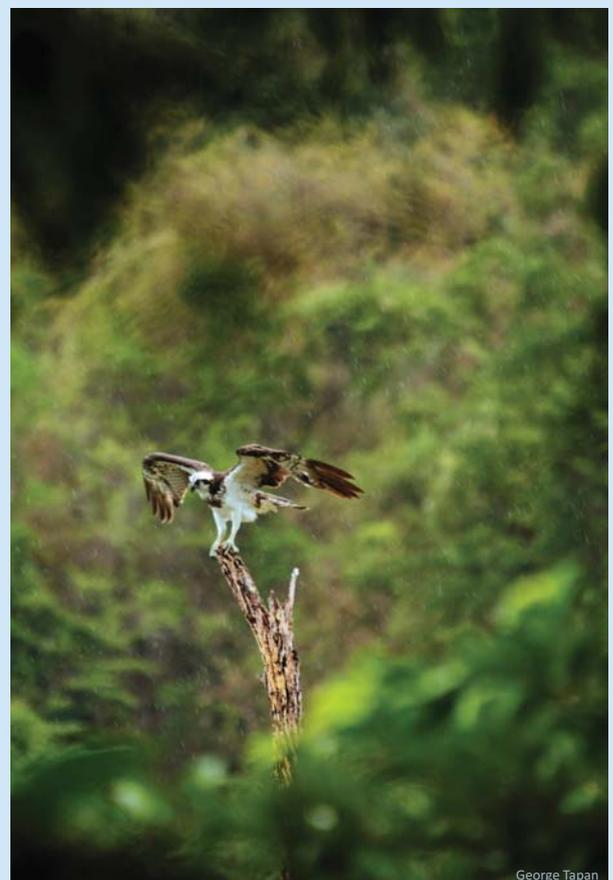
Today, there are 28 recorded mangrove species from only three mangrove species in 2000. The tree density per 100 square meters almost doubled to 31 trees per 100 square meters in 2009 from 14 in 2000.

A report by SYNERGIA Environmental Training & Research Co., said the significant increase in the number of trees and mangroves in the area increased its sequestration of carbon dioxide.

From 119.88 tons in 2007, carbon absorbed has gone up to 121.19 tons per hectare in the adjacent and surrounding areas where the First Gas plants and located.

Also noticeable was the increase in biodiversity of the area – its flora and fauna. The increase in the tree density led to the reestablishment of the avi-fauna with the First Gas compound becoming home to different bird species such as Kingfishers, Starlings, Warblers, Pygmy Woodpeckers, Yellow Bitterns, Shrikes, Sunbirds and a favorite destination site for migratory birds like Chinese Egrets.

With the continued monitoring of the seawater (First Gas conducts a semi-annual Aquatic Biota Monitoring); and monthly cleanups of its coastline,



George Tapan



Our 1,500 MW Power Plant. This 10-hectare mangrove was rehabilitated by First Gas and is home to more than 79 bird species including the White Collared King Fisher.



it has become a nesting site for Olive Ridley Turtles.

The jetty area was also transformed into an area conducive for fishes and other marine organisms to flourish.

For two years in a row, the First Gas jetty area became a nesting site for Olive Ridley Turtles. In 2008, there were about 37 turtle hatchlings that were able to imprint their way to the sea. In 2009, about 92 turtle hatchlings were released and left their imprint at the beach area of First Gas.

Hopefully, after 2 years of wandering in the seas, they will come back and lay their eggs in the same place.

The marine community in the jetty area of First Gas is composed of an assortment of epiphytic flora and fauna. The corals and fish community among their pier pilings have flourished into a diverse marine community. The supporting pier columns of the jetty became their habitat. The concrete columns also provided a stable substrate for epibiotic colonization, thereby enhancing the structural complexity of the habitats. This has created a greater niche and resource diversity in the pier piles.



The Pantabangan Dam, aside from generating hydro electricity and mitigating flood damage, is home to migratory wild ducks from China during the months of October to February. It is now primed as a premier tourism destination for bird watching, game fishing, and trekking.

George Tapan

Binhi

The Binhi Greening Legacy is the main reforestation project of the Energy Development Corporation (EDC), the world's second largest producer of geothermal energy.

Geothermal energy is heat and steam coming from the Earth. A healthy forest cover is vital to sustain the underground reservoir that provides geothermal energy.

Binhi's goal is to plant 6.25 million trees in 10,000 hectares over 10 years. Nurseries are being established to provide seedlings for the rare endemic species that will be replanted in the thousands of hectares within EDC's concession areas.

In 2009, about 842,767 seedlings were planted in 1,018 hectares across the different geothermal sites of EDC nationwide. This is on top of the 7.5 million trees in 9,915 hectares that EDC has planted over the past 18-20 years.

EDC is currently preparing a master plan for the different modules of the project based on the data culled and experienced during the initial stage of the Binhi program.

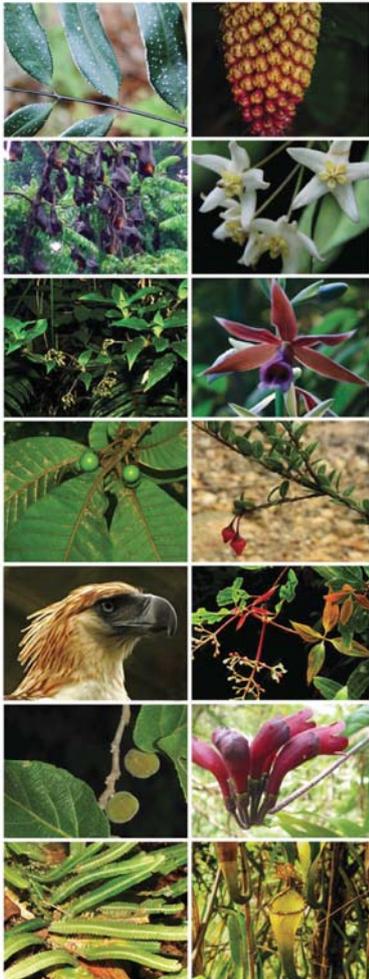




The Bacman Bat Sanctuary is located within the 25,000 hectares reservation area of the EDC Geothermal Production Field. A total of 9 bat species were found and are now preserved from extinction.

George Tapan

Inventory of some of the species found in geothermal reservations. These are being monitored in the biodiversity study jointly conducted by EDC & The UP Institute of Biology.



Game Fishing

The Pantabangan-Masiway Hydroelectric plants in Nueva Ecija have become an ideal site for bird watchers. The man-made lake in the area has become a favorite destination for game and fishing enthusiasts.

Volunteerism

Other First gen subsidiaries such as Bauang Private Power Corp, First Gen Renewables, Inc. and First Gen managed First Philippine Industrial Corp. have their own environmental and community projects that are conducted in cooperation with local communities.

Volunteerism among the employees is an essential part in the various Corporate Social Responsibility projects of the company.

Carbon Intensity

Overall, First gen's carbon intensity has gone down from 0.37 ton/megawatt-hour (MWh) in 2003 to the present 0.25 ton/MWh. Much of this can be traced to First Gen's commitment to using clean indigenous fuels.

Kapit Bisig Para Sa Ilog Pasig

The Pasig River is a 27-kilometer body of water that traverses Metro Manila and connects Laguna de Bay to Manila Bay. Once a major trading route, source of water and thriving ecosystem, the river is intimately connected to Philippine culture and history. In 1990, the Danish International Development Agency declared in a study that the Pasig River was biologically dead.

Recognizing the need for a broad-based effort to clean the Pasig River, ABS-CBN Foundation, Inc. (AFI) and the Department of Environment and Natural Resources (DENR) through Pasig River Rehabilitation Commission (PRRC) signed a memorandum of agreement to co-manage the rehabilitation of the Pasig River and the tributaries leading to it. This partnership gave birth to Kapit Bisig Para Sa Ilog Pasig (KBPIP).

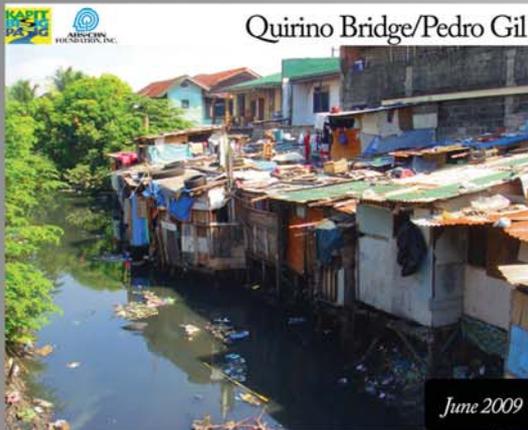
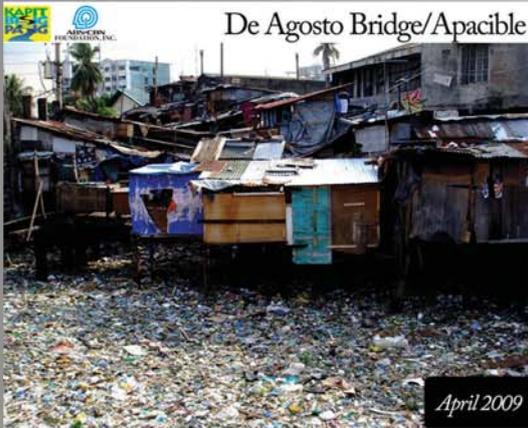
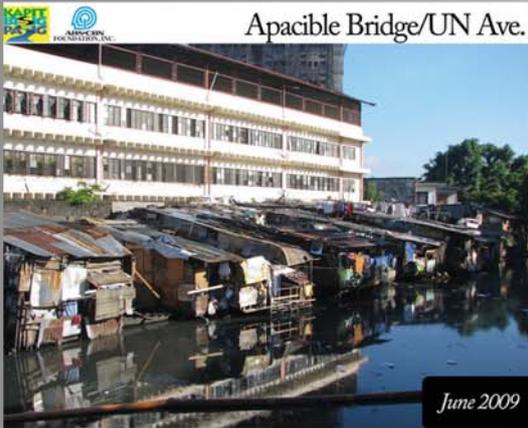
linking arms **PASIG RIVER CLEAN UP**

Kapit Bisig Para Sa Ilog Pasig literally means “linking arms for the Pasig River”, the coming together of different sectors—youth, corporations, armed forces, nonprofit organizations and local government units and agencies—to once more give a chance to revive this historic river.

To revive the waterways, the KBPIP plan is to rehabilitate the whole river system one estero (creek) at a time starting with Estero de Paco—a 2.9-kilometer tributary. KBPIP has also put up Materials Recovery Facilities in key areas.

To alleviate the poverty of the informal settlers, KBPIP relocated them to its official resettlement site, Bayanijuan sa Southville 7 (formerly known as Bayanijuan sa Calauan) in Laguna.

Relocation of informal settlers (IS) residing on the easements of tributaries is crucial to the success of the project since they heavily contribute to the pollution of the river by discharging wastes directly to it. Consequently, encroachments on the esterios also make these families prone to health hazards of the polluted estero. A comprehensive process is applied



to the affected community before the actual transfer of the families. Relocation is supported by the local government unit and private donors.

Bayanijuan sa Southville 7, the relocation site co-managed by AFI and National Housing Authority, had developments to help improve the lives of the relocatees. Before the actual sending of IS, there were 800 housing units in the site that were repaired to prepare them for occupancy. Through the support of different private entities, additional housing units were also built to accommodate the families being sent to BNJ Southville.

Aside from actual houses, communal facilities were also constructed. The on-site school were repaired and opened to educate the children of the families. Additional schools will also be built in the site. To help give jobs to the relocated families, training and livelihood facilities were also built. A wet market has also been constructed.

Electricity and potable water are also being provided to the families. Basketball court, volleyball court and playground were put up for recreation. Values formation, spirituality, health and environment consciousness is also given.

To mitigate the solid waste discharge to the waterways, KBPIP put up Materials Recovery Facilities (MRFs) in Paco Manila, Polytechnic University of the Philippines Sta. Mesa, Baseco Port Area Manila, Punta Sta. Ana, Barangay Addition Hills Mandaluyong City, and Barangay San Antonio, which promotes community-based solid waste management to resolve the improper waste disposal problems in the communities.

MRFs process solid wastes like plastics and cartons to turn them into by-products like pavers and hollow blocks. Kitchen wastes are also taken care of through a vermicomposting facility which uses worms to decompose the waste and turn them into organic fertilizer. The byproducts are income-generating for the community. MRFs were supported by private companies Goldilocks and BASECO, local government units and PRRC.

Paco Market, a 100-year old public market located by Estero de Paco, is one of the main contributors of waste in the estero. KBPIP with the local government

conducted among barangays along Estero de Paco.

Part of the KBPIP's advocacy is the connection of sewer line of both residential and industrial areas. In partnership with Maynilad, KBPIP conducts door-to-door campaign to encourage residents and owner of commercial establishments to connect to the sewer line.

KBPIP received a grant from Asian Development Bank to initiate IEC for the sewerage treatment plant of Manila Water, which includes development of children storybook on Clean Water Act of 2004 and Ecological Solid Waste Management Act of 2000, household magazine on wastewater management, and 48 interstitials. Six interstitials has already been filmed by 2009 Cannes Film Festival Best Director Brillante Mendoza.

Annually, there is a run for the Pasig River which is an advocacy and fundraising activity for the project. Last year, there were 23,000 runners who joined the run.

KBPIP envisioned a group of community-based volunteers committed to safeguarding the Pasig River, the River Warriors, who underwent training on law enforcement, leadership, self-defense and warrantless arrest under the Philippine National Police, PRRC and Armed Forces of the Philippines. The first batch of trainees consisted of 25 community leaders from Estero de Paco. After that, an additional 203 children, teens and adult participants from the estero and MRF communities underwent training for River Warriors. After training, the River Warriors mobilized their own communities to help clean-up their estero.



unit and donors, decided to take on its rehabilitation.

KBPIP is essentially a media-driven project which constitutes different media platforms for effective advocacy drive. Its stories are aired in ABS-CBN Channel 2. There is regular airing of Pasig River Report, a one-minuter interstitial about KBPIP in ANC. KBPIP is also in Facebook, Multiply, Twitter and YouTube. Major events are also regularly published in major broadsheets in the Philippines like the Philippine Star and Philippine Daily Inquirer.

Onground IEC has begun in the communities with multi-sectoral forum in KBPIP key areas and a series of solid waste management and segregation workshop were

10.10.10 A Run for the Pasig River

Breaking Records for A Cause

The "10.10.10 A Run for the Pasig River" made history amid a powerful show of unity by Filipinos from all walks of life.

Official figures placed the total number of official race starters at 116,086, and is set to break Philippine marks and the Guinness World Record of 110,000 runners at the "Bay to Breakers" race in San Francisco, California in 1988. The fun run, which aimed to create awareness and raise funds for the massive Pasig River clean-up campaign, could also be the world's biggest advocacy race.

"I'm really happy that the run was peaceful and many showed up! It's 5 times the attendance last year when 23,000 runners took part in the first Run

for the Pasig River." ABS-CBN managing director Gina Lopez said.

Contingents from schools, religious groups, government agencies, the police and military, non-government organizations, business sector, and private institutions made up the enormous crowd that gathered at the run's three starting points at the SM Mall of Asia (MOA), the CCP Complex, and Ayala Avenue in Makati.

ABS-CBN Chairman and Chief Executive Officer Eugenio Lopez III also showed his commitment to the Pasig River cause by joining the Armed Forces of the Philippines in the ceremonial 21K run, which kicked off in Marikina City.

ABS-CBN Foundation managing director Gina Lopez also recognized

during the program the runners and the partners of KBPIP, including race organizers Eric Imperio, Rio Dela Cruz, and Thumbie Remigio for the Philippines' newest achievement.

KBPIP raised between P10 million to P12 million from the event to finance clean-up at Estero de San Miguel, a tributary of the Pasig River.

In 2009, KBPIP began dredging operations and relocation of informal settlers at Estero De Paco, which also flows into the Pasig River.

Gina Lopez said in order to successfully clean the river, people must first clean water that flows into it, and change the way people look at the river through events such as the 10.10.10 run. Story courtesy of ABS-CBN News.





CITIZEN PREPAREDNESS

Dealing with another Ondoy

ANGELA L. GUINGONA and CECILLE ZIPAGAN

An employee of the Lopez Group Foundation Inc., Jimmy Hernandez, lived in a relatively high area of Marikina, but it was close to where the river and a creek met. During the torrential rains of Ondoy, he figured his house was on safe ground but could see many of his neighbors were in danger. So he went with a friend on a banca to rescue families stranded on rooftops by the rising waters.

As water continued to rise that afternoon, Jimmy was horrified to see many homes being swept away by the floods. The people on rooftops or just hanging on to parts of their houses were so near to Jimmy that he could see fear and desperation in their eyes. "I felt so helpless and powerless because we couldn't really do anything for them," he said.

The two paddled back home and, to Jimmy's surprise, water had reached the second level of his house. He rushed inside to help his family in bundling up whatever belongings they could, and they all went up to a tiny attic. In the next few hours, more than 20 neighbors joined them in that tiny space below the tin roof of the house, praying and hoping the rains would stop and the flood would not reach them.

It was a nightmare for them for some 12 hours, huddled together, hungry, drenched and terrified of what tragedy would come to them. Sometime in the morning of the next day, the rains lessened and gradually the water level receded. Jimmy and his family and neighbors were able to wade through the flood and go to safer ground.

They were among the luckier ones. Ondoy and another typhoon that came after it, Pepeng, were among the most destructive to hit the country in decades. A government-private sector study of the effects of the two typhoons estimated the total damage and losses amounted to Php 206 billion. This figure came from the damage to physical assets,



Photo taken through Hernandez's cell phone during Ondoy record rains.



public and privately owned, amounting to Php 68.2 billion, while losses in production and other economic activities were placed at Php 137.8 billion.

While most disasters would destroy infrastructure, such as roads, bridges and buildings, Ondoy and Pepeng struck at productive and social sectors – commercial establishments, houses and farms --- which accounted for 95% of the total damage.

At the height and in the aftermath of the typhoons, the leadership role of ABS CBN network, its employees and talents, and ABS-CBN Foundation (AFI), joined by the Lopez companies and foundations, is rather well-known. But the real heroes were the unnamed people from all walks of life who came out with contributions of goods, food and clothes, their time and energies, and their outpouring of malasakit and pakikipag-tulungan.

Months after the Ondoy and Pepeng tragedy, it is significant that the effort has continued into a disaster preparedness and risk mitigation campaign. Focusing on the most vulnerable areas, Sagip Kapamilya has been running a Disaster Risk Reduction Road Show from February 2009 to the present. Sagip has reached out to more 22,000 students, teachers and parents

in Pasig, Las Pinas, Malabon, Valenzuela, Navotas, Caloocan, Marikina, Laguna, Quezon, Bulacan, Nueva Ecija, Pangasinan and Ilocos Norte.

Preparedness videos, entitled “Handa Ka Na Ba?” and produced by AFI, are shown to all audiences to show them what measures to take to avoid or lessen the effects of disasters. Evaluations taken after the video showings indicated they were effective in teaching people how to prevent serious losses and cope with earthquake, typhoons and climate change-driven disasters.

Sagip Kapamilya also tied up with Alitaptap storytellers and HOPE Worldwide Mobile Puppet Theater to add fun and entertainment to the training sessions. A three-hour program would include storytelling, film, puppet show, poster-making, fire-safety tips, and dancing mascots, all of which add to the message of disaster preparedness.

Sagip Kapamilya has also partnered with the Manila Observatory to establish a weather station and rain gauge network in climate-sensitive spots in the country. Once fully operational, the network will monitor rainfall and warn communities when critical levels are reached.



CECILLE ZIPAGAN

Sagip Kapamilya Volunteers Spurring the Bayanihan Spirit

In the duration of its 60-day relief operations, Sagip brought relief assistance to 753,082 families or 3,337,410 individuals in 22 provinces and 14 cities in the National Capitol Region.

But Sagip Kapamilya would not have been able to do this had it not been the unrelenting support of volunteers who bravely faced risky terrains and overflowing rivers in helping victims.

To keep the spirit of *bayanihan* alive, Sagip Kapamilya recently gathered close to 200 volunteers to forge a formal relationship with them.

"Napakasaya ng activity ngayon dahil yung mga tao na may eagerness na tumulong nagsama-sama. Hindi lang sa panahon ng kaguluhan kundi sa paghahanda before pa dumating ang sakuna, [This is such a fun activity because of participants' eagerness to help and cooperate, not only during the calamities but also in preparation for it]," says 1st Lt. Ellen May Zausa,



Sagip Kapamilya volunteers rush to the aid of typhoon victims.

Sagip Kapamilya Volunteer representing the 59th Infantry Protector Battalion.

The half-day event aimed to draw out the good and not-so-good practices during their volunteer experience with Sagip Kapamilya. As front liners, the volunteers underwent basic training on disaster management.

Percy Chavez, who volunteered his time and his trucking services, says, *"Ang Sagip Kapamilya ay nagbibigay ng sense of order sa mga komunidad ng pamilyang nais makatulong*

sa iba. Nagsisilbing facilitator ang Sagip Kapamilya dahil sa marami naman talagang gustong tumulong kaya lang hindi alam ng mga tao kung saan pupunta. [Sagip Kapamilya brings order to people who want to help. They serve as facilitator for numerous volunteers who want to help but have no idea where to go.]"







FIRST IN NEWS FIRST IN PUBLIC SERVICE **DZMM** EXTENDS ITS REACH



by MARY ATHENA DE PAZ

More Than News . . .

In its quest for a public service like no other, DZMM not only provides the most relevant news and information to our kababayans worldwide, but also uplifts our unfortunate Kapamilya with projects advocating environmental protection and a progressive life for every Filipino.

Environmental problems have continued to plague our country, destroying the natural beauty that the Philippines once possessed. In DZMM's continuing effort to promote environmental care, more than 5,000 runners with special guests Piolo Pascual and Maricar Reyes joined the 11th Takbo Para sa Kalikasan last February 28 at the Quirino Grandstand.

This year's Takbo Para sa Kalikasan was in support of the rehabilitation of the Pasig River through ABS-CBN Foundation's Kapit Bisig Para sa Ilog Pasig. This is an endeavor to bring back the glorious days of Ilog Pasig, which was once a major transport route, source of drinking water and thriving ecosystem and not the polluted and toxic river today.

Taking care of Mother Nature is also like caring for mothers. Being a mother does not only require added tender love and care but also a whole lot of knowledge in rearing the child and the whole family. So in celebration of Mothers' Day, DZMM with the Department of Health and Midwives Association of the Philippines held the 8th Buntis Congress at the SM Megamall last May.

More than 1,000 expectant mothers were given tips on vital issues for moms like safe motherhood, child care,



responsible parenthood, and the ever important breast feeding. On its 8th year, DZMM did not only provide mothering 101 to mothers in the metro, but also in key cities like Dagupan on August 14, Tacloban on September 25, and Butuan on October 16.

The health care programs of DZMM are not seasonal. Proving that public service is an essential part of the station, it holds a monthly medical mission through Oplan MM (Oplan Malusog na Mamamayan).

Oplan MM is the year-round medical mission of DZMM providing free medical and dental services to indigents in depressed areas in Mega Manila. More than 1,000 of poverty-stricken

by the water crisis, and in other social events.

Even during this year's Lenten season, DZMM was still of service to the people. DZMM teams set up medical stations in gas stations, helping those who traveled both to the north and south with their health concerns.

During the Pinoy's celebration of the All Souls' and All Saints' Days or Undas, DZMM set up posts in two of the busiest cemeteries in Metro Manila—North Cemetery and South Cemetery.

This coming Christmas, DZMM will share the joy of this season with little kids through Maligayang Paslit, a Christmas baptism of 200 children ranging

Serving everyone...from the most remote villages to our global Kapamilyas.

Filipinos who are not capable of getting medical services from hospitals are provided the medical attention they need and free medicines as well.

In times of calamities, DZMM never ceases to reach out to those in need. Disaster-stricken areas are always provided with clean bathing facilities and set of toiletries like soap, shampoo, comb, and towels to ease the discomfort in evacuation centers.

Conceptualized by DZMM anchor Ted Failon, "Kapamilya Shower Na!" makes sure that proper hygiene will be observed despite calamities to avoid the breakout of diseases and viruses in evacuation centers.

Since it was first launched on October 12, 2009 at the PhilSports Arena (Ultra) to help the victims of Typhoon Ondoy and Pepeng, the 20-foot container van that was transformed into a shower facility with 12 fully tiled cubicles for males and females, has already given free baths to victims of fire, mudslides, to residents affected

from newborns to 10 years old. This program aims to inculcate in the indigent parents the importance and significance of baptism this Christmas season.

Nothing can really stop DZMM from doing its public service programs. Aside from these projects, the station's Aksyon Ngayon Global Patrol, the 18-year-old flagship public service program of DZMM airing every 1:30 to 2:30 PM on weekdays, continues to bridge the government, its officials, and its services to Filipinos anywhere in the world.

Its Action Center, which operates for eight hours, five days a week, helps practically everyone, from the most remote villages to our global Kapamilya.

With all these projects committed to help alleviate the lives of the Filipino people, DZMM truly lives up to its battle cry of being not only first in news but definitely also first in public service.



For the Knowledge Channel Foundation, Inc. (KCFI), its journey of reaching 40,000 schools throughout the country continues – with many single steps taken by as many different sectors and partners as possible.

Knowledge Channel

No School Too Small, Too Far

Journey to Thousands of Young Minds

CHARLENE TORDESILLAS

They say that a journey of a thousand miles begins with a single step. After more than ten years of teaching and reaching out to 3 million students in over 2,000 public schools, Knowledge Channel Foundation, Inc. (KCFI) launched its Take a Step campaign in July 2009 and has since embarked on a journey to teach and reach even more Filipino learners, involving as many stakeholders as possible.

Inviting stakeholders to actively take a step for Philippine education, KCFI began by holding a series of small events to increase awareness and forge partnerships for its many projects, culminating in “Lead the Change” – the organization’s first multi-sectoral discussion for action. It brought together leaders in business and civil society to discuss peace, governance, health, population, and education. To serve as inspiration, the guest of honor was an exemplary philanthropist, Peggy Dulany, Founder and Chair of The Synergos Institute.

KCFI also gave recognition to its outstanding stakeholders in the first-ever “Knowledge Channel Outstanding Stakeholders Awards Night” held in November 2009. It honored beneficiaries and partners who had shown outstanding support to KCFI’s mission; one memorable story from that evening was of the Mataasnakahoy Central School in Batangas, which won the Knowledge Channel Outstanding School Award.



The school was successfully able to mobilize teachers, school administrators, parents and the community, in order to provide a total of 26 television sets in each of its classrooms.

(Top) Peggy Dulany, founder and chair of Synergos Institute, receives plaque of appreciation from Oscar M. Lopez and Ms. Bautista during ‘Lead the Change’ conference. (Bottom, L-R) Mataasnakahoy Central School receives the Knowledge Channel Outstanding School Award; Peggy Dulany with students of Mataasnakahoy Central School.



It was a testament to the value of Knowledge Channel's intervention, and a model of how the Knowledge Channel, when properly used and maximized, could really help students learn better.

Teaching More, Reaching More

Knowledge Channel as a tool for change is best demonstrated in its new programs for 2010, which include "K-High", "Faculty Room", "Gab to Go", and "Agham Aralin". The productions adopt popular television show formats to better engage students and teachers alike.

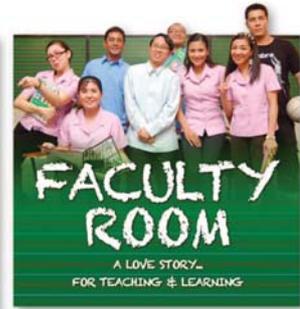
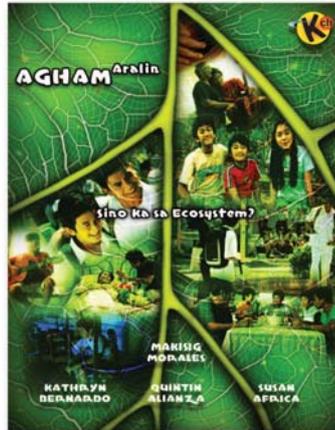
Expanding its roster of educational media tools, KCFI has utilized new media and technologies that can take the learning process beyond the four walls of the classrooms, and enrich the learning experience. The flagship project is KCh Online, which uses multimedia strategies that foster critical and creative thinking, allowing students to learn through interactive, engaging and participatory methods of instruction. KCh Online also extends access for teachers, parents and out-of-school learners, in line with its mission to reach all learners.

KCFI is also developing KCh LITE and ultraLITE (Light Instructional Tool for Educators), which is a portable teaching and learning tool developed especially for mobile teachers under the Department of Education's Bureau of Alternative Learning Systems (DepEd-BALS).

Commitment to Filipino Learners

In 2010 KCFI reiterated its commitment to the country's education reform agenda by offering President Benigno Aquino III its 4-Point Initiative as a major public-private partnership for basic education. It aims to use the power of media and technology to help the government uplift the quality of Philippine basic education for 1) elementary and high school students; 2) day care and pre-school children; 3) technical vocational schools; and 4) out-of-school youth and adult learners.

At the early stages of development is KCFI's Day Care and Pre-School Educational Programming, which will be



created together with the Department of Social Welfare and Development and the DepEd, respectively. There is also On-Air Technical Vocational Training, where high school students can learn various technical and vocational skills.

President Benigno Aquino III in a New York meeting hosted by the Synergos Institute. The dialogue was co-facilitated by Synergos chair and founder Peggy Dulany and KCFI president and executive director Rina Lopez-Bautista. In photo are: Rina Lopez-Bautista, President Aquino, Peggy Dulany, KCFI Chairman Oscar M. Lopez and his wife Connie. (Above) Oscar M. Lopez, Rina Lopez-Bautista and Education Secretary Brother Armin Luistro give KCh LITE units to mobile teachers.



KCFI Chairman Oscar M. Lopez, President Rina Lopez-Bautista, and Education Secretary Bro. Armin Luistro with Dumagat chieftain (in native attire) and their learners, who walk five hours everyday to receive education.



At the more advanced phase of implementation is its Out-of-School and Mature Learners Alternative Learning Institute (OMLALI), which will provide out-of-school and adult learners with opportunities to finish their basic education, as well as life skills that will make them more employable or capable of becoming entrepreneurs. KCh LITE was developed under the OMLALI.

Lastly, KCFI has its Expert Teachers On Air (ETOA) project, which aims to help high school students improve their comprehension of the critical subjects of English, Math and Science. The project will be producing the educational show "K-Hub", a program combining elements of direct instruction and entertainment using virtual expert teachers to teach high school students. The show will launch in January 2011.

Run for Education

To further support the ETOA, KCFI held the "KaRUNungan 2010: Run for Knowledge" in November 2010 to urge the public to help improve learning outcomes in elementary and high schools nationwide through educational media. Funds raised from "KaRUNungan 2010" will go to developing episodes of "K-Hub".

"KaRUNungan 2010" debuted at the ING New York City Marathon, where 31 Filipino participants, led by KCFI President and Executive Director Rina Lopez-Bautista, dedicated their run for Philippine education. Through pledges and donations from family, friends and supporters, they were able to raise almost a half a million for Knowledge Channel's ETOA project.

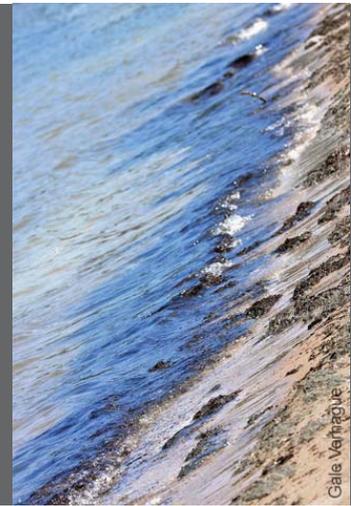
It was followed by "KaRUNungan Manila" a few weeks later, which rallied about 2,000 people to run for education and the Knowledge Channel. KCFI Vice Chairman Gabby Lopez and Social Welfare Secretary Dinky Soliman lent their support for the cause.

And so the journey continues for KCFI – and whether these steps are taken by walking or running, the journey of reaching Filipino learners will continue only when various sectors together take that step towards "teaching more and reaching more" through education.

"We believe that the problems besetting Philippine education should not be left to government alone—the collective involvement of all stakeholders is critical to addressing this growing concern. After all, our students will be our future leaders, entrepreneurs, employees and consumers. We have a stake in their education, and we need to act now," said Rina Lopez-Bautista.

DARIO J. PAGCALIWAGAN

Helping Farmers Displaced by the Oil Spill



Halad Sa Guimaras

*"We go through all the hardship, heat, and exhaustion, and sometimes hunger just so that I can help in the improvement of the coop... I love seeing different vegetables grow, and I realize that the coop will truly help us... Because of this project, I felt its importance and my responsibility as a woman in the development of a community."
Sandra Remollata, Chairperson, Audit and Inventory Committee.*

*"We treasure the important story of the change in our thinking, ourselves, and our livelihood."
Fermina Carlos, Vice Chairperson.*

*"The coop is a means for us to serve the community and the whole barangay."
Imelda Buencochillo, Chairperson.*

Sandra, Fermina and Imelda are three of the hundreds of farmers and fisherfolk and their families who had suffered from the effects of an oil spill incident off barangay La Paz in the town of Nueva Valenciana in Guimaras in August 2006.

The Lopez family came to the assistance of the families, donating 15 hectares of farm land and through the Lopez Group Foundation Inc., helping organize a cooperative among the beneficiaries of the donation. Working with the barangay council, LGFI set up the Halad (gift) sa Guimaras Multi-purpose Cooperative.

LGFI partnered with the Philippine-Australia Community Assistance Program (PACAP) of the Australian Agency for International Development (AusAID) and the Iloilo

Caucus of Development NGOs, Inc. (ICODE) in the "Halad Sa Guimaras" Project. It opened land-based livelihood opportunities to families of subsistence fishers who were victims of the oil slick.

Through the Project which was implemented from April 2008 until the end of 2009 and enhanced through additional investments in July to August 2010, the coop members were trained in governance, and given technical assistance, seedlings and materials in establishing an organic farm and a plantation of forest and native fruit trees.

By the time the project was completed in 2009, the evaluation conducted by LGFI reported anecdotal experiences by groups of beneficiaries indicating the project's early impact.

Individual beneficiaries who were fisher folks with little farming experience learned quickly the basics of farming, particularly in growing organic vegetables and producing natural fertilizers.

The wives found a deep appreciation of the value of group interaction and cooperative action. Having no earlier history of group association, they and their co-members recognized the importance of formally organizing and increased volunteerism in the various activities.

A strong sense of commitment, responsibility and accountability was evident especially among the cooperative officials and team leaders. Participation in various events provided occasions to polish their self-esteem, self confidence and social skills.

The cooperative's support of barangay advocacy activities increased the members civic involvement. In return, they gained direct link to the resources and support available from other sectors like the local government. The regular meetings and other group interaction cultivated the members' spirit of openness and trust.

The women cite among their learnings the importance of priorities-setting, budgeting and time management which enabled them to attend better to their responsibilities at home and in the cooperative.

Since the unsold produce from the vegetable garden plot went into daily meals prepared at home, this has resulted in healthier children according to their school's weight monitoring program. The household's backyard vegetable gardens benefitted from the application of new knowledge and skills learned at the cooperative's farm.

Rice trading and goat raising schemes among the members enhanced their access to staples for house consumption.

While providing regular sources of income, the project's investments also assisted in rehabilitating the watershed and the natural surroundings. The use of organic farming and the installation of a rainwater facility and solar lighting system introduced to the community's way of life the values of a green, sustainable environment.



Bantay Kalikasan

ACCOMPLISHMENT REPORT | JAN-JUN 2010

Save the La Mesa Watershed Project

- No. of hectares planted: 1, 530 hectares out of 1,700 hectares attaining at least 92% survival rate.
- No. of species reintroduced: 83 indigenous species

No. of Donors/Supporters:

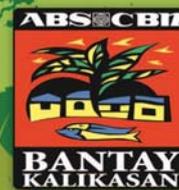
- Corporate: 200
- School: 400
- Individuals: 3,000



LA MESA ECOPARK

- Visitor traffic increased by 8% from October 2009 - October 2010.
- Opened the new swimming pool complex and horseback riding facility.





BANTAY KALIKASAN ECO ACADEMY

- Conducted eco seminars on vermiculture and organic gardening at La Mesa Ecopark.
- Conducted environmental education activities to at least 5,000 participants.



Groups who have benefited from the Bantay Kalikasan Eco Academy Modules:

Schools:

La Salle Greenhills
International School Manila
STI College Southwoods
STI College Las Piñas
AMA Computer College
Lourdes School of QC
St. Paul College- Pasig
College of Development
Communication- UPLB
St. Theresa's College
St. Mary's Academy Caloocan
Ateneo de Manila University
Saint Pedro Poveda College
Siena College
OB Montessori
De La Salle Santiago Zobel

Corporations:

Embassy of Canada
Embassy of the Kingdom of
Netherlands
Sofitel Philippine Plaza
OOCL Philippines
Intel Microelectronics Phils Inc.
Creative Pint International
Victoria Court Group
PLDT retail sales (500 participants)
Philippine Seven Corporation
Shell Business Service Center
Accenture Inc.
Wallem Shipping Philippines
Chinese General Hospital
Banco de Oro- Head office

NGOs/Churches:

ABS-CBN Foundation Inc.
Honda Foundation
Novaliches Alliance Church
Leccom Good Shepherd
Parish



IPO WATERSHED MANAGEMENT PROJECT

- Project start up was March 16, 2010.
- Established a Project Management Office (PMO) at Brgy. Bigte Norzagaray Bulacan.
- Conducted ground validation.
- Made courtesy calls with LGU's.
- Conducted series of community meetings.
- Rehabilitated component of the initial 100 hectares started last June 16, 2010 with the hiring of twenty (20) workers and one (1) leadman.
- As of September 2010, about sixty (60) hectares have been planted with Banaba and Kupang seedlings.
- Bakas Outdoor Group volunteered to plant 400 trees Kupang trees as of September 2010.



BANTAY BATERYA PROJECT

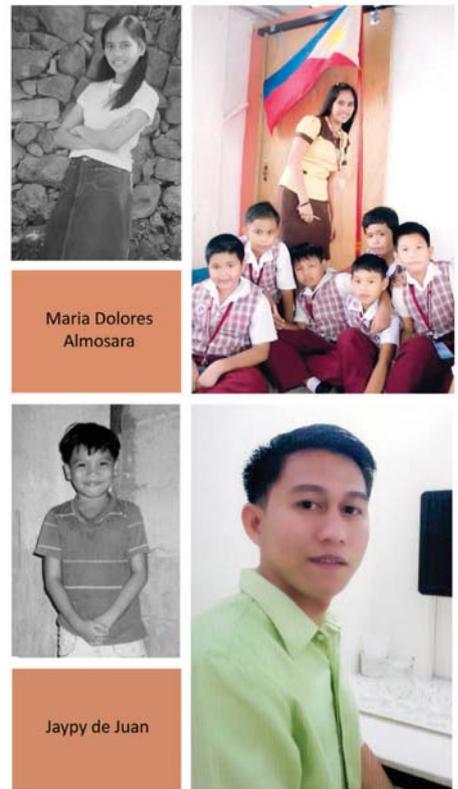
STATISTICS / ENVIRONMENTAL IMPACT (As of November 2010):

- Total quantity of donated Used Lead Acid Batteries: 296,483 kilograms
- Lead recovered: 222,362 kilograms / Sulfuric Acid recovered: 44,472 liters / Landfill Space Saved: 421 cubic meters.
- MAJOR DONORS: MERALCO, Amkor Technology, Analog Devices, Samsung Electro-Mechanics, Ericsson Telecom, Maxim Philippine Operating, Cypress Mfg., Yazaki-Torres, ABS-CBN Broadcasting.

PAAFI SCHOLARS

Education Changed Their Lives

by MITOS SANTISTEBAN



Maria Dolores Almosara

Jaypy de Juan

“I had to work all through college. It was a grueling schedule. It was all about sacrifice. I walked miles in order to save money for transportation. I remember lying to my friends every time they would ask me to go out and eat with them because I didn’t have extra money. There were times when I went for a day without eating because I didn’t have money.”

“I can’t even begin to explain how critical the PAAFI (Phil.-Asia Assistance Foundation, Inc.) scholarship was to my life. Beyond providing for half my tuition expenses from high school to college, they gave me encouragement which was very important because I was always a very emotional child. The scholarship toughened me up by exposing me to different people and situations. It changed my life. My family is now stable because I finished my degree.”

This has been the experience of Maria Dolores Almosara, 22, a scholar since the sixth grade of Philippine Asia Assistance Foundation Inc. She graduated from the Pamantasan ng Lungsod ng Pasay in 2009 and now teaches music and mathematics at the Learn and Explore Montessori school in Taguig City.

PAAFI was founded by Roberto “Roby” Lopez and partnered with Philippine International Aid U.S. and Caritas Manila to start the scholarship program in school year 1987-88. After 23 years, it has helped graduate 1,069 elementary pupils, 298 high school and 45 college students. For the current school year, they have 363 scholars. The partnership continues with 16 Catholic parochial schools and the Catholic Ministry to Deaf People, Inc.

Another PAAFI scholar, Jaypy de Juan, 25, was a scholar from Grade 2 until he graduated from the Polytechnic University of the Philippines and now works as a food researcher and analyst at the Dept. of Science and Technology.

“My parents were street vendors and sold all kinds of food. Without the financial assistance of PAAFI, it would’ve been impossible for me to finish high school, and much more, college. Education taught me four important values: integrity, resourcefulness, enthusiasm and creativity. “One of my fondest memories was when all the PAAFI scholars went to Tanay for a field trip. Up to now, I remember my excitement during that weekend trip.

“About a third of my salary now is for myself and the rest goes to my family. I am helping put my sister through school. My father had a stroke last June, but I was able to cover the expenses. I am grateful for the help of PAAFI. I would not have known where to turn to for help without their presence.”

Below left: Roberto “Roby” Lopez (3rd from left), Yvonne Yuchengco, Steve Presy, and Geni Psinakis. Below: Roby Lopez PAAFI; Ricardo De Leon, Caritas Chairman; and Yvonne Yuchengco, PIA at the June 2 1987 launching of Caritas Manila - PIA/PAAFI Scholarship Program.



WHERE PROFITABILITY
AND RESPONSIBILITY GO

Hand In Hand



First Philippine Industrial Park Proactive CSR

In 2009, the First Philippine Industrial Park (FPIP) logged its highest revenues and net income since the start of its operations in 1997. This affirms its position as the leading industrial park in the country, with the biggest market share and highest profitability. It is the first and only industrial park in the country that is Investors in People-certified and was the first to have Integrated Management Systems certification in the three ISO standards for quality, environment, and occupational health and safety.

But what makes FPIP's track record more remarkable is that it has consistently shown a strong CSR program, mainstreaming this into its 24/7 operations. The 315-hectare park straddling Sto. Tomas town and Tanauan City, in the northern edge of Batangas, has world-class infrastructure and facilities serving its current 55 locators which directly employs 16,000 people, and offered to the 30 to 40 more locators it expects to attract in the next five to 10 years.

But it has another feature, that is unique to the park, which are the three eco-parks cum forest trails that are home to a wide range of hardwood and indigenous plants and trees. These eco-parks and trails have hosted many Walk the Talk outings for the Lopez Group and for FPIP locators themselves.

The park is located between Mt. Makiling and the Tagaytay foothills, and the San Juan river runs through it, making the park part of the catch basin for the elevated areas around it. This location feeds the rich water table in the area, which supports FPIP's other core recurring business – water supply and wastewater treatment – and adds to the business logic supporting its environment protection programs.

FPIP President Hector Y. Dimacali sees a strong synergy between the park and the other Lopez Group companies, and invites them to consider locating there for their expansion. "I am sure they will not be disappointed to be in a place where they can focus on operating their business, and less on non-core but still essential aspects such as security, a clean environment, industrial peace, water supply and wastewater facilities, and other support that they may need.

"We have strong community relations and environment programs... (and they can) partner with us in CSR activities... plant trees, help in preserving the river systems, use our sports facilities, participate in medical missions, rehabilitate schools and community infrastructure, exercise inside FPIP, particularly in its beautiful eco-parks," he said.

The park's proactive CSR programs are anchored on nine major areas: capability building, employment, cooperative and livelihood, scholarship, small infrastructure projects, health and environment improvement, and sports.

FPIP's CSR has gained recognitions such as the PEZA Award for Outstanding Community Project for 2000, 2001, and 2002, and for Environment Performance for 2002, 2005, and 2007.

One of the five people's organizations it has organized is the Bayanihan Multi-purpose Cooperative in Bgy. Laurel. The coop started its sewing livelihood project with only P12,500 as capital and with a few members. Now, it has 36 active members and a net worth of P1.2 million.



FIRST SUMIDEN CIRCUITS, INC.

Transforming Cabuyao Communities Through Daop Palad



First Sumiden Circuits, Inc. (FSCI) recognizes its corporate social responsibility to its community and its role in nation-building. It actively encourages its employees, suppliers, and partners, and gives them opportunities to offer their time, skills and resources, to play active roles in community relations and outreach programs in the spirit of brotherhood and nationalism. “Daop Palad,” the company’s center for social responsibility undertakings, is focused on improving the community’s health, education, livelihood, and environment.

In 2009, Daop Palad aided the Cabuyao community through medical mission and outreach program for Typhoon Ondoy victims. The onslaught of Typhoon Ondoy caused great damage to the livestock and properties of residents of Brgy Butong, Cabuyao and flooded the community for two months after the typhoon. FSCI donated relief goods to 450 residents amounting to almost Php200,000 cash donations from FSCI, employees and partners. Employee volunteers packed and distributed the relief goods using a 10-wheeler truck offered by its waste hauler as residents waded through knee deep waters.

Recognizing the yearly impact of dengue, the company increased the frequency of blood donation from once per year to once per quarter. From an average of 40 donors per year, FSCI’s total number of donors reached 262 in 2009 and donated 31.15 gallons of blood to Red Cross. In addition to Red Cross, several employees and their families also benefited from this project. Employee blood donors generously offered their Red Cross cards to

co-workers in need of blood. The Red Cross cards were exchanged for free bags of blood.

FSCI has made it a policy to reach out to communities or institutions that are given minimal or practically zero attention by the local government, NGO’s or other company’s/schools with CSR initiatives. One such institution is Bahay ni Maria, the home for the abandoned elderly citizens run by nuns which is situated in a remote corner of Calamba City. In 2008, the company conducted gift-giving, free vaccination and free-hair cut to its elderly residents. In 2010, FSCI followed this up with the renovation the comfort room of Bahay Ni Maria and provided a hearty meal for the residents and caretakers.

FSCI also focuses on education and in line with targeting remote communities, FSCI employees distributed schools supplies and computers to Baclaran Elementary School at Brgy. Baclaran, Cabuyao, Laguna on June 24, 2010.

The other CSR policy of FSCI is to provide sustainable livelihood programs for residents of communities around LISP. The company revived the Bo. Diezmo Cooperative by donating six (6) sewing machines and training unemployed housewives in rug-making. FSCI assured the initial market by buying the output of the Cooperative and made representations with other companies in LISP to also procure their rugs from the cooperative as they increased their output. FSCI monitors the progress of the Cooperative and guides them in handling problems like insufficient supply of raw materials.



The Bayan Academy for Social Entrepreneurship & Human Resource Development

In 2006, when ABS-CBN Bayan Foundation, Inc. was reorganized and decided to pursue a three-pronged strategy of wealth creation, job generation and family formation, programs of the Enabling Network for the Upliftment of Filipino Families (ENUFF) were created to achieve the overall goal of uplifting the lives of Filipino families. Over the two-year period, ENUFF has partnered with over 100 microfinance institutions, rural banks and cooperatives and about 15 academic institutions nationwide. Its flagship program, the Grassroots Entrepreneurship and Management (GEM) program is now being offered to 20 licensee institutions. Today, GEM is being taught to over 300,000 microfinance clients through 210 accredited GEM trainers in the country.

In October 2008, ENUFF was officially spun off together with the Area and Industry Development for Entrepreneurship (AIDE) department as the Bayan Academy for Social Entrepreneurship and Human Resource Development (BASE-HRD). The spin off was aimed at redefining the entrepreneurship education paradigm of the Philippines or human capital formation. It hoped to

establish stronger presence and visibility as a national, regional and global social development institution focused on social entrepreneurship.

BASE-HRD has refocused on building and weaving a professional network of likeminded institutions, implementing grassroots entrepreneurship for its target market, working with academic institutions in the enhancement and creation of curriculum on entrepreneurship at various levels – elementary, high school, MBA major in Entrepreneurship and Microfinance (MBA-MEM) and MA/PhD in Organization Development major in Social Entrepreneurship, implementing professional management certificate courses, developing intellectual capital on entrepreneurship, and maintaining a pool of credible trainers on entrepreneurship. AIDE specializes on organizational development, R&D on entrepreneurship, specifically in developing area and industry studies on relevant sectors such as construction, HRM, and specific enterprises, and on providing of consultancy to private and non-government institutions in the different functional areas of entrepreneurship.



FAITH BACON

PRODUCTIVITY & REPRODUCTIVITY



FAMILY PLANNING : INVOLVING THE WORKPLACE

Through the years that the Lopez Group has been implementing its FP in the Workplace program. The Group feels that they have an enhanced relationship with their workers who in turn perceive this as a manifestation of management's concern for their welfare. On the other hand, the managers appreciate the increased productivity arising from less incidents of maternity and child related absenteeism and the savings that were generated from less maternity related expenses.

The Family Planning in the Workplace with nine (9) participating companies comprised a total of 13,024 employees or 80% of the total employee population of the Lopez Group of companies. For First Sumiden Circuits, the FPW program was able to reduce by 43% pregnancy-related sick leaves and by 28.30% man hour lost due to maternity leaves from Y2007 to Y2008.

At SkyCable, implementation of the FPW program resulted in a 66% decrease in maternity benefits availed by employees over a period of three years which translates to more savings for the company itself.

Program Beginnings

In January 2006, the Lopez Group Foundation Inc., entered into a partnership with the USAID Private Sector Mobilization for Family Planning Program (PRISM) aimed at installing Family Planning programs in the Workplace. The initiative had two-pronged objectives --- that of establishing a sustainable FP Program through IEC, capacity building, service delivery and technical assistance with the end result of developing employees who knows how to take care of their reproductive health and plan their family size as part of keeping wellness for themselves and their families. It also helped program installation that it also satisfies the companies' compliance to Article 134 of the Philippine Labor Code and DOLE Department Order requiring corporations with more than 200 employees to install a Family Welfare Program, which includes Family Planning.

Baseline study conducted for the first batch of participating companies established that 66% of

Lopez Employees are male majority, 71% of which comes from the ages 25 to 40 which places them at their peak reproductive ages. Furthermore, 63% are married while 73% are college graduates which places them at a position of making informed decision when it comes to family planning and responsible parenthood.

The Lopez employees, at the time of program inception, have a relative high contraceptive prevalence at 56% although only 36% uses modern family planning methods. High on the list of methods used is the natural scientific followed by pills and condoms.

Given this demographics, the FPW started implementing in five of the companies, namely: Meralco, ABS CBN Broadcasting Corp., Sky Cable, Tollways Management Corp., and First Sumiden Circuits. They have a combined 10,000 employees in the reproductive age.

The second year of the program saw an additional four (4) companies participating. These were: Bayan Telecommunications, First Balfour, Rockwell Corp. and ABS-CBN Foundation. Employees' profile for these companies varies with some being dominantly male such as First Balfour and SkyCable while First Sumiden Circuits is 80% female. Some companies like Bayan Telecommunications and Rockwell Corp. have relatively young, mostly unmarried employee population. For companies like ABS-CBN Broadcasting Corp and Bayan Telecommunications, work schedules vary such that finding a common time for the activities was a challenge for the program. Thus, the program needed to develop a tailor-fit module for each company based on the employees' demographic and work schedules.

Activities conducted were profiling of employees according to their family planning needs, customizing a family planning program design and implementation plan, the evaluation of clinic facilities and service provider capability to provide family planning services; and the setting-up of a peer motivators program.

The program also installed a program management mechanism, the Family Health Management Team (FHMT) composed of a combination of senior officers, medical staff and volunteer employees. Trainings for peer counselors and medical personnel in non-scalpel vasectomy were conducted.

Widespread information and education campaign were launched within the participating companies creating an awareness among the employees on the benefits of family planning and responsible parenthood.

Program Outputs

During the program's implementation, nineteen (19) volunteer employees were trained as certified FP Peer Counselors, twenty nine (29) trainers were developed to conduct FP Motivational Seminars in their companies, ninety nine (99) FP Core Team/Peer Motivators were trained in five implementing companies and a total of 1,171 participants attended the Family Planning Motivational Seminars (FPMS) conducted in a spread of 56 sessions. Three company doctors were also trained in non-scalpel vasectomy (NSV).

Advocacy and information dissemination activities conducted within the participating companies resulted in FP policies installed within three of the participating companies: Meralco, North Tollways and SkyCable. The companies' Chief Executive Officers' support took the form of paid overtime, employees' attendance to 3-day trainings with pay, provision of meals and shuttle services and 2-3 hrs. allocation to the employees to attend the seminar. ABS-CBN Broadcasting Corp. even gave recognition to active members of the program.

The training programs that are important components of the program strengthened the skills of the medical and volunteer teams in the management, implementation and monitoring of this type of project. The program also featured a cost-sharing scheme with employees who are



willing to pay for services. A network of internal and/or external service providers like Friendly Care Foundation, with facilities to cater to the high demand for methods such as ligation, vasectomy, or IUD was established. A system of referral was also evolved and institutionalized. The campaigns focused on addressing misconceptions, and information about the range of FP methods.

Looking Forward

After more than three years, the program is now looking at expanding the coverage to include not only 100% of the subsidiaries under the Group but also employees' spouses and outlying communities of the Lopez Group as part of their corporate social responsibility agenda.

A better world *for our children*

Established in February of 1997, Bantay Bata 163 was launched as a hotline (its telephone number being 1-6-3) that the Filipino people can readily call to report all types of abuse – physical, sexual, emotional, child labor, exploitation, neglect, abandonment, etc.

At present, it has evolved into a nationalized helpline and rescue operation, with a truly holistic system that looks out for the wellbeing of a child. Services currently offered include scholarship grants, medical and legal assistance, feeding programs among others. Bantay Bata, with its nine branches (Pangasinan, Laguna, Bicol, Negros, Cebu, Iloilo, Davao, Zamboanga, Bicol and SOCSARGEN), is able to reach out to Filipino children-in-need nationwide through its various programs and services.

In its celebration of 13th anniversary, Bantay Bata 163 with the theme, “Labing-tatlong Taong Bilib sa Batang Pinoy” conducted series of activities spread out for the month of February. These included Community Outreach Projects for 13 localities nationwide, a Parents’ and Teachers’ Special Assembly for Bantay Edukasyon recipients, seminar workshops for Bantay Bata staff and parents from partner communities and a Palarong Bantay Bata 163 for the children being helped through various programs and services.

One of the ardent donors of BB 163, the Philippine Soong Ching Ling Foundation donated an amount of Php60,000.00 for the Community Outreach Project (COP) in San Pedro Laguna, one among the 13 localities nationwide selected for the medical and dental mission.





Opening Ceremony for Palarong Bantay Bata held last February 28 at UST with the agency's beneficiaries - CV children, Bantay Edukasyon scholars, community based-clients and other children from partner agencies.

(Below) Stretching exercises of participants at the UST covered courts before the Palarong Bantay Bata.



Bantay Bata has evolved into a nationalized helpline and rescue operation, with a truly holistic system that looks out for the wellbeing of a child.

The donation was allotted for the purchase of gift packs for 400 families as target beneficiaries of the COP. They also provided anniversary T-shirts distributed during the Palarong Bantay Bata conducted last February 28, 2010.

As part of celebrating the anniversary, Bantay Bata inaugurated the "Practice House" set up at Children's Village through the generosity of a group of Chicago-based Filipino donors. This is part of rearing responsible children from training the adolescents for independent living.

121 parents of Bantay Edukasyon scholars together with 136 teachers attended a Special Assembly last February 10, 2010 at the Bulwagang

Tandang Sora, College of Social Work and Community Development (CSWCD), University of the Philippines, Diliman, Quezon City. The special assembly aimed to improve the academic performance of the scholars through discussion of common problems encountered by the children both in school and at home.

With the theme, "Bridging Parents and Teachers, Paving the Road to Scholars' Dream", guest-speakers shared techniques and practices in helping children with disabilities and special needs realize their full potential, as well as in motivating regular students to set goals and to achieve them.

ASIAN EYE INSTITUTE

Seeing the Future



Consistent with its mission, the Asian Eye Institute advocates for eye health by educating the public about proper eye care and providing solutions to various eye problems of the indigents.

Public Education to Alleviate the Low Awareness on Eye Care

Asian Eye is committed to educating Filipinos on eye care, diseases and treatments. For years, Asian Eye doctors have continuously shared their knowledge with patients and in the ophthalmic community through lectures and seminars.

Last June, Asian Eye performed the first web broadcast in ophthalmology in the Philippines, in partnership with

Novartis Healthcare Philippines. The event provided practical knowledge that would help eye doctors in diagnosing age-related macular degeneration or the “wear and tear” of the part of the eye responsible for central vision. The use of the webcast technology allowed for an instantaneous exchange of ideas between members of the Southern Tagalog Society of Ophthalmology and the Central Luzon Society of Ophthalmology who were at two separate venues.

In the different lecture-seminars conducted among





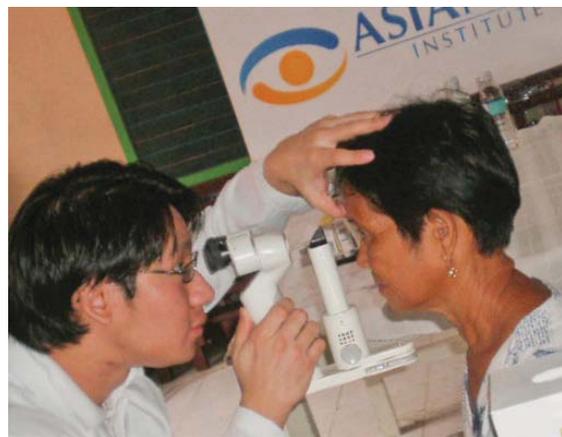
the various groups of patients, Asian Eye underscored the importance of early diagnosis of eye disease – the earlier it is detected, the more chance of success in the treatment.

Medical Assistance

The Philippine population has a large segment of indigent people, or those who cannot afford quality eye care. Asian Eye addresses this issue by committing itself to making its services more accessible by partnering with other institutions on projects to help the less fortunate.

The company's annual cataract mission has provided free cataract surgeries to indigent patients since 2002. The beneficiaries of the mission are treated at the surgical facility of Asian Eye. In partnership with the Ophthalmological Foundation of the Philippines (OFPHIL), pharmaceutical companies, non-government organizations, and local government units, Asian Eye has operated on close to 600 eyes. Beneficiaries have included constituents of Manila, Pasig, Quezon City and Marikina.

Asian Eye also partners with private companies for medical missions. This year, Asian Eye celebrated its 9th year anniversary by providing free eye examinations to 114 residents of the surrounding communities of First Philippine Industrial Park (FPIP): Barangay Laurel, Pantay Bata and Pantay Matanda. Medical missions were also



An Asian Eye fellow conducts an eye examination to an indigent community member of Brgy. Pantay Matanda, Tanawan, Batangas on September 18. That day, Asian Eye celebrated its 9th year anniversary.

conducted in 2009 to the different barangays of FPIP.

Aside from these missions, Asian Eye also provides diagnostic services, surgeries and treatments to indigent patients referred by OFPHIL, for difficult cases or those that require specialized equipment. The Institute's specialists and fellows also hold glaucoma, retina, and cornea clinics in the OFPHIL eye centers. Since 2004, Asian Eye has handled over 800 OFPHIL-referred cases.

Our Mission

We deliver to all our patients the highest quality eye care on par with the best in the world.

We make high quality eye care available and accessible to the Filipino.

We advance the science and practice of ophthalmology in Asia and the Pacific Rim.



Bayan Academy's Entrep Eskwela Grassroots Entrepreneurship and Management (GEM) Program

Building a Nation FROM THE GROUND UP

GEM is a flagship course of Bayan Academy for Social Entrepreneurship and Human Resources Development (BASE-HRD). The academy has the mission of "building the nation from below."

Dr. Eduardo A. Morato, Jr., BASE-HRD Chairman, designed the program and pooled experts to come up with a set of modules for micro-entrepreneurs. The Center for Community Transformation (CCT) was also tapped to create similar modules.

After CCT had adopted the program and taught 340 clients in 22 batches, Elizabeth Venegas, its Executive



Officer, said, "The nanays were able to broaden their mindsets in terms of the potential of their businesses."

GEM has accredited 318 trainers from 70 organizations, including microfinance institutions (MFIs), non-government organizations, government agencies, cooperatives, and private companies.

MFIs which were licensed under the GEM Trainers' Training had an outreach of 458, 158 in 2009. GEM was expecting to reach another 11,149 clients served by rural banks, and 59,000 served by government agencies.

GEM materials are part of Bayan's offerings in schools it had partnered with for entrepreneurship and management courses. In 2009, total enrollees of these schools were 17,346, including those in pilot schools such as Elizabeth Seton School, Assumption College, University of Makati, Central Philippine University, Ateneo de Naga High School,

and Colegio de San Agustin-Bacolod.

Of late, there have been several upgrades to GEM. Bayan Academy now offers TESDA-accredited culinary courses in response to market needs, and part of these are GEM materials that teach students to think more like entrepreneurs than employees. In 2009, the culinary program graduated 577 students. Its mobile kitchen (Entrep-Bus) produced 364 graduates.

Alalay sa Kaunlaran Inc. started rolling out Entrep Eskwela in 2008 with 40 clients and by 2010, its GEM rollout had 120 client graduates from Regions 1, 2 and 3.

"The students realized they are not yet entrepreneurs but engage more in livelihood activities just to bridge their families' needs. In time, we expect they will be entrepreneurs," says May Garlitos, ASKI point person for the GEM program.



An underwater photograph of a coral reef. The sun is shining brightly from the top center, creating a lens flare effect. The water is clear and blue. There are many small fish swimming around the coral. The coral is dark and textured.

FIRST GEN, FIRST GAS

Supporting Bantay Dagat

First Gen Corporation and First Gas recently launched the fourth phase of its implementation of the Project Center of the Center in three municipalities in Batangas namely: Mabini, Tingloy and Calatagan. The Center Of Center project provides operational support, equipment, training and incentives for the Bantay Dagat groups to ensure the success of their patrol operations.

The Project Center of the Center began in 2004 in response to a study undertaken by Dr. Kent Carpenter, a marine biologist and coordinator of the Global Marine Species Assessment of the World Conservation Union (IUCN), and Dr. Victor Springer of the Smithsonian Institution.

Their study, which identified the Verde Island Passage as the “Center of the Center” of global marine shore fish biodiversity, concluded that this marine corridor has the highest concentration of diverse marine species on the planet. The study also bared some disturbing news: the Verde Island faces degradation because it is in an area with the most threatened environment in the planet.

The Project was implemented in partnership with the First Philippine Conservation, Inc., Conservation International – Philippines (CI-P) and the different local government units of Batangas.

As a result of First Gen’s and First Gas’s stewardship of the Project, the ecological significance of the Verde Island Passage gained national recognition.

In fact, the recognition paved the way for the issuance of Executive Order (EO) No. 578,

which established a national policy on biological diversity. It also led to the creation of the first Global Marine Species Assessment (GMSA) Office in Asia-Pacific.

Taking off from the success and the experience from the earlier phases of implementation, First Gen and First Gas is focusing on extending support to Bantay Dagat volunteers for the fourth phase.

The Bantay Dagat, a group organized by volunteers within the community, protects the coastal waters of their respective municipalities against illegal fishers. As volunteer organizations, Bantay Dagat groups enjoy very limited funding, a constraint that hampers their ability to conduct regular patrolling activities.

A study, commissioned by CI-P called “Costs in Enforcing Fishing Rules and Regulations in Verde Passage ,” said that “the creation of Bantay Dagat task forces has been a reaction to the difficulty of the traditional police force and national government agencies to respond to patrolling and enforcement requirements”. The study further states that there is a need for a greater support in providing capital equipment and financial incentives for the Bantay Dagat for them to perform their functions efficiently.

Through this Project and its support for the regular conduct of patrolling activities, First Gen and First Gas hopes to further strengthen the Bantay Dagat operations in these three municipalities. The patrolling activities will serve as a deterrent against illegal fishing operators, like those that use cyanide and dynamite that destroy the corals and kill even the small fish.

The Bantay Dagat patrols will also guard the marine protected areas (MPAs) against fishers and irresponsible tourists who destroy the corals when unsupervised. To date, Mabini and Calatagan each have four MPAs, while Tingloy has one.

Mabini, Tingloy and Calatagan were chosen as the project beneficiaries because of the presence of active Bantay Dagat groups and law enforcement plans. These areas also face high degree of threats but at the same time have high ecological and eco-tourism value. A total of 75 community members serve as volunteers in the three towns.

When asked if they are willing to comply with the Project requirements, Ka Rod de Jesus, Chairman of the Bantay Dagat ng Calatagan, answered " Malaking bagay para sa amin ang proyekto ng First Gen at First Gas. Kaya nga po, sinigurado muna naming maayos na maayos na ang aming organisasyon bago kami nakipag-miting sa inyo para sigurado naming magagampanan ang aming tungkulin sa proyekto." (The Project of First Gen and First Gas means a lot to us. That's why we made sure that we were prepared before meeting with First Gen and First Gas so that we can be sure that we can also fulfill our commitments.)

Joel Gutierrez, site enforcement coordinator of CI-P, added that " dahil sa tulong ng First Gen at First Gas, siguradong lalong sisipagin ang ating mga Bantay Dagat sa pagpapatrolya at lalong mababawasan ang mga nag- ilegal." Because of First Gen's and First Gas's help, our Bantay Dagat volunteers are more inspired than ever to patrol their coastal areas so that illegal fishing will be minimized or stopped.

First Gas launches Project Center of Center Phase 4. Ramon Araneta, Vice President for Plant Administration of First Gas discusses the project components of the Center of Center with the members of the Bantay Dagat ng Tingloy. The Project will focus on providing marine law enforcement support for the Municipalities of Mabini, Tingloy and Calatagan in partnership with the Conservation International – Philippines. It aims to strengthen the local law enforcement to further capacitate them in protecting their marine environment through conduct of patrolling activities thereby hampering illegal fishing activities and destruction of corals.



First Gas launches the 4th phase of the Center of Center project in the Municipality of Tingloy, Batangas. The project aims to strengthen the local law enforcement to further capacitate them in protecting their marine environment through conduct of patrolling activities thereby hampering illegal fishing activities and destruction of corals. It will also be implemented in the Municipalities of Mabini and Calatagan in partnership with the Conservation International – Philippines. Present in the launch were Mr. Ramon Araneta, of First Gas, Hon. Lauro Alvarez (7th from left), Municipal Mayor of Tingloy, representatives from Conservation International –Philippines, members of the Local Government Unit of Tingloy, the Philippine National Police and members of the Bantay Dagat.

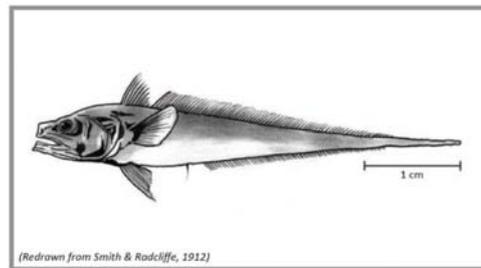


First Gas launches the 4th phase of the Center of Center project in the Municipality of Mabini, Batangas. The project aims to strengthen the local law enforcement to further capacitate them in protecting their marine environment through conduct of patrolling activities thereby hampering illegal fishing activities and destruction of corals. It will also be implemented in the Municipalities of Tingloy and Calatagan in partnership with the Conservation International – Philippines. Present in the launch were Mr. Ramon Araneta, Hon. Ritchie Panopio (4th from left, 2nd row), Chairman of the Sangguniang Bayan Committee on the Environment, representatives from Conservation International – Philippines, members of the Local Government Unit of Mabini, and members of the Bantay Dagat.



FPCI moves to help save endangered Philippine fish in the Red List

Conservation & Saving Endangered Species



The International Union for Conservation of Nature (IUCN)'s Red List is the world's most comprehensive guide in the status of plant and animal species. The Red List serves as a guide to evaluate the extinction risk of plants and animals worldwide.

Since 2005, IUCN and Conservation International are collaborating to complete the Red List Assessment of 20,000 more marine species through the Global Marine Species Assessment (GMSA). Three years ago, only 4% of the 41,415 species so far assessed by the IUCN are to marine species. With the rapid decline of biological diversity – said to be at the rate of 1,000 to 10,000 times higher than natural causes – GMSA provides the most scientifically-accepted tool for providing information on which species and areas to prioritize for conservation.

In 2007, First Philippine Conservation Inc. (FPCI) of the Lopez Group established the second GMSA node in the world in partnership with the Old Dominion University (ODU) and Conservation International Philippines. Said GMSA node is focused on the Coral Triangle (CT), home to numerous and unique marine

species. GMSA-CT's work includes the collection, review and analysis of various scientific literature, publications, reports, and other references as well as the updating the status of various marine species under the IUCN Species Information System–Data Entry Module (SIS-DEM).

In addition, FPCI and its partners have also come up with a publication on the Red List Status of Marine Endemic Teleosts (Bony Fishes) of the Philippines. Said publication is the first of its kind in many years, and was forwarded to the IUCN for validation and acceptance.

The Philippine marine endemic teleosts are one of the first groups of the Philippines that were considered for priority Red List Assessment by GMSA-CT. The assessment covers not only the Red List status (critically endangered, endangered, vulnerable, etc.) but also its distribution, population, habitat and biology, threats, and conservation measures.

Twenty-nine species were featured in the book, many of which have not been the subject of any scientific review in decades. In addition to the

Filipino marine biologists who worked on the book, a number of renowned international fish experts such as Dr. Kent Carpenter also contributed very significantly to the publication.

The Red List Book not only contains the relevant information on endemic bony fishes but also included a chapter on existing and proposed policy and management responses. The book was distributed to relevant government agencies, universities and non-governmental organizations, with the hope that the information and assessment on said marine species will give them relevant insight and direction toward marine conservation efforts.

In the last two years, FPCI also coordinated the efforts to conduct a global Red List training and/or assessment workshops on Biennies, Wrasses, Acanthuridae, Tripterygiidae, and Clinides, which were held in the Philippines. This year, FPCI also leveraged funds for the training of several Filipino marine biologists/marine conservation workers on the Red List process.

FPCI and its partners also hope to complete another Red List Book within the year to cover other endemic fish species as well as some important commercial fishes of the Philippines.

Endangered means there's still time, but extinction is forever.

The book cover features a dark red background. At the top, the title 'RED LIST' is written in large, bold, red letters, with 'STATUS OF MARINE ENDEMIC TELEOSTS (BONY FISHES) OF THE PHILIPPINES' in white below it. A map of the Philippines is shown in the upper right, with red dots indicating endemic species locations. Below the title, three detailed illustrations of fish are shown against a blue background. At the bottom right, there is a section with white text on a dark red background: 'Global Marine Species Assessment for the Coral Triangle' and 'First Philippine Conservation Incorporated'. Below this, a row of logos includes ACCBio, gtz, IUCN, and others.

RED LIST

STATUS OF MARINE ENDEMIC TELEOSTS (BONY FISHES) OF THE PHILIPPINES

Global Marine Species Assessment for the Coral Triangle

First Philippine Conservation Incorporated

ACCBio
Adaptation to Climate Change & Conservation of the Biodiversity in the Philippines

gtz

IUCN

First Gen

FIRST PHILIPPINE CONSERVATION INCORPORATED

CONSERVATION INTERNATIONAL PHILIPPINES



A Bayan Telecommunications Program



Grandma Goes to School

Through free, fun, and interactive workshop sponsored by BayanTel, lolos and lolas are becoming more tech-savvy.

No one is ever too old to learn; kids, on the other hand, are never too young to teach.

In fact, in this day and age, the youth are the prime movers in teaching their grandparents new tricks—on the internet, that is. Pioneered by Bayan Telecommunications (Bayan), these young people, who are part of the telco's Teach Lola campaign, work towards bridging the communication gap between the younger and older generations.

"More and more young people communicate using new tools that the older generation is not familiar and is uncomfortable to use. This compelled Bayan, in keeping with its thrust of letting the Filipino voice be heard, to come up with Teach Lola," explains John Rojo, Bayan's Vice President for Corporate Brand and Communications. "This is our objective: to encourage the young people to teach their Lolos and Lolos these new technologies, and in the process, rekindle their relationships with their loved ones."

The program has two components: Teach Lola trainers and a website (www.teachlola.com) where anyone can download manuals for free.

Teach Lola now has trainers coming from all departments in Bayan. "They say change begins with yourself -- that's why we are starting Teach Lola's roll out through Bayan employees' grandparents," says Mr. Rojo. "After being trained by our teaching partner Learn.ph, our Teach Lola Tutors will be the ones to spearhead our events to come in order to bring more apos and lolas together."

Bayan recently gave grandparents a free teaching session in Naga and Legazpi. All part of their Teach Lola campaign, this initiative that aims to make the initiative more accessible to grandparents and grandchildren who live within the metro.

Aside from teaching sessions, Bayan also enables other people to participate in the process in do-it-yourself fashion through an online manual available in the project's official website www.teachlola.com. At www.teachlola.com, absolutely anyone can download or even update the Teach Lola modules as it is made user-generated. This means that people can edit or add content to it just like in Wikipedia—giving more people nationwide and around the globe a chance to get involved with the initiative.

Clicking toolbars, tweeting, updating Facebook statuses and watching soap operas via the Internet: senior citizens would soon be invading the web.

"We are taking the Teach Lola program on the road in an effort to further spread our message that grandparents and grandchildren can communicate more richly through the internet," said John Rojo, Bayan's VP for Corporate Brand and Communications.

As part of the Teach Lola campaign – an initiative that aims to encourage young people to teach their grandparents on how to use the internet—Bayan will lead free teaching sessions wherein volunteers for Bayan will personally tutor the seniors on how to create an e-mail address and Facebook profile, and how to best use search engines such as Google and Yahoo.

By making Internet fun and easy to lolos and lolas, grandparents can now easily click the mouse buttons to connect to their loved ones.

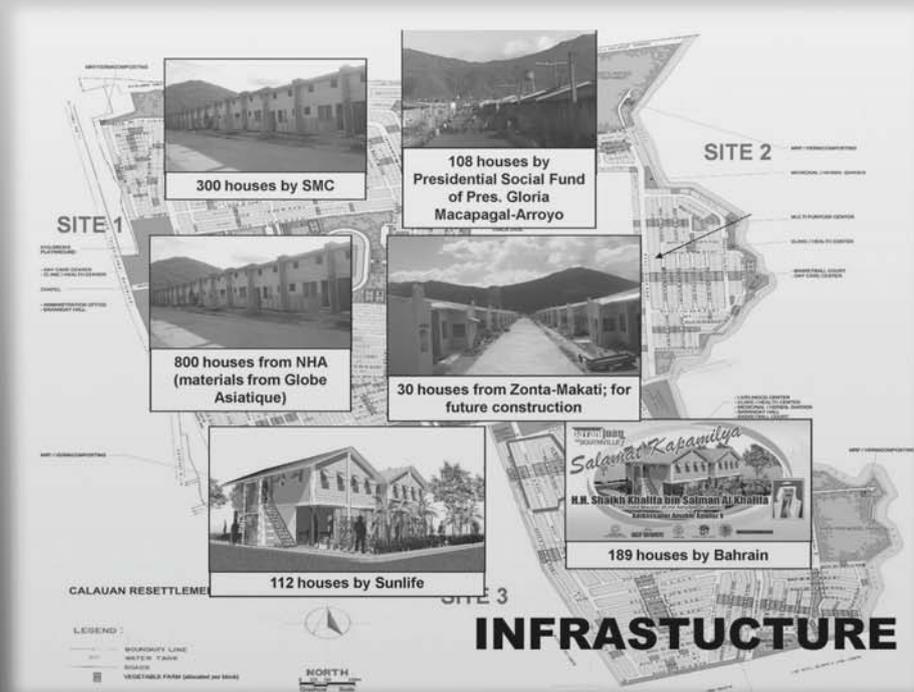


bayanijuan

Under the BAYANIJUAN project, adopted communities are assured of proper healthcare and nourishment, a clean and safe living environment, quality education programs, and other tools to help improve their livelihood. The project aims to employ the Bayanihan spirit to energize the Filipino's love and concern for his country through volunteerism; and to help build empowered, self-sustaining and poverty-free communities.

Some of its key objectives are to uphold children's rights, promote ecotourism, upgrade education standards and facilities, showcase best industry practices, and foster individual entrepreneurship.

a new day comes to calauan









Bayanijuan sa Calauan, the official resettlement site of KBPIP, provides shelter, livelihood, child welfare, environmental initiatives, microfinance and disaster-risk reduction programs to the families.

“Bayanijuan sa Calauan is about showing how the Filipino spirit can be, how we can all work together,” Gina Lopez, managing director of ABS-CBN Foundation, explained during the site’s inauguration, “This is an ideal place, where we can bring the informal settlers from Pasig River to transform and improve their lives through Bayanijuan.”

bayanijuan



ADTEL SOLAR ENERGY SOLUTIONS

Pamana Ka

SCHOOL ENERGIZATION PROJECT

Since the approval of Republic Act 9513 otherwise known as the “Renewable Energy Act” that promotes development, utilization and commercialization of renewable energy resources, ADTEL has ventured into the Solar Power Technology business to complement existing government efforts in improving the socio-economic conditions of the marginalized sector in the unenergized and off-grid areas. It uses photovoltaic (PV) energy systems as the project’s enabling technology to promote development in the rural areas.

It is the First Solar-Powered School in Occidental Mindoro. The school is located in the hinterlands of the municipality of San Jose, Occidental Mindoro. It is about an hour and a half ride through the rough bulldozed barangay road from the municipal center of San Jose to get to the nearest drop off point. From there, one needs to take almost a 2km hike and traverse a river at mid-point, which is also almost impassable during rainy season, to actually reach the school.

Whew! That’s why for many years Sis. Aristeo Bautista, head nun and administrator, the teachers and students never really thought even in their wildest dreams that basic services such as lights will come to their underprivileged school due to the remoteness of its location. Not long after, Engr. Felix Custuna, past president of Rotary Club of Makati East, was able to step on the school’s holy ground and made the most significant contribution in the lives of the Mangyan students.

Fueled by their passion to do good work, PP Engr. Felix Custuna and then Club President, Aldrin Cerrado, convinced the other RCME members to adopt a project that would uplift the condition of the school and at the same time provide an inspiration for the Franciscan Nuns and teachers to continue their noble work of educating

the underprivileged Mangyan students. Fortunately, Adtel with a unique business concept of renewable energy, headed by its President & COO Reynaldo Casas, was able to respond immediately to the call of the club.

Today, with the help of Adtel’s solar energy solutions, namely, Solar Home Kit, Plug N’ Play & Angel Eye Solar Perimeter Lighting System, the dreams of the Franciscan nuns and the school children became a reality. They now have the comfort of having light at night, run their laptop computers, watch and listen to educational programs over the TV and radio. In addition, their ability to communicate with the center of San Jose has been enhanced through the help of the cellphone chargers.

Truly, the Energization of Pamana Ka School thru Solar Project by RCME surely left a lasting legacy that each of them will remember.





Staying Well to work well



Holistic wellness refers to the state or quality of being physically, mentally, emotionally and spiritually healthy. It's a way of life that Lopez Lifelong Wellness aims to achieve in time.

The Corporate Wellness Program was the brainchild of the then Chair Oscar M. Lopez (1998) of First Philippine Holdings Corporation (FPHC), a company that suffered setbacks due to the sudden deaths of its key executives. Said program embraces the principle that in building companies to last, its executives and employees must be healthy. Their Initial programs included basic and annual seminars on wellness, regular monitoring of the employees' vital statistics and individual fitness plans.

When OML assumed chairmanship of the Lopez Group, he saw the need for "a year-round, robust, and implementable wellness system to ensure the all-around health of all employees". This signified the birth of Lopez Lifelong Wellness System in 2006.

The system is managed by a volunteer group of multi-taskers comprised of key executives and managers known

as the Wellness Team, headed by LGFI President Mr. Rafael M. Alunan III. Its primary objective is to raise awareness, motivate and monitor.

The Lopez Lifelong Wellness System or "Lifelong" revolves around the following premises:

- The wellness initiative is a legacy project.
- There is no silver bullet to wellness, only the individual's lifestyle choices, right attitude and behavior.
- Physical fitness does not necessarily mean wellness.
- Wellness raises productivity and reduces health costs.
- The wellness system builds on and integrates existing models.

Since 1996, the system has consistently promoted holistic wellness within the Lopez community. As OML puts it, "wellness is a critical component of a company's pursuit of



and journey to excellence.” A healthy workforce begets a healthy company.

With the vision of making wellness a way of life in the Lopez Group, Lifelong continues to spread the message and reach more and more Lopez Group executives, employees, and other stakeholders for three years now through its various activities and projects, namely:

WALK THE TALK SERIES

The Walk the Talk Series is one of OML’s flagship activities under Lifelong. This is the Group’s monthly walkathon activity that started out in 2006.

Walk the Talk or WTT as it is popularly known is considered as one of the most participated activity of Lifelong. When it began in 2006, there were only 30 plus participants. Year after year, the number of participants increased to hundreds. When held alongside the Health and Wellness Fair in Rockwell in November 2008 and April 2010, WTT participants surged into a thousand.

MOUNTAIN TREKS

In support of OML’s passion for mountain climbing, quarterly mountain treks are being conducted. To date, OML together with some executives and employees have

already conquered Mt. Pulag in Luzon, Mt. Kanlaon in Visayas, and Mt. Apo in Mindanao.

At 80 years old, the Chairman plans to conquer Mt. Kinabalu of Borneo with a height of 14,000 ft.

WELLNESS FORA

With various survival and health-related concerns arising these days, Lifelong serves as an information disseminator inside the Lopez Group by conducting quarterly forums addressing these issues. And these forums are well-received by the Lopez community. It has become the venue where employees get to interact with experts and exchange thoughts with fellow Lopez employees.

WELLNESS COURSES

Lifelong conducts a basic wellness course called “Wellness 101” to give the Lopez community a better appreciation of what holistic wellness is all about. “Wellness 101” is an interactive course on wellness consisting of lectures, demos, and team building sessions. Lifelong also conducts other courses such as Safety and Security, Basic Life Support – Adult Cardiopulmonary Resuscitation Training for Lay Rescuers, and First Aid Training together with partner institutions.



SPORTS TOURNAMENTS

For the past three years, Lifelong has been conducting various sports tournaments such as basketball, bowling, and badminton. Aside from keeping them physically fit, these tournaments likewise foster friendships and camaraderie among teammates and fellow Lopez employees.

WELLNESS CONTESTS

In 2008, Lifelong launched “80 Days to Wellness”, a contest on weight reduction targeting the overweight and obese Lopez employees. Said contest garnered an overwhelming support with 28 teams having 10 members each joining from various Lopez companies. It was successfully culminated at the first Lifelong Health and Wellness Fair in November with Rockwell employees emerging as champions.

A second edition of said contest was conducted the following year, increasing the timeline to 120 days. And for the second time, Rockwell employees emerged as the biggest weight losers.

HEALTH FAIR

In 2008, the first-ever Lopez Lifelong Health and Wellness Fair was held. Its primary purpose was to promote the concept of holistic wellness not only within the Lopez community but also to the public in general. The event also

showcased the year-round activities conducted by Lifelong. A second health and wellness fair was held in April this year in celebration of OML’s 80th birthday. The event was a success, receiving overwhelming support from the Lopez community and from external audiences.

HEALTH ASSESSMENT SURVEYS

A two-phase survey assessing the lifestyles of most Lopez employees was also conducted. Phase I was made in 2008 and Phase II in 2009. The survey aimed to generate a database of health information that will serve as basis for the development of new wellness programs.

LOPEZ LIFELONG WELLNESS WEBSITE

Lopezwellness.com was created to establish an online repository of wellness-related information and articles. This means easy access to wellness information which also helps in increasing awareness about the value of being well and staying well.

THE FUTURE FOR LIFELONG

Lifelong will continue in its mission of inculcating wellness as a way of life in the Lopez community. It will also embark on expanding the reach of its advocacy to other companies and organizations willing to experience its benefits for a certain fee. After all, the greatest wealth is health.

LOPEZ MEMORIAL
MUSEUM AND LIBRARY



50 Years
A University Without Professors

At the inauguration of the Lopez Memorial Museum and Library on Feb. 13, 1960, the late Sen. Claro M. Recto said in his keynote address that Filipinos were in dire need of ‘el sentimiento de continuidad historica’ (a sense of historical continuity) and the museum was a tremendous contribution towards this goal.

He also said the museum was like “a university without professors” and its real audience were young Filipinos. If the youth developed a sense of the past and were armed with the notion of a shared destiny, he said, they could go forward to build a future for themselves and the country.

From that afternoon half a century ago, transferring several times from its original site at Lancaster St. in what was formerly a genteel area facing Manila Bay in Pasay, the museum still stands as the oldest privately owned and managed museum and library with what is acknowledged as the finest Filipiniana rare book collection in the country.

UNFOLDING

HALF A CENTURY

THE
LOPEZ
MEMORIAL MUSEUM & LIBRARY





Its collections date back to books and maps of the 16th century, works by Juan Luna, Felix Hidalgo and Fernando Amorsolo, and priceless personal effects of Jose Rizal. With some 500 works in its art collection and over 20,000 titles in its library catalogue, the museum cares for holdings covering 600 years of scholarship and artistry.

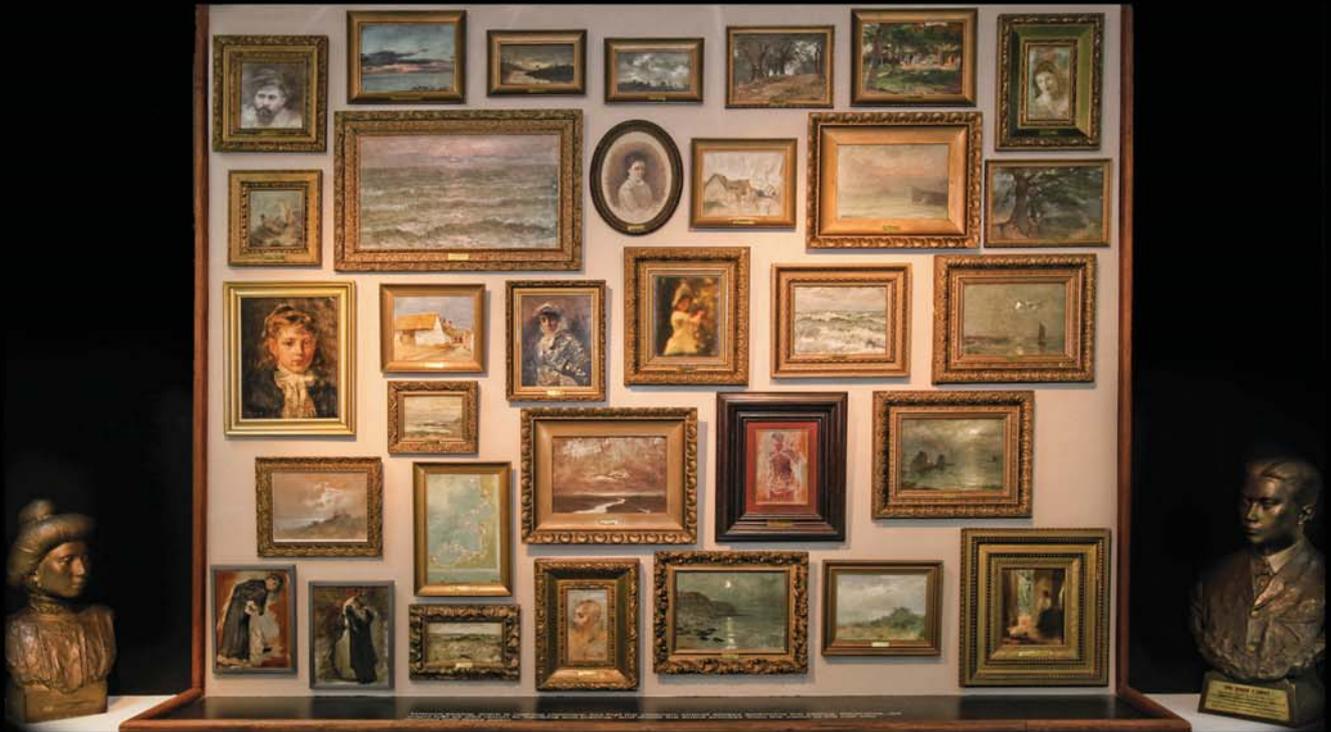
“This institution was born of three driving forces in my father’s life: his deep and abiding love of country, his lifelong love affair with books, and

his incorrigible passion for travel,” said Eugenio Lopez Foundation Inc. chair Oscar M. Lopez.

The museum and library was dedicated by Eugenio Lopez Sr. to his parents, Benito Lopez and Presentacion Hofileña.

In his own address at the museum’s opening, President Carlos P. Garcia praised “Iñing” Lopez’s contribution to preserving Filipino heritage. At the time, there were only a few cultural institutions as government had given





priority to socio-economic projects. Endorsing private support for culture, Garcia cited the “moral obligation” of those with the means to “help uplift the race... and place within reach (of the public) the means ...to satisfy the natural longing... for what is good and beautiful.”

On its 50th year, the museum published the book, “Unfolding Half a Century: The Lopez Memorial Museum and Library, and held the art installation called “Threads” at Rockwell Tent and Powerplant Mall, and an exhibition, “After the Fact.”

Due to the care given by the Roberto M. Lopez Conservation Laboratory to the art collections, they were included in local and

foreign exhibitions such as those in Singapore and Madrid. Through an arrangement with ABS-CBN, master copies of the museum’s collections are stored in archives whose constant 8 degrees Celsius temperature assures they will last for some 400 years. The digitization of all archival material will make them more accessible to scholars and researchers who will be able to view them online.

Students are a priority audience of the museum, either as visitors or through mobile exhibitions that visit schools and public areas. “We want students to enjoy the Lopez Museum as a place of visual stimulation and learning,” said its Director, Cedic Lopez-Vargas.





The ABS-CBN Foundation in the USA

Mobilize!

For the Folks **Back Home**

by MITOS SANTISTEBAN

It is a common misconception that Filipinos living and working abroad don't care at all for what happens to those they left behind in the Philippines; that they are far too busy making money or living the American Dream.

There is, of course, no truth to the notion. Indeed, during the times that their countrymen back home needed them the most, the Filipino community in the United States pulled through and gave most generously.

In the aftermath of Typhoon Ondoy from late September to early October 2009, The Filipino Channel aired a barrage of public service announcements calling for donations to assist those hardest-hit by the rampaging winds and raging floods. The response was overwhelming: donations poured in from active subscribers who had also persuaded their non-Filipino colleagues to contribute to such a worthy cause.

While some simply asked their employers for donations, others let their innate creativity kick in to full

gear and organized such events as parties and performances to raise funds. In San Francisco, a city that has faced disaster time and again, a group of Filipinas working as chambermaids and housekeepers in a local hotel were able to get their manager to donate brand new towels, linens, and toiletries.

It was a timely and appropriate donation: the level of discomfort in evacuation centers was actually eased by such donations. We were most grateful and didn't want to turn such donations away, no matter that we had a few issues regarding their shipment to the Philippines. I assumed the freight cost of the twenty-one boxes; this then became my own cash donation to the cause.

The entertainment community also swung over and lent their





L-R. Raffy Lopez, COO ABS-CBN Global receiving computers from Poch Estela; Barry Picazo and Mark de Leon, proprietors of Intramuros Restaurant; JC Gonzalez and Patricia Garcia of "Everybody is a Hero"; Cora Oriol, Jojo Peralta of Asian Journal for FASO (Filipino American Symphony Orchestra) and Edwin Khu of ABS-CBN Foundation US; Diana Alfonso representing employees of DHL and Eric Gatchalian of Star Kargo.

support. In Las Vegas, a kind young doctor organized a number of fundraisers and even got crooner Martin Nievera, a good friend of the doctor and the ABS -CBN Foundation as host. I was amazed by their creative ways in raising the highest amount for the fund drive from one community/group in the US.

The young professional Fil-Ams also organized an event titled, "Every One's A Hero".

A Christian group composed of various churches in both Canada and the Western United States also played their part and brought in jazz diva Kuh Ledesma and her equally-talented daughter Isabella, veteran comedienne Nanette Inventor, and a number of other Filipino performers for a series of concerts; the Unity Tour. During each performance, baskets were

passed around the audience like collection plates at a religious service and people enthusiastically gave what they could. It was a true feel-good moment: one could enjoy an evening of quality entertainment while helping the less fortunate at the same time.

The fund drive for Ondoy victims also gave me an opportunity to see that the value of charity is still being taught to children despite these morally ambiguous times. While the storm raged, the Bantay Bata central call center in Quezon City was flooded, the murky water destroying every computer on the premises.

A call placed to someone who handled marketing sorties for Hewlett-Packard (HP) in Silicon Valley resulted in the donation of five computers and five printers.

But the HP man's contribution was actually the least surprising part of it: he personally delivered the equipment together with his young son. It was heartening to see that little boy helping his dad push the equipment into the room; it was an early, hands-on lesson in charity entwined with valuable exposure to his Filipino roots.

With everything that happened related to the Ondoy fund drive, it's obvious that Filipinos abroad have not forgotten those left behind. As long as they have the assurance that their contributions will be used for the good of their fellowmen, they can be very generous and can also teach others to do the same.



The Filipino Channel

North America CSR

ABS-CBN with its Foundation in North America embarked on a project, "Sagip Kapamilya Sa America" in response to the loss of jobs of our kababayans in the US economic downturn.



Gabby Lopez, Chairman, ABS-CBN Corp., Gavin Newsom, City Mayor of San Francisco, California and Raffy Lopez, COO, ABS-CBN Global, in the City Hall of San Francisco.

We partnered with the Philippine Nurses Association of North America, and a care giving facility by advertising on TFC our 15 scholarships towards certification in care giving.

Although we received quite a lot of applications, We had to limit it to 15 (below) due to the availability of volunteers from nurse members of the Association and the facility available to hold the classes. 13 graduated, received their certificates and all found employment. Care Homes both American and Filipino owned are regular big donors to the Foundation.

ABS-CBN Foundation International is arguably the largest Filipino diaspora Foundation and this is because The Filipino Channel airs several public announcements (PSAs) and stories to highlight the programs of ABS-CBN Foundation in the Philippines.

Prior to the start of the US recession in 2008, we counted more than 10,000 overseas Filipinos in its donor ranks. In addition, we partnered with more than 40 US corporations through matching gifts programs to increase support of Philippine causes and expand awareness of these causes.

Even before the official legislation making October the Filipino-American History Month in the City of San Francisco, The Filipino Channel's other CSR activity, has been sponsoring an annual Filipino Heritage event in the famous SF City Hall. This was our way of spotlighting our culture and heritage and elevating the Filipino community's presence to mainstream America. This was also an outreach to 2nd and 3rd generations Fil-Ams to stay connected.

By Mitos Santisteban



LOPEZ GROUP DONATES TO THE ASIAN INSTITUTE OF MANAGEMENT FOR THEIR BUILDING RENOVATION

A NEW AIM

The world is forever changing and progressing and the Asian Institute of Management (AIM) has since recognized this:

“To be global in thinking and Asian in presence, the Institute needed to address challenges raised by the emerging economies, the pressure of globalization on Asian societies and the ‘deep divides’ in opening of Asian economies to the new economy.”

But AIM – the pioneer in management education in Asia since 1968 – has not updated its image at its very home base, in the Joseph R. McMicking campus along Paseo de Roxas, Makati.

Mr. Felipe B. Alfonso, former AIM President and Vice-Chairman of the Board of Trustees realized this and spearheaded the initiative to correct “the tired look of the lobby and the more critical areas of the campus like the caserooms”.

Design Systemat, one of the country’s pioneers (founded in the early ‘70s) in integrated brand identity/architecture

concept originators, design and development and headed by its President, Mr. Angel L. Bunag, was commissioned to undertake the remodeling design project.

To correct the tightening up and narrowing down of spaces which developed through the years, the immediate design task was to transform the lobby and surrounding facilities into an expansive and brighter area from the foyer to the reception, from the Admissions Office to the caserooms.

Strategic concepts like creating a new space at the South hallway with a grand foyer that will open up to the Garden Plaza laid down new thrusts as well in AIM’s branding.

The Lopez Group Foundation promptly picked up the challenge and with the AIM sporting a new look in the lobby – in truth, its public face – is the institution’s way of telling the world that change indeed is a wonderful thing and that the best is yet to come.



AIM PROPOSED RENOVATION





GIFT TO PMA **LOPEZ HALL OF LEADERS**

An enduring partnership was created between the Philippine Military Academy (PMA) and the Lopez Group Foundation, Inc. with the donation of the Lopez Hall of Leaders at the PMA compound in Baguio City.

In recognition then superintendent Major General Leopoldo Maligalig conferred the PMA Distinguished Citizen Award to Chairman Oscar M. Lopez (OML), the first civilian to be accorded the honor in the history of the PMA.

A military parade in honor of OML expressed the cadets' appreciation for the hall which will have a lasting benefit on the training of generations of cadets.

The ceremony was conducted in honor of visiting dignitaries and civilians or in commemoration of certain events.



The Chairman with his grandson, Jaquin Lopez, saluting the cadets during the parade.



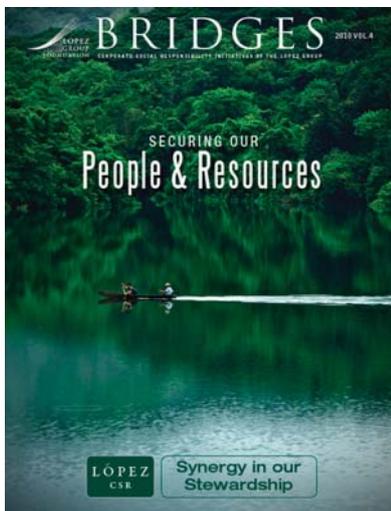
BRIDGES

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About LGFI

The Lopez Group Foundation Inc. is the coordinating hub of the major companies and foundations of the Lopez Group. It stands on the pillars of the Lopez value of public service, and helps lead Filipino families to a brighter life through its member foundations and corporations. It reflects the commitment of the present generation of Lopezes to continue the Lopez legacy, building on past acts of philanthropy to carry on present initiatives in corporate social responsibility.



About the Cover

The serene Pantabangan Dam, Nueva Ecija is home to First Gen's 112-MW Pantabangan-Masiway Hydroelectric Plant and has the largest water reservoir in the Philippines with 3 billion cubic meters capacity. As the leading Filipino clean and renewable energy company, First Gen recognizes the impact of its operations on society and on the environment; thus, it diligently pursues its role and responsibilities as a corporate citizen.





View from SOUTHVILLE 7 and OSCAR M. LOPEZ
Dayap Elementary School - Calauan, Laguna.

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