



BRIDGES

Corporate Social Responsibility initiatives in the Lopez Group

Oscar M. Lopez
**View from
the Bridge**

**CSR:
A Family
Affair**

Doing it Our Way:
**A Directory
of CSR
Projects**





THE LOPEZ PHILOSOPHY

“We sincerely believe that a greater proportion of the earnings accrued from business should be returned to the people whether this be in the form of foundations, grants, scholarships, hospitals or any other form of social welfare benefits.

We consider this a sound policy and a good investment which, in the long run, will pay off because it will mean more business and goodwill for the company and would minimize, if not prevent, the social unrest and disorder which are prevalent nowadays.”

Eugenio H. Lopez, Sr.



ABOUT BRIDGES

Bridges is the annual report of the Lopez Group Foundation Inc. It aims to give the reader a glimpse into the Corporate Social Responsibility (CSR) initiatives of the Lopez Group.

THE COVER

A volunteer employee from First Gen weighs several grade schoolers as part of a medical mission. Medical, dental, and optical missions are some of the CSR initiatives of First Gen and its operating companies that served 21,804 patients from 291 barangays in Batangas from late 2004 to June 2005.

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First Gas Power Corporation

Ramon J. Araneta
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Tep Javier (Mangrove photos)

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CONTENTS



p6

INTRODUCTION
The View from The Bridge **4**
by OSCAR M. LOPEZ

SECTION ONE
As A Family, For the Family **12**

CSR IN ACTION
The Lopez Group Foundation Inc.:
A CSR Clearing House **19**

The ABS-CBN Bayan Foundation
Helping People Help Themselves **20**

FPHC's Paliparan III Site Integrated Community Development Program
A Bridge to A Self-Sufficient Future **22**

Knowledge Channel Foundation, Inc.
Reaching More, Teaching More **24**

The Lopez Memorial Museum
Engaging The Public Through Art and History **26**

ABS-CBN Foundation Inc.
In the Service of the Filipino Child **28**

The FPHC Employee Wellness Program
Strengthening Relationships and Securing Futures **31**

First Philippine Conservation Inc.
A Call for Allies in Conserving a Rich Heritage **34**

First Gas Holdings, Inc.
New Life From The Mangroves **38**

Meralco and ABS-CBN Foundation
The Power of Volunteerism **40**

Lopez Group of Companies Directory of CSR Initiatives

The Foundations
ABS-CBN Bayan Foundation **45**
ABS-CBN Foundation **46**
Don Senen Gabaldon Foundation **48**
Eugenio Lopez Foundation, Inc. (The Lopez Memorial Museum) **49**
First Philippine Conservation, Inc. **55**
Knowledge Channel Foundation, Inc. **56**
Meralco Millennium Foundation, Inc. **58**
Meralco Management and Leadership Development Center Foundation, Inc. **59**

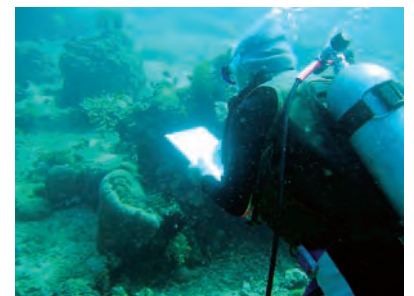
Selected Member Companies
Asian Eye Institute **61**
Bauang Private Power Corporation **62**
Benpres Holdings Corporation **64**
Central CATV **65**
First Balfour Inc. **66**
First Gas Holdings Corporation **67**
FGP Corp **68**
First Gas Power Corporation **69**
First Gen Corporation **70**
First Philippine Holdings Corporation **71**
First Philippine Industrial Corporation **72**
First Philippine Industrial Park **73**
First Sumiden Circuits, Inc. **74**
Lopez, Inc. **75**
Manila Electric Company **76**
Manila North Tollways Corporation **78**
Philippine Electric Corporation **79**



p31



p43



p34



p12



p26

The View from The Bridge

BY OSCAR M. LOPEZ

'It is precisely when we install the operations and financial discipline, the logic and the strategizing, and the clear ROI of business into the management of our social outreach programs that they are elevated from the level of charitable donations to that of genuine corporate social responsibility'



SINCE I became CEO of the Lopez Group of Companies in 1999, I have made every effort to ensure that these companies saw beyond their immediate financial hurdles and examined their long-term viability and competitiveness. I have asked them to strive so that our business operations measure up to the strictest global standards, because our future survival and growth depend on it. Aside from the well-known and widely observed standards, however, there was another performance meter, another strategic zone, where our companies had to make the grade in order for us to gain customer patronage and support from key stakeholders. I am satisfied that our managers and employees have taken this relatively new factor to heart.

This is the area of corporate social responsibility.

I can easily cite historical evidence to show how the elder Lopezes have pioneered the concept of private business reaching out to their communities and to the nation in general, not only in times of calamity but as regular and customary behavior. It is behavior they have accepted as the norm rather than an idiosyncrasy. I believe the Filipino word that might partially capture this concept is *pakikipagkapwa-tao*.

Over the past several decades, many family projects that began as personal charities have grown tremendously, so much so that some of them have become national in scope and are run by professionals in duly organized social development foundations. Perhaps this kind of private sector involvement was inevitable, especially in an economy where the resources of government are always sorely inadequate in meeting the demands of a burgeoning and increasingly poor population.

In the last 20 to 25 years, there has also been an awakening, a change in management philosophy. The belief that company programs

should benefit not only customers or clients but all key internal and external stakeholders became an integral part of business strategies for sustainability. Customers the world over had become politicized, and were now demanding that companies not just operate for profit, but must make clear contributions to the good of communities, if not the nation.

Given these changes in the business environment, I thought we could no longer be too timid, perhaps even secretive, about what the Lopez companies have been contributing to social development. From a cursory reading of what the Lopez foundations and companies have accomplished, I will not hesitate to say that we have probably given as much, if not more, to social development than any other comparable company in the Philippines, and perhaps even in this part of Asia.

CSR as a family tradition

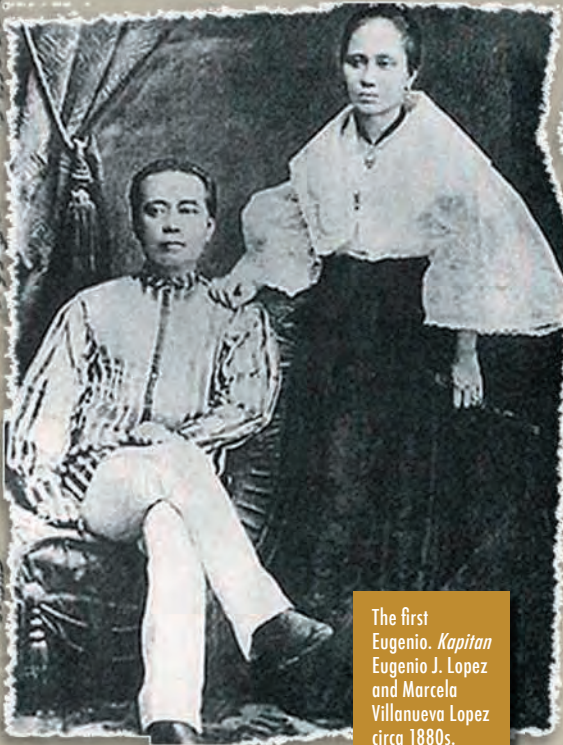
Allow me to go back briefly in time to show the role of the Lopezes and their companies in promoting corporate social responsibility (CSR) as an integral part of doing business.

While the 14 years of Martial Law brought the entire country to its knees and forcibly took away our family's businesses, including Meralco and ABS-CBN, it brought me one unintended benefit: It gave me the time to become the family historian. I completed four volumes on the early history and genealogy of the Lopez family, a task I took painstakingly to heart, and which gave me deep personal fulfillment.

Today's Lopezes can trace their roots to one Basilio Lopez, a Filipino-Chinese mestizo and one of those early entrepreneurs who made the Jaro-Molo area of Iloilo one of the most dynamic and prosperous communities in the country in the mid-1800s. He was the *cabeza de barangay*, the district leader and tax collector for 20 years, and



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.



The first Eugenio. *Kapitan* Eugenio J. Lopez and Marcela Villanueva Lopez circa 1880s.



The Eñing Lopez Family. L-R: Eugenio "Geny" M. Lopez, Jr., Presentacion "Presy" M. Lopez, Pacita "Nitang" M. Lopez (pregnant with son Robby), Eugenio "Eñing" H. Lopez, Sr. during Geny's graduation from Virginia Military Institute in June 1950



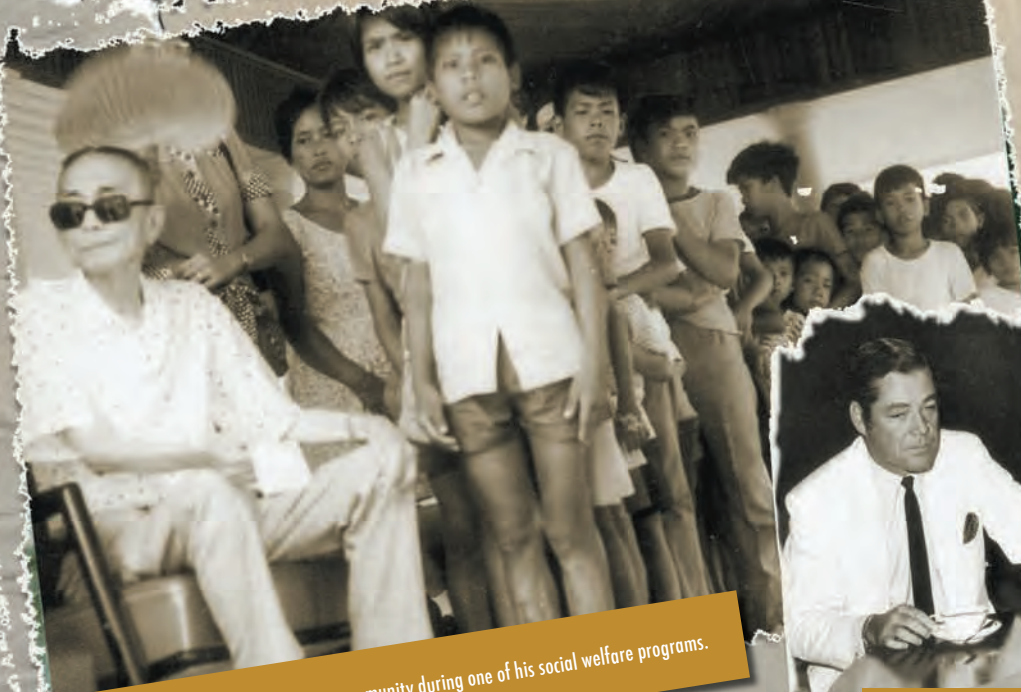
First Row L-R: Roberto "Robby" Lopez, Nitang, Manuel "Manolo" Lopez. Second row: Presy L. Psinakis, Geny Lopez, Jr., Oscar M. Lopez (back from exile circa 1980s)



Front row L-R: Presy, Geny, Oscar. Back row: Eñing Lopez, Sr. and Nitang Lopez circa 1940.



Fernando "Nanding" Lopez's sincere concern for the poor earned him the public's trust. Here he is shown visiting a poor community in 1969.



Eñing spends some time with the poor community during one of his social welfare programs.



Eñing signs an agreement to build the Asian Institute of Management. Shown with Enrique Zobel and Tony Ozaeta (standing)



The first steam-powered sugar mill in Negros owned by Ening's grandfather, *Kapitan* Eugenio J. Lopez



Eugenio H. Lopez, Sr. bags the Businessman of the Year Award from the Business Writers Association in January 1956.

in 1850, was elected *governadorcillo* or mayor of Jaro.

Basilio married Sabina Jalandoni, with whom he had 16 children, 10 of whom reached adulthood. Their eldest son, the first Eugenio Lopez, stood head and shoulders above his siblings in terms of entrepreneurial ability. He had the first steam-powered sugar mill in Negros at a time when sugar prices were soaring in the world market. He also accumulated thousands of hectares, mostly in the virgin lands of Negros, which he and his eldest children operated or leased to other planters or sold at a profit.

Eugenio and his younger brother Marcelo were the only ones in the second generation of the Lopezes who obtained a university education. Both studied philosophy at the University of Sto. Tomas in the 1850s. Marcelo died young, at 39, while Eugenio returned to Jaro after 15 years as a pioneer sugar planter in Negros. Like his father before him, he became *cabeza de barangay* and then *governadorcillo*. He established the elementary public school system in Jaro, particularly for the benefit of the lowliest workers and their children. At a time when ignorance was generally held to be the poor's inevitable lot, Eugenio set out to make Jaro's poor literate, both children and adults.

Even more remarkably, *Kapitan* Eugenio spoke out against debt peonage, a centuries-old practice where the rich gave small loans to their workers, for which the interest was so high that they had to work for decades to pay off what was originally a small debt. Sometimes, the debt burden would pass on to children and grandchildren. Eugenio denounced this practice of debt slavery as he also opposed another widespread practice of the rich, that of grabbing vast tracts of land cleared by

poor farmers and driving them away with the use of armed guards.

Eugenio was a man driven by strong philosophical beliefs, and it was from him that the Lopez family's sense of social responsibility and noblesse oblige may be said to have originated. He believed in the dignity of the common man and the redemptive value of education in improving the lot of his countrymen. He was quite vocal in social gatherings about freedom of speech, religion and the great republican institutions of the United States at a time when these were all anathema to the Spanish colonial officials and powerful friars.

A province-wide famine struck Iloilo in 1878 as a result of drought, locust infestation, and the dislocations caused by the shift from rice to sugar as the dominant agricultural produce. Although his term as *governadorcillo* had expired, Eugenio and another brother, Claudio, took it upon themselves to organize a Lopez family relief operation, distributing rice and money to the countless families who flocked to the Lopezes' homes for help. Eugenio's granddaughter Lilia Lopez Jison recalled how he had to sell an hacienda to help hundreds of people, many of whose children and other family members were dying from hunger and sickness.

This balance between the two sides of *Kapitan* Eugenio—big-time entrepreneur accumulating wealth and land on one hand, and public leader with a strong sense of social responsibility and the public good on the other—is a trait that would appear and reappear in the future generations of Lopezes, especially in Eugenio's line.

During the height of the Japanese occupation of the country, Iloilo experienced a severe food shortage, as foreign troops were commandeering

most of the food supply. Ramon, son of *Kapitan* Eugenio, began to push a cart through the city streets, distributing rice and fish. His niece, Lilia, lent him a hand. She sold some of her diamond jewelry to help raise funds for the relief effort. "We were feeding hundreds of poor children every day," she recounted.

Ramon was no stranger to such philanthropy. Two years earlier, in 1942, he had brought food to starving Filipino and American prisoners of war held by the Japanese in Iloilo's Fort San Pedro. For this, he was imprisoned and tortured by the Kempeitai, the military police, but later released.

In 1946, it was my uncle Fernando "Nanding" Lopez's turn to demonstrate his concern for the poor. Nanding had been appointed Mayor of Iloilo City in September 1945 despite his lack of political experience. In his new responsibility, Nanding showed natural empathy with the poor of Iloilo, donating his salary and discretionary funds to various charitable institutions. The following year, a severe rice shortage hounded Panay, and rice traders hoarded their stocks and shipped them to other places where prices were higher. Nanding instituted price controls and ordered tight patrols around the Iloilo waterways to block rice shipments. He lobbied hard for help from the national government, which later sent thousands of sacks of rice to Iloilo.

Let's skip to the time of my father, another Eugenio, who enjoyed the respect and admiration of his countless friends in all levels of society. In 1956, while receiving the "Businessman of the Year Award" from the Business Writers Association of the Philippines, he said, "We sincerely believe that the greater proportion of the earnings accrued from business should be returned to the people, whether this be in the form of



The Meralco Lopez Building in Ortigas, Pasig City is an architectural landmark built in 1967-1968



The world-class Meralco Theatre seats over 1,000 for various theatrical performances such as musicals, classical concerts and ballets.



Testing of electricity meters at Meralco meter laboratory which is accredited to an ISO IEC 17025 standard.

foundations, grants, scholarships, hospitals or any form of social welfare benefits.

“We consider this a sound policy and a good investment which, in the long run, will pay off because it will mean more business and goodwill for the company and would minimize, if not prevent, the social unrest and disorder which are prevalent nowadays.”

In such a concise manner, he was spelling out the business philosophy of corporate social responsibility long before the phrase was coined and its principal tenets widely understood. More importantly, he translated his words into action. In the sprawling 20 hectares bought from Ortigas & Co. by the original American owners of Meralco, he built the new Meralco headquarters and operations center, which, up to now, is considered an architectural landmark. But he also built a modern tertiary hospital, a sports complex and a world-class cultural center for some 8,000 Meralco employees.

He also made sure that the electricity consumers of Meralco shared in the company’s unprecedented growth in the ‘60s and before Martial Law. At the time, Meralco had one of the lowest electricity rates, not only in Asia but in the world. Don Eugenio liked to point out that there were only seven states in the then 48 states of the

U.S. that sold electricity cheaper than Meralco.

My father gave many other substantial contributions for employee and public welfare, among them donations to the Asian Institute of Management building in Makati, to his alma mater Ateneo de Manila University and to the University of the Philippines. He set up the Lopez Museum, which houses the best private collection of Filipino paintings, especially of the 19th century, and priceless historical manuscripts and artifacts. And then, there are his untold acts of personal generosity to countless people.

Ironically, the Lopez family’s increasing criticism of the widespread corruption and venality of the Marcos regime earned the ire of the dictator, and in 1975, my father died of prostate cancer while in self-exile in San Francisco. Virtually all his property had been seized by the dictator, and his heart was broken from his separation from his eldest son and namesake, my brother Geny, then languishing in a military prison on trumped-up charges.

Handed down through several generations of the Lopezes, this legacy of letting the private sector take responsibility for the public good continues to the present day, with even more dynamism and vigor. Of late, however, there has emerged a new vision and a more holistic

strategy for these expressions of corporate social responsibility in the Lopez group of companies.

Global standards

To explain that, allow me to backtrack now to the middle of 1999, when, owing to the untimely death of my brother Geny, the responsibility of being CEO of the Lopez Group fell on my shoulders. Earlier, in those difficult but heady two decades following EDSA I, Geny was CEO of the Lopez companies and president of ABS-CBN. Our brother Manolo was the head of Meralco, while I was at the helm of First Philippine Holdings Co. The three of us together steered our companies from virtual bankruptcy to robustness and expansion. Geny was not content with recapturing old glory, so to speak, but sought to extend the scope of the family business into many new fields, among them banking, cable TV, landline telecommunications, water distribution, property development, and toll road business and infrastructure.

It was a perceptive and courageous vision, so characteristic of my brother, and on the whole, the businesses were doing quite well until the Asian financial crisis of 1996-97 pulled the rug out from under the economy, making things particularly difficult for businesses with



The Asian Institute of Management Building (above) and the Ateneo Professional School Building in Makati (below) were both donated by the Eugenio Lopez Foundation in support of continuing professional education.



huge dollar-denominated loans. In a few years, Meralco would be hit by a double whammy, as the Supreme Court ruled that it had to refund its customers close to P30 billion. As a result, Meralco is now undergoing financial restructuring, and so is Benpres, which is in the process of resolving the Maynilad issue.

When I assumed leadership in 1999, I saw that the problem was not only financial but organizational, as well. I found this highly entrepreneurial group lacking an effective system to manage, control and coordinate the activities of all its affiliates. The processes needed by the Lopez Group were already installed in FPHC, so I merely extended this entire system to the group.

I also thought it was high time that the group measured itself against the best companies in the world. To do this, we had to successfully acquit ourselves in terms of globally recognized and accepted standards.

Gradually, the companies had to undergo ISO 9000 certification, as well as the ISO 14000 and OHSAS 18000 standards on Environment and Occupational Health and Safety Management. We implemented another global standard, the Environment, Safety and Health System adopted from the Conference Board. We are pursuing other programs that will accelerate our progress

toward business excellence, namely the Six Sigma and Malcolm Baldrige National Quality Awards. The latter is the dominant reference for national business excellence worldwide, and our Business Excellence Team quickly dubbed it our “Oscar Award,” possibly to drum up interest in a first-time winner, who has not yet emerged. But we’re getting there.

In addition, we have a yearly Lopez Achievement Award to inspire employees to surpass their accomplishments and learn from the success of others. Our Corporate Wellness Program affirms our commitment to a healthier, more productive work force.

The seven foundations we have organized were not to be outdone in terms of their outstanding services to their constituents. The clout and impact of ABS-CBN Foundation’s Bantay Bata 163 and La Mesa Dam Conservation Program; the liberating extension of Knowledge Channel Foundation to schools in the remotest places; the billion pesos in loans and grants given by the ABS-CBN Bayan Foundation to hundreds of micro-enterprises in cities and barangays; the heroic struggle of the First Philippine Conservation Inc. to save threatened or endangered species; the employee engagement that nurtures the Paliparan relocation site in Cavite; and many other 24/7 activities of the Lopez Group—all these demonstrate the genuine and indefatigable commitment of our companies to CSR.

As we must often take the bull by the horns in business, I have often said that we must be more hands-on and more business-like if we are to attend to the sustainability of these social amelioration and development programs. It is precisely when we install the operations and financial discipline, the logic and the strategizing, and the clear ROI of business into the management of our social outreach programs

that they are elevated from the level of charitable donations to that of genuine corporate social responsibility.

Relating this to the globally recognized and accepted standards for business excellence which we have adopted in the Lopez companies, the questions might be asked: Can we arrive at some sort of universal standard, a set of measurable criteria and a carefully delineated process or system? Can such standards and systems help all companies doing CSR to continually improve the level of excellence of their CSR programs?

As in our business operations, we might look at established standards such as impact on key stakeholders, logical connectedness to the company’s business or expertise, innovativeness of approach, creativity in execution, cost-effectiveness, partnering mechanisms, communication, employee volunteerism, replicability or technology transfer, and sustainability in the context of rapidly changing conditions and cultural mores.

This striving for excellence in CSR is a major reason for my putting up the Lopez Group Foundation Inc. last year, so that we might have a full-time office to coordinate and promote synergy in the activities of seven Lopez





The annual Lopez Achievement Award inspires excellence among employees. Maynilad is the proud recipient of the award in 2004 for the category of Public Responsibility. To manifest the Filipino Bayanlian spirit, the company sought the participation of local barangays to provide manpower to lay the water connectoins.

foundations doing CSR work. It is also the reason for this publication, which is our first attempt to document and track the CSR involvement of the foundations and the Lopez companies.

Here, we should not be limited to gathering data, but instead put the numbers in the context of philosophies. We can explain why we are engaged in certain pursuits, what we have done so far, and how else can we expand the number of people and institutions working with us in our social advocacies. The information gathered,

especially if examined in the context of what other major companies are doing for their own CSR, should help us determine where we should focus in the coming years. Frankly speaking, I also wouldn't mind if the information we disclose here helps dispel any notion that the Lopez Group hasn't done its share in creating a better country.

If anything, this report has shown very clearly that all our undertakings through the decades had one common denominator: the well-being of the Filipino family. The Lopez initiatives in corporate

social responsibility have been helping to keep families together no matter what economic and physical distances separate them, and have been helping keep them financially secure amidst the uncertainties of our times.

In more ways than one, we have become a bridge for Filipino families, whatever they do, wherever they are. We intend to keep this bridge strong and continually accessible to everyone. ■



Bantay Kalikasan's La Mesa Watershed, now the La Mesa Nature Reserve, is a green haven with 1,221 hectares of new forest plantation. One of its attractive features is the eco-trail, which allows visitors to explore the reserve.

As A Family, For the Family

The Lopez Group has long been a pioneer in the field of corporate social responsibility, from its leaders who walk the talk even in their personal lives, to employees who have taken the mandate of public service to heart

THE Filipino nation's prosperity and well-being are best served when Filipino families and communities are taken care of, wherever they may be.

Love of country has been a core value of the Lopez Group of Companies since the conglomerate's modest beginnings during the Commonwealth



Children swim in the newly-renovated pool at the La Mesa Dam Ecopark. Right: Families picnic on the Ecopark grounds.





Gina Lopez cradles one of Bantay Bata's rescued children in the Children's Village.



Rina Lopez-Bautista listens to a Knowledge Channel beneficiary read aloud during a visit to Binakod Elementary School in Bulacan.



Manolo Lopez shares a light moment with a pre-schooler during the "Handog ng Meralco sa Pasko 2004"
Below: Students from Taysan National High School of San Jose, Batangas, check out computers donated by First Philippine Industrial Corp. (FPIC)



period. It is this unwavering nationalism that underlies the companies' commitment to corporate social responsibility (CSR). The Lopez companies, in fact, have been practicing CSR long before the phrase "corporate social responsibility" gained currency, and its principles matured.

The Lopezes believe Filipinos and their families, at home or abroad, can better help one another if they are connected, informed and able to communicate. Families need "bridges" that will enable them to reach out to one another, particularly to those who are disadvantaged, destitute or dislocated from their loved ones or from the country's economic and political mainstream.

The support structures that give strength and viability to families come in the form of education, delivered traditionally or through modern technology and mass media; employment generation through microfinancing and livelihood skills training; safe havens where children can find a nurturing psychological "home"; preservation of the physical environment so that future families can thrive in a better world; and economic growth through infrastructure that literally connects families and communities.

A sense of unity

The idea of public service as the highest business objective is a core philosophy of the Lopez Group. This was why the Group chose to engage in public utilities, and proved that these could be initiated, constructed and managed by the private sector with efficiency, reliability and viability. While public utilities have been their major contribution to nation



Oscar Lopez dialogues with a family at the Paliparan resettlement, a community that First Philippine Holdings Corp. (FPHC) helped build in Dasmariñas, Cavite.

building, the Lopez companies have also blazed new trails in other industries.

For 200 years, the Lopez family members—beginning with their patriarch, Don Eugenio Lopez Sr.—have distinguished themselves through their entrepreneurship, nationalism, courage, resilience and integrity. But it is the Lopez family’s concern for and contribution to the empowerment of other families that have become their enduring hallmark.

A Synergos Institute feature on the Lopezes said it succinctly: “From generation to generation, dynamic leadership and a strong sense of family unity have sustained the (Lopez) family through numerous adversities, while an entrepreneurial spirit and commitment to country have guided their growth and renewal.”

A sense of family unity, a deep-rooted love and concern for each other, subsumes the passion and competitiveness of the Lopezes, coupled with a yearning to make a difference in their own lives and in the lives of others.

To be sure, too much family orientation, as often encountered in Asian societies, can be self-serving and counter-productive to a mature citizenship. But in this case, strong family ties have not resulted in self-enclosed corporate structures. The Lopez Group is noted for its transparency, professionalism and meritocracy—the same attributes that have given it a deep bench of highly competent executives and

technical experts, only a few of whom are family members.

It is also this sense of family unity that has enabled the Lopezes to empathize with other families, and to understand what the poor and powerless must contend with. It has also led them to make a personal commitment to share the fruits of their business acumen in what may be the largest and longest-running corporate social responsibility program in the country, if not in this part of Asia.

In many places where social problems are most pressing, a Lopez company is never too far away, engaging in social intervention with little fuss or fanfare. Lopez Group employees do not bother with trumpeting what they have been doing as part of this relatively modern phenomenon called CSR. They take it for granted that social responsibility is part of business, and that it is the business of business to do things that are good for people and the country. They assume that a large part of the profits made by their businesses must be given back.

“Public service is our reason for being,” Eugenio “Geny” Lopez Jr. said upon his return to the Philippines after five years of imprisonment under martial law to take the helm of the Lopez Group from the departed Eugenio Lopez Sr. He was actually echoing a mantra of his father’s. Some people even believe that they heard Geny call public service “our only reason for being.” Employees of the Lopez

Group have taken such dedication to public service to heart; it is, they unabashedly say, what makes them get out of bed in the morning.

Of late, there has been a change in how people view the role of business in society. There has been growing global awareness of the accountability of private business in promoting not only sustainable development, but also social justice and equal opportunities for all the world’s nations. But for Lopez managers and employees, this is merely a matter of everyone else awakening to what they have been practicing for years.

Leading by example

In trying to understand the thinking that has guided the Lopez companies over nearly two centuries of business dominance, the best guide would be none other than patriarch Eugenio Lopez Sr. The business leader and philanthropist who brought the family to the zenith of its wealth and glory, and who stood tall and dignified in their darkest hours during the war and under martial law, Eugenio constantly emphasized when he was at the helm of the Lopez enterprises.

Time was when business was measured in terms of profits, pesos and centavos, Eugenio said some time in the late 50s, but times had changed. “The old business tenets have given way to the modern concept, which is not based on profits



FPHC advocated cleanliness as part of Paliparan III's culture.



Manila North Tollways Corporation's Medical-Dental Mission in Pulilan, Bulacan, shows its commitment to the development of towns traversed by the 84-kilometer expressway.

alone, but rather on the service it can render and the contribution it can make to the prosperity and progress of the nation as a whole.”

The extent of the Lopez CSR is even more formidable, considering that it has been in place since the American era. The Second World War devastated the Lopez businesses, but as soon as rehabilitation began in the late '40s and early '50s, the family was again at the forefront of social amelioration efforts. Eugenio's commitment to public service was clearly echoed in the slogans of the erstwhile Lopez publication *The Manila Chronicle*, which printed on its masthead, “The noblest motive is the public good,” and also of Meralco, where the motto is, “He profits most who serves best.”

Many years after Eugenio Sr. died in forced exile in the United States, his son Eugenio Jr., for whose safety and liberty Eugenio willingly gave up virtually all of his wealth to the dictator Ferdinand Marcos, used the same idea as the guidepost of the rehabilitated Lopez companies.

In March 1998, Geny told the business community of the focus of one of his holding companies, Benpres, in the coming years. He said that the Group had committed to devote its resources to Philippine development, and remain a staunch guardian of freedom and democracy in the country. This vision

of service to the Filipino continues to drive the Group to invest in areas that will bring development to the ordinary Filipino, in a substantial way, and within the shortest possible time. If the Group does

explore opportunities overseas, it will be in markets where substantial numbers of Filipinos reside.

Benpres took one of Geny's favorite sayings for its corporate philosophy: “Public service is our reason for being.” Its accomplishments thus far have reflected how the Group has lived up to its slogan—“In the service of the Filipino worldwide.”

It is not only in their businesses that the Lopezes took to heart the idea of serving others; they applied this as well in their personal affairs. One good example was Geny and his wife Conchita's long-standing commitment to help the urban poor in Leveriza, Pasay. The couple was a major supporter of the projects of the late Sister Christine Tan in that community. Before her death recently, Sister Christine had recalled that “every Saturday, when Geny and Chita were not abroad, they would come, park their Mercedes in a back alley and join the Bible Study group in the different barangays. . . They came every Saturday for more than six years.

“Geny would call me and ask what the poor needed. I would say things like food, jobs, capital for socio-economic projects, and he would invariably respond that he wanted to help—help big, help more, help permanent. That was his passion. No one really knew what he was doing in Leveriza. We never posed with him handing me a check or in front of a house he funded. In the course of three years, Geny

built more than 150 concrete houses in the slums of Leveriza and the resettlement areas of General Trias and Paliparan in Cavite. . . he always stayed in the background.”

Geny and his brothers put good citizenship at par with good business. As Geny said once, “The timeless challenge to all of us is how to leave the world a little better than we found it.”

When Manolo Lopez assumed leadership of Meralco in 1986, it had nearly been run to the ground in the years of martial law. System losses, arising from pilferage by customers, some of whom had resorted to it as a way of getting back at the dictatorship, and from internal corruption, were bleeding the company finances almost irreparably.

Manolo began a thorough housecleaning. He said, “I want to bring back the care for the employees and the customers that was the hallmark of our pre-Martial Law operations—a style of management that incorporates care and concern for employees as a way of ensuring care and concern for customers.”

Through a series of moves in the next several years, including an Employee Stock Purchase Program that gave all personnel a stake in the success or failure of the company, Manolo turned Meralco around, enabling its employees to recover their work ethic and dedication to the customers. In 1996, the prestigious financial magazine, *Asiamoney*, voted Meralco “the country's best managed company.” Meralco's concern for its external stakeholders is probably best exemplified by an electrification program for depressed urban and rural areas under its franchise that has benefited nearly 500,000 households.

After Geny succumbed to cancer in 1999, Oscar Lopez took over the reins of the company together with brother Manolo, who has been on top of Meralco for years, and nephew Gabby, who succeeded Geny at ABS-CBN. The three of them have continued the extensive CSR undertakings of the different companies under the Lopez flagship.

Speaking at the Asian Forum on Corporate Social Responsibility in September 2003 in Thailand, Oscar said that, in the case of the Lopez Group, the strong support for education, culture, arts and health care and the spirit of volunteerism provided the impetus for major funds committed to these areas. He said CSR was not merely an after-thought, a “feel-good” statement or a peripheral undertaking, but must be part of corporate strategy and mainstream operations, backed by resources and management expertise.

Gradually, as the children of Geny, Oscar and Manolo take more active roles in the enterprise, they are, as reported in the Synergos Institute newsletter, “guided by the values of the past but are creating their own vision of the future. . . . heading philanthropic institutions that mobilize family assets—media holdings in particular—to address the substantial economic and social challenges that face their country.”

The Lopez “brand” of CSR

What is the Lopez brand of CSR, if one may indeed apply marketing terminology to helping needy communities and taking the lead in risky advocacies? What makes their CSR different from the CSR of other companies? And why do they even bother? What’s in it for them?

The answer is in their values, values they have inherited and grown with. These are values preserved from the time their illustrious ancestor *Kapitan* Eugenio started his copra trading in Jaro, Iloilo, through seven generations of ups and down, particularly in the families of Fernando and Eugenio. They are values cherished until the present time, when the Lopez Group has regained its footing among the giants of Philippine industry.

Geny Lopez once spelled out these core values: “These are a sense of nationalism, commitment to public service, a strong work ethic, team work, loyalty, and employee welfare.”

In 1998, perhaps feeling the weight of having led the Group from the ashes of martial law to unprecedented new heights, Geny acknowledged the challenge of continuing to espouse these values for the next generation of Lopez siblings and senior managers. “I would like to believe that we are trying to build a company here that’s going to survive many generations. So it must stand for something, if it is



Lopez Group Chair Oscar Lopez, Philippine Vice President Noli de Castro, then Education Secretary Florencio Abad and Knowledge Channel Foundation President Rina Lopez-Bautista

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 to live them.”

Oscar’s second son, Federico or Piki, put it this way: “We do this kind of work because we see opportunities to do good things for the country. The money to us is secondary. It’s more the satisfaction of building something that works, something’s that’s world class. When you do that, you’re making a difference in Filipino lives. I think it’s the opportunity to do this that really drives us.”

Recently, in a talk at the Asian CSR Forum in Kuala Lumpur, Rina Lopez Bautista, CEO of Knowledge Channel, outlined the origins and evolution of the Lopez “brand” of CSR.

She said there are three ways by which CSR is conducted by the Lopez group, First, CSR is built into the nature of the business. Second, it is manifested in the way they do business, when they put in place governance systems and adhere to corporate values. Third, it is in their corporate philanthropy expressed in the areas of education and culture, environment, health and well-being, workplace programs, and poverty alleviation.

The range of the Lopez CSR undertakings over several decades can be grouped into three major clusters, Rina said. First, it is the support of their employees in ways over and above what

is required by law. Second, it is their outstanding support for education, as evidenced by the funding they contributed to build the Asian Institute of Management in 1968. Third, it is their significant contributions to promoting Philippine culture and arts, particularly in establishing the Lopez Memorial Museum in 1960 and the world-class Meralco Theater in 1969.

The expression of CSR evolved over the years as the new generation of Lopezes took over the helm of their businesses. But for all the new directions and expressions their CSR has pursued, it has not strayed from the original idea of serving and raising the quality of life of Filipino communities, wherever they may be.

Rina also discussed the “limitations” of the Lopez CSR in the same forum. “While there is continuity in these CSR areas over the generations, there was a lot of personal initiative by the leaders of the various CSR endeavors. . . which reflected the spirit and the deep-seated personal interests of the leader.

“There was no formal coordination to speak of for so many years. This is unusual for a business group with seemingly the most varied CSR programs. This lack of coordination is finally being corrected as we established the Lopez Group Foundation, Inc. in 2003 as the formal coordination body and clearing house for the CSR activities.”



Philec employees volunteer for community work in Taytay, Rizal.



Employee volunteers of SkyCABLE's Beyond Riders Club went on the road to deliver relief goods to residents of typhoon-stricken Bantilan, Infanta, Quezon

Gradually, as the characteristics of the “brand” surface, the LGFI people and some “elder statesmen” of the Lopez companies are beginning to think that it is precisely the wide sphere of influence and the multifarious communities and stakeholders of the Lopez CSR that give the program its “uniqueness.” A holistic and integrated approach, a readiness to take on various community concerns, flexibility, resourcefulness, and an ability to leverage corporate strengths and form alliances give the Lopez CSR its dynamism and relevance.

In fact, in several discussions with key Lopez family members and senior executives running the major CSR programs, the recurrent theme mentioned about their work in social development has been a “bridging role,” a connecting, harmonizing, humanizing, healing and leveling function that addresses social and economic disparities.

Some phrases used in trying to articulate what lies at the core of the Lopez Group’s CSR include “well-being of society,” “a nationalistic spirit,” “empowered and sustainable communities,” “public service in private hands,” “service to improve lives,” and even “kapamilya” and “kabayan.” Above all, it is the imagery of a bridge that seemed most appropriate in describing the Lopez CSR activities.

Whatever the CSR initiative or program in place—whether it be a social investment with a long gestation period, a specific and short-term project to address the well-defined needs of a particular community, or even an advocacy effort to change societal behavior—they all seem to serve the same function. This is to bridge social and economic classes, disparate and distant communities—some of them in foreign shores—or even different perceptions and understandings of important issues.

And at the center of it all is the Filipino family.

A work in progress

In her message in the 2003 Annual Report of ABS-CBN Foundation, Managing Director Gina Lopez said, “The basic unit of society is the family. So it is heartening that ABS-CBN has chosen the family as its prevailing theme. It jives very well with all we are doing at the Foundation, which is building strong families. Our vision is a better world for our children.

“It is in advocating and implementing things for values such as these,” she continued, “that we make our country strong. The values are already an integral part of our cultural heritage. This then is the joy of being Filipino: the feeling of family which pervades our society.”

The strength of such convictions comes alive not only in the impressive “numbers” of the ABS-CBN Foundation, but in the accomplishments and ongoing involvement of the rest of the Lopez companies and foundations.

To give substance and reality to the inspired advocacies of the Lopez Group’s change agents, whether in the corporate or social development arenas, the subsequent report has been prepared by a research and study team supervised by an ad hoc committee assembled for the purpose by Oscar Lopez.

The stark figures are complemented by eight sidebar features on the Lopez Group companies and foundations, and selected CSR programs. These may not fully capture—as perhaps no report could—the myriad projects and engagements, including the employee volunteerism and the internal wellness program being carried out in the Lopez Group’s portfolio of 143 firms employing more than 22,000 people. But these report and companion stories seek to reveal a work in progress in the ongoing rationalization of the Lopez CSR.

Having set up the umbrella organization Lopez Group Foundation, Inc., tasked to be a coordinating body and clearing house and a promoter of collaboration and talent sharing, Oscar said he expected the Lopez Group to be “more organized and group-oriented in our CSR activities. We can come up with strategies to work together to promote better group-wide coordination and synergy.”

Perhaps sensitized to the misinformation and distortions that have been laid at the doorstep of Meralco and other Lopez companies, Oscar added, “It also does not hurt to take the extra effort to make the community know what we are doing to demonstrate our good corporate citizenship.”

It is in response to an expressed need for consolidation and coordination in the Lopez practice of corporate social responsibility that this CSR Report has been envisioned. Its purposes are:

- a. To present a clearer idea of what the Lopez companies have done so far, or at least in the last decade, in terms of CSR
- b. To help find areas of comparatively greater relevance or competence for the Lopez CSR practice in assisting communities, thereby determining a natural focus of resources in social interventions
- c. To highlight opportunities for synergy and collaboration with other organizations or agencies; and, in so doing...
- d. To help achieve a clear-cut “brand” differentiation in the practice of CSR so that communication with national stakeholders and international partners may be facilitated. ■

The Lopez Group Foundation Inc.: A CSR Clearing House

RIGHT after taking over the helm of the Lopez companies in 1999, Oscar M. Lopez decided to apply the same hands-on management style to CSR as he did to the family's diverse businesses. He brought in Tuck Global Consultancy, a branch of the Amos Tuck School of Business at Dartmouth College, to examine the Lopez group's CSR activities in 2001.

In the assessment made from a group-wide series of consultations, the following were the results for both the Lopez corporations and their foundations:

For the Corporations:

- There was a need for guidance for CSR programs—their selection, communication, reporting and budgeting
- There was a need to know about the CSR of others in the Group, and of opportunities for employee volunteerism; and
- The corporations would benefit from being part of a group-wide effort and identity

For the Foundations:

- There was a need to raise funds, assistance in grant writing
- There is a desire to extract maximum communication values from project and programs

- The foundations would benefit from coordination with other Lopez group projects and programs
- To help implement Tuck's recommendations on these assessment results, Lopez created the Lopez Group Foundation, Inc. (LGFI), a new entity for the coordination of the conglomerate's CSR initiatives.

The LGFI adopted the following objectives:

- To have a common communication strategy for the Lopez Group's CSR programs
- To arrive at a common reporting and measurement format for the Lopez CSR programs
- To build capacity in the design and implementation of CSR projects
- To coordinate group-wide fundraising and volunteerism

With the new umbrella foundation in place, Oscar Lopez expressed his expectation that the Group will be "more organized and group-oriented in our CSR activities. We can come with up strategies to work together to promote better group-wide coordination and synergy." ■



Left: Graduate students from the Tuck School of Business Global Consultancy met with the representatives of the Lopez Group to review the CSR initiatives.
Below: The members of the LGFI technical team during one of their regular meetings.



The ABS-CBN Bayan Foundation Helping People Help Themselves

IT STARTED out as a loan program for women entrepreneurs in the Loyola Heights, Quezon City area. Today, it is one of the flagship CSR projects of the Lopez Group, with more than P2.1 billion worth of accumulated loans disbursed among almost 38,422 active clients in some 1,230 barangays or town units nationwide.

The ABS-CBN Bayan Foundation started as a microfinancing program of the ABS-CBN Foundation in 1997, and was spun off into a separate foundation in the year 2000. The loans then were mostly for women and used for small enterprises such as sari-sari (variety) stores, livestock and poultry-raising, the making of rugs, and the production of novelty items.

“The principle behind Bayan Microfinance is simply helping people to help themselves,” says

Reno R. Rayel, Executive Director of ABS-CBN Bayan Foundation: Bayan Microfinance

Bayan Microfinance was built with a vision of a principle-centered, poverty-free, productive, prosperous and peaceful Bayan family. The mission is to alleviate poverty by providing poor but enterprising individuals, families, and communities with fast access to financial services in a creative, cost-effective, simple and sustainable manner.

The project adheres to the vision of providing a better world for Filipino children by empowering the underprivileged through micro-finance. Bayan understands that micro-finance is a tool to be used aggressively and passionately to help families, build communities, and foster a loving environment where a child can grow and fulfill his destiny.

Nanay Enriquetta Tupaz, proud of her own store in Iloilo City



Bayan Microfinance works because it makes sure its members have a valuable stake in the whole project. Current interest rate is only 3% a month, as compared to 5% with lending investors and the 10-20% of loan sharks. Loan processing is also simple, and approval and delivery are fast.

Tested mechanisms are used to mobilize savings generated and to control costs, thereby making the operation very cost-effective. Bayan Microfinance staff are not only experienced practitioners in the field but are also honest, trustworthy, and efficient.

As a direct result, Bayan Microfinance achieves a high repayment rate of 97%, an indication that members practice responsible entrepreneurship. They know that any delay or delinquency in repayment will adversely affect them. The program's return on expenses is also more than 100%, and members' savings comprise more than 40% of the



Nanay Sol Bermudes of Quezon City discovers money from trash. She sells paper mache products from scratch papers.

total amount of outstanding loans.

While its clientele is composed mostly of women—around 90% of the total clientele—its coverage is expanding to not just include male entrepreneurs, but also to cover more barangays and municipalities nationwide.

True to its mandate to help uplift the lives of the industrious but underprivileged, Bayan Microfinance will further professionalize its operations by fully computerizing its procedures, as it aims to multiply its client base by more than 15 % every year and increase its loan exposure by more than 30 % annually. ■



Clockwise from bottom-left: Nawasa-Veterans women in consultation with members of the Global Philippine Circle during their Learning Visit to the Philippines in February 2005; An ABS-CBN Bayan beneficiary with her grains store; and for Nanay Lana Cancina, shown with her children: "It's the power of love for my kids coupled with the trust that ABS-CBN Bayan gave to me."



FPHC's Paliparan III Site Integrated Community Development Program

A Bridge to A Self-Sufficient Future

IT WAS during one of its company outreach activities that the First Philippine Holdings Corporation (FPHC) encountered the Paliparan III in Dasmariñas, Cavite, an area that was once a “no man’s land” and was then feared to be a dumping site for “salvaged” or murder victims. In 1993, it became the relocation site for approximately 4,000 informal settlers from the Manila Bay Reclamation Area in Pasay. The 51-hectare lot was purchased by the Public Estate Authority (PEA) from a private owner in 1990, and was later on administered by the National Housing Authority (NHA).

Before moving to Paliparan, the people’s organizations in the Reclamation Area were tapped to facilitate their transfer. Each household of 5 was, on the average, given a 70-square meter lot and assigned to specific block areas. Aside from the roads, school buildings and water system that were in place before the transfer, a livelihood fund to be managed by the different groups was provided.

Life may be better after Pasay, but some problems have persisted. Constant bickering and fighting among the groups were common. They continued to be disorganized and fragmented, and economic life was as difficult as ever because of the absence of livelihood opportunities. Land tenure was still a problem because the land was not fully awarded to the residents due to a pending land dispute.

Amidst these difficulties, FPHC saw the opportunity to reassess its work in Paliparan and see what it could do beyond volunteerism, medical missions and feeding activities. It then sought the assistance of the Philippine Business for Social Progress (PBSP) to conduct a baseline study, which outlined the community issues. At the core of many problems identified was the need to foster synergy and cooperation among the existing people’s organization.

Thus was born, in 2002, the Paliparan III Integrated Community Development Program. Its goal is to establish and strengthen a sustainable multi-stakeholder structure that would oversee the implementation of projects for the residents. Under the program, four key interventions were identified: employment and livelihood, youth welfare and education, environment management, and land



The Oscar M. Lopez Learning Center, a multi-purpose school library, was donated by FPHC to Dasmariñas National High School Paliparan Annex on the occasion of Chairman Lopez's 75th Birthday.



settlement. The common strategy among all these interventions is stakeholder and organizational development, the synergistic involvement of a wide range of stakeholders who would take ownership of and have the organizational capability to manage the projects.

Some accomplishments of the program include:
■ Employment and Livelihood Generation Skills inventory and industrial needs assessment have been conducted for potential job match-up. Product development and marketing, including exposure/visits to DOST, linkages to trade fair exhibits, livelihood seminars and business planning workshops marked the beginning of preparations for entrepreneurial activities.

■ Youth Welfare and Education

Task Force Kabataan was organized to provide a way to prevent drug use by conducting spiritual and value formation seminars. Knowledge Channel Foundation, Inc. also installed cable TVs, a satellite dish and receiver to enhance learning of Science, Math and English in the nearby Paliparan Elementary School.

■ Environmental Management

A Clean and Green project was implemented, which encouraged the planting of seedlings and clean-up operations. Basic composting training and ecological tours were also organized for the community to appreciate the benefits of waste management. Since the land settlement is a major concern for most of the people, FPHC's legal group has also been assisting the residents to expedite the awarding of lots.

All these, however, would not have been realized if the various NGOs and POs in Paliparan had not been organized into a multi-stakeholder coalition called Kalipunan ng Alay-Lingkod sa Paliparan (KALP). KALP ensures the continuous attainment of its mission: To uplift the lives of Barangay Paliparan residents through teamwork and a common long-term framework for social action.

Under KALP, the four POs and five NGOs operating in Paliparan were brought together to discuss common goals and issues and identify areas for cooperation. Unlike in the past, when these organizations were operating separately from one another, KALP is now a collaboration that provides for the smooth flow of information, resulting in better communication and complementary programs. As Cesar Marquez, president of Lakas ng Pagkakaisa attests, *"May mga bagay kami na magagawa talaga nang sama-sama. Iyan ang advantage ng KALP."*



"Kabahagi Ako ng Luntiang Paligid" is a multi-stakeholder clean and green project of Kalipunan ng Alay-Lingkod sa Paliparan (KALP) participated by local officials, block leaders, and the Sangguniang Kabataan.

Nagkakaroon kami ng dialogue kasama ang gobyerno. Nakikita namin na may mararating kami. Gagawin namin ang nararapat naming gawin para magtagumpay tayo."

On the same note, Elvira Saturno, a social worker in Pangarap Foundation, said, "Perhaps the biggest role that KALP played was providing a venue or mechanism for a concerted effort among the different NGOs and POs to work for the good of the community. It sets the direction and the harmonious working relationship among what were initially indifferent groups."

Indeed, there is hope for Paliparan, but the people

have to work together and develop ownership of the things they do. They build bridges among themselves and celebrating not only the project they have completed, but more importantly, the capabilities and confidence they have developed.

FPHC chair and CEO Oscar M. Lopez once said that the goal of his company was to "consciously promote a culture and sense of community." Corporate citizenship opens the doors of opportunity to the underprivileged sector, but it must foster a climate of self-reliance, not dependency. Residents of Paliparan III have realized this, and can now look forward to charting a better future for themselves. ■



KALP's Skills Building and Livelihood Development Program promotes education and training as a means to alleviate poverty.

Knowledge Channel Foundation, Inc.

Reaching More, Teaching More

ONE of several CSR initiatives being undertaken by the Lopez Group is the Knowledge Channel Foundation, Inc., organized in 1999 to provide access to quality education to the millions of impoverished elementary and secondary school students throughout the country. The Knowledge Channel Foundation, Inc. (KCFI), utilizes and builds on the core competency of the Lopez Group in broadcasting through the Group's cable television

Knowledge Channel's programming includes curriculum-based video modules in Math, Science, English and Values, such as citizenship and love of country.

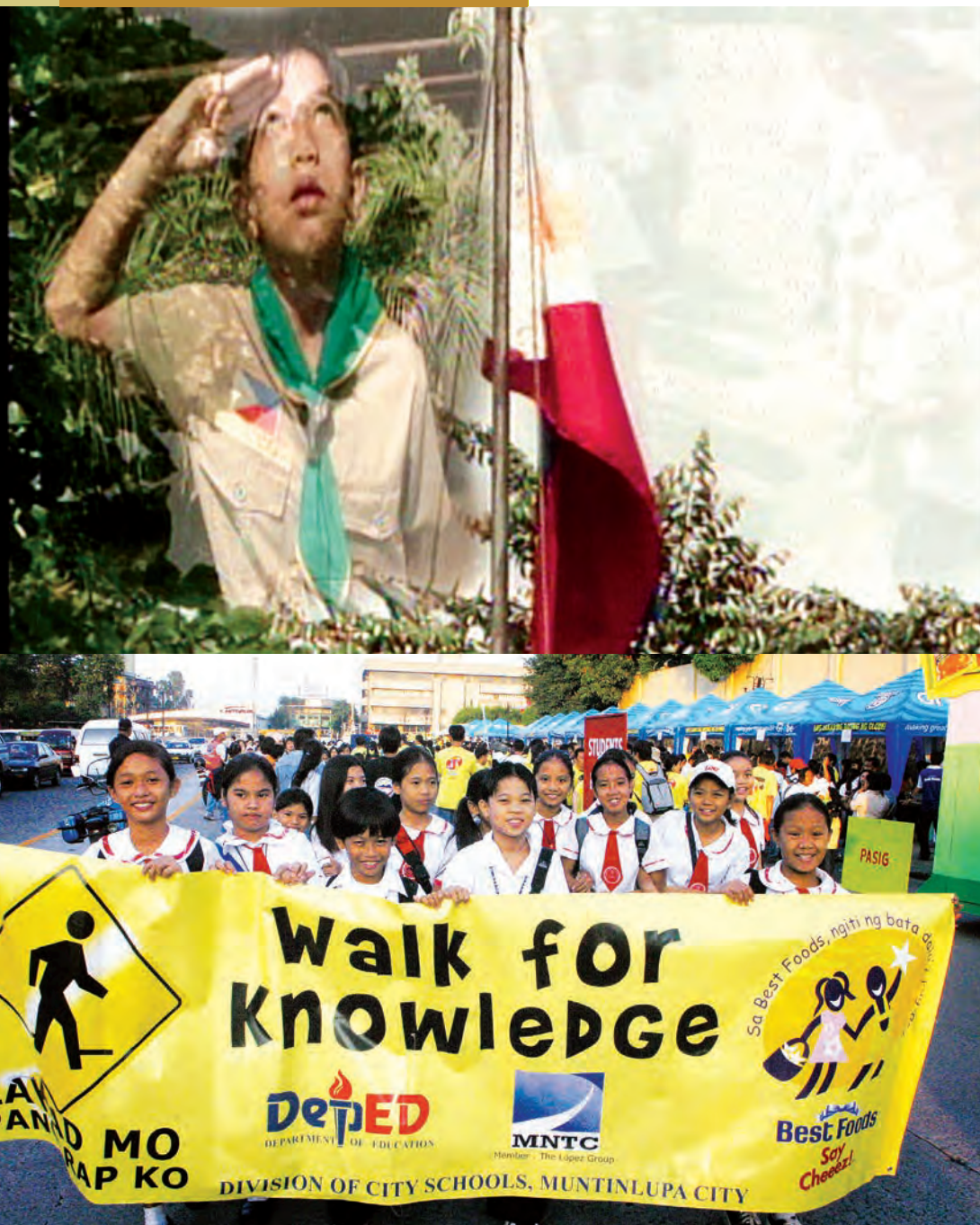
infrastructure. The Lopez Group has invested about P171 million to support the Foundation through programs purchased from various overseas suppliers, Sky Cable's cabling connections, ABS-CBN's production facilities and free transponder space on its satellite. Other grant-givers have donated over P80 million to this undertaking.

Rina Lopez-Bautista, President and Executive Director of the Knowledge Channel Foundation, Inc., says that the need to deliver educational materials to many remote and impoverished barangays to equalize the educational opportunities available to the underprivileged sector of our society was the compelling reason behind the creation of the Foundation. The realization of this vision is the Knowledge Channel, an all-education cable TV channel that airs 18 hours a day of instructional modules, 14 hours of which are curriculum-based and approved by the Department of Education.

So far, the Knowledge Channel reaches more than 25 million students in more than 1,400 public schools in 54 provinces, broadcasting 20-minute subject materials covering English, Science, Mathematics, Filipino Social Studies, and Arts and Culture everyday. The channel also provides adult programming during the evening in Adult Education, Parenting 101, Life Skills, Business Skills, Environment, Entrepreneurship, Culture and History. The broadcasts are made through partnerships with Sky Cable, Home Cable, Pilipino Cable Corporation and other provincial cable operators who share the same vision as the Foundation.

The Knowledge Channel Foundation, Inc. continuously strives to fulfill its mission by improving the channel's programming through feedback gathered from the regular monitoring of its partner schools. Latest in-house studies have shown that students exposed to the Knowledge Channel had an increase of 25% in the retention and comprehension

"Lakad Mo Pangarap Ko" walkathon benefitted 27 public schools, helping more than 20,000 marginalized students nationwide.





Above and right: Knowledge Channel will soon reach 154 schools in the five provinces of Autonomous Region of Muslim Mindanao (ARMM). KCFI hopes that, armed with knowledge, ARMM children will one day become advocates of peace and unity.



of lessons and 14% increase in their academic performance.

While the task to connect the 41,350 public schools throughout the country via cable and/or satellite is mind-boggling, and the Foundation has limited resources, Rina Lopez-Bautista continues to fix her sights on the Foundation's vision with determination and unwavering commitment to "build a community of empowered and responsible citizens working relentlessly for a better Philippines... with an end goal to alleviate poverty."

Just recently, Rina obtained the assistance of USAID through a three-year grant to bring the Knowledge Channel to the Autonomous Region of Muslim Mindanao (ARMM). Nine schools have so far been installed with satellite dishes, and the balance of its targeted 150 schools in Sulu, Tawi-tawi, Basilan, Maguindanao and Lanao del Sur will be fast-tracked through the creation of a Mindanao-based office of the Knowledge Channel Foundation, Inc. in Cotabato City under the leadership of Ms. Doris Nuval, Project Director for TEAM-Mindanao (Television Education for the Advancement of Muslim Mindanao). This USAID-funded project will have a unique feature of airing livelihood modules when the cabled classrooms double as community telecenters on weekends and school holidays.

KCFI looks forward to the future with optimism that its mission to support the education of the Filipino youth will continue to be a top priority in the Lopez Group's corporate social responsibility agenda.

1. President in Action: Rina Lopez-Bautista, KCFI President (center), visits beneficiaries in Mandaluyong Public School.

2. Teachers and school administrators are trained regularly because they play a role in facilitating and processing educational television content

3. Multi-stakeholder partnership is exemplified by the launching of TEAM-Mindanao. From left: KCFI Utilization Manager Gerry Dela Zerna; KCFI President Rina Lopez-Bautista; USAID Senior Technical Advisor Rosario Calderon; USAID Chief of Education Thomas Kral; US Embassy Counselor for political affairs in the Philippines Scott Bellard; Beyond Cable Chief Consultant Evann Fannel and TEAM-Mindanao Project Manager Doris Nuval

4. Rina received an Anvil Award of Merit from the Public Relations Society of the Philippines (PRSP) for "Lakad Mo Pangarap Ko." Shown in photo from left are: PRSP President Jones T. Campos, Senator Mar Roxas and 40th Anvil Awards Committee Chairman Joel D. Lacsamana. The same program was cited an Award of Excellence from the International Association of Business Communicators (IABC) for Communications Management at the 2005 Gold Quill Awards.



The Lopez Memorial Museum

Engaging The Public Through Art and History

ANY learning institution in this age of information overload faces the daunting task of keeping a largely distracted audience keyed into how the past and present converge, without getting pulled into all sorts of unsustainable tracts.

Now almost half a century old, the Lopez Memorial Museum (LMM) finds itself precisely in that precarious yet still enviable position of having to run a tight ship amidst a rapidly changing communications technology landscape.

In reality, this iconic institution, made up of an extensive library and art collection, hardly needs to pitch itself so blatantly, what with its steady stream of researchers devotedly digging into the museum's precious holdings that have since literally birthed generations of seminal tomes making up the

backbone of Philippine scholarship. But of course, true visionaries hardly ever sit still and are always looking to find ways to keep things stirred up.

It was Eugenio Lopez, Sr. who founded this research hub on February 13, 1960 in honor of his parents, Benito Lopez and Presentacion Hofileña. Still in keeping with its mission of providing scholars and students access to his personal collection of rare Filipiniana books, manuscripts, maps, archaeological artifacts, and visual art, the museum's leadership has transitioned from eminent scholar Renato Constantino to its present director, Cedic Vargas, eldest daughter of Oscar Lopez.

"The Museum was the first institutionalized philanthropic project established by my grandfather," Cedic relates. "He was a lover of books, and every

time he traveled, he would go to antiquarian bookstores and seek out books about the Philippines."

A recent inventory reveals how this germinal collection has grown to more than 17,000 books, 539 works of fine art and 89 pieces of ancient pottery. Like any museological trove, these have been subjected to critical interpretation and re-interpretations, and opened up to the public through exhibitions, lectures and workshops.

Researchers and scholars find a haven in the Lopez Museum Library Reading Area, open from 8AM to 5PM, Mondays thru Saturdays except on holidays.



“It’s a very traditional institution, but what I wanted to do was to explore ways to use new media and more visual learning,” adds Cedic. “I also wanted to make the Museum more visible in all our network’s platforms—TV, radio and glossies (magazines). We have a lot of segmented channels in cable so I advertise there and am able to reach a wider audience that way.”

LMM continually hosts public viewings of the works of 19th century Filipino masters, Juan Luna y Novicio and Felix Resurreccion Hidalgo, alongside selected works by 20th century artists such as National Artist Fernando Amorsolo, Carlos Francisco, Vicente Manansala, Hernando Ocampo, Cesar Legaspi, Arturo Luz, and J. Elizalde Navarro. The museum has also since modestly added to its holdings the works of Fernando Zobel, Nena Saguil, Macario Vitalis, Jose Joya, Romeo Tabuena, Roberto Chabet and emergent voices such as Rommel Wire Tuazon. ■



Clockwise from top: The Hidalgo Gallery featuring Juan Luna's *España y Filipina* painting; Creative Writing Workshop for Kids with Carla Pacis; LMM Director Cedic Lopez Vargas tours the Singapore Heritage Board Chairman and Ambassador-at-Large of Singapore Professor Tommy Kohn; and Interior hallway of the Lopez Memorial Museum.



ABS-CBN Foundation Inc. In the Service of the Filipino Child

GINA Lopez is the first person in her family to systematically leverage the Lopezes' expertise and resources in media technology in innovative ways for the good of society. Her father, Geny, had established the ABS-CBN Foundation Inc. in 1989 as a legal depository for donations to its child-centered programs. Much of the money had come from people who responded to the network's appeals for help to victims of natural disasters.

But it was Gina who saw the need to parlay this resource—largely augmented since then from the

family's own funds—so that it would help the most needy sectors. First, she redirected its focus toward educational TV shows that became quite popular throughout the country. Up to today, the foundation's e-media programs reach 14 million school children in over 5,000 public elementary schools nationwide. Many of these schools got their TV sets through Gina's fund-raising efforts, after she had asked the Department of Education to make the shows mandatory viewing in schools.

Her second major initiative was Bantay Bata



Through Educational Television (ETV) distribution and the Adopt-A-Hometown School project, E-Media aims to reach the 31,000 schools that still have no access to ETV (this page and right).

163 (BB163). Probably the best known of the CSR programs of the Lopez Group, Bantay Bata (literally, Child Watch) deserves the accolades and public support it has received. The numbers speak for themselves. Some 150,000 telephone calls have been received and acted upon through its 163 hotline in Manila and Davao since February 1997. Some 40,000 callers have been counseled by phone, and over 1,000 rescued from abusive homes and nearly 7,000 visited at home. Over 6,500 children have been given medical assistance, and nearly 1,000 given legal aid.

In November 2003, Bantay Bata 163 inaugurated the Children's Village, the only one of its kind in Asia, where child victims of abuse and related social violence are housed in a P120-million integrated care community of nurturing adults and peers. Built on land donated by Meralco in Norzagaray, Bulacan, from money contributed by Filipinos from all walks of life, the Children's Village is home to more than a hundred children. The foundation continues to train and develop caregivers and social workers as a prelude to the establishment of the Asian Institute of the Child.

Bantay Bata 163 not only provides emergency assistance with the help of professional social workers; it also ensures long-term development of the children. In terms of health and medical assistance, some 1,000 children are treated every year, including those needing major surgical operations, long-term treatment, or emergency procedure.



From top: A rescued child opens up to a social worker at the Bantay Bata Children's Village; Anyone can help rescue an abused child by donating through the BB163 coinbanks found in selected local and international establishments; and a Bantay Edukasyon scholar practices his arts and crafts.





The 2.5-hectare land donated by Meralco in Norzagaray, Bulacan is now a home to about 200 children. The Children's Village is the result of BB163's phenomenal growth from a media-based helpline for abused children to a model child protection system integrating rescue, medical care, rehabilitation, shelter, and after-care. Below and inset: The design was conceptualized by Sarri Tapales and Project Architect Ning Encarnacion - Tan based on German educator Rudolf Steiner's philosophy on spirituality. The walls avoid sharp angles and natural materials were primarily used to provide a calming effect.



Bantay Bata Edukasyon scholars have reached 169 in number in 2003, all of them children rescued by Bantay Bata Manila and Davao. Most of these scholars have been reintegrated into their families. Their scholarship program in grade school and high school includes tuition, transportation and meal allowances, and other school-related needs. The program is funded by grants from Singapore Airlines, BPI Foundation and private individuals.

In celebration of the International Children's Day of Broadcasting in 2003, A Call for a Better World: A Telethon for A Filipino Child was aired over ABS-CBN News Channel with a live hook-up over ABS-CBN Davao and the Filipino Channel abroad. The telethon raised more than P10.5 million in kind and in pledges for Bantay Bata.

"Many times, I feel my father is very happy," Gina said recently in an interview with an international foundation. "The motto of ABS-CBN is 'In the Service of the Filipino.' And the foundation just brings that to another level. I really do feel like I'm carrying on the family tradition." ■

The FPHC Employee Wellness Program

Strengthening Relationships and Securing Futures

Eugenio Lopez Sr., founder of First Philippine Holdings Corp. (FPHC), once said, “Our success should be measured not by the wealth we can accumulate, but by the amount of happiness we can spread to our employees.”

True to that, FPHC has fostered a working environment where everyone is a knowledgeable contributor to the success of the organization. FPHC recognizes that a genuine concern for the workforce requires harnessing and developing inestimable talent through an Employee Wellness Program.



Mountain Hiking is a regular Wellness activity. Shown in photo are FPHC “mountaineers” in the summit of Tagaytay Highlands.



First Batch Graduates of the Lopez Group-AIM Executive MBA.



FPHC Employees get awards and recognition for years of service

This program is a holistic and comprehensive thrust to nurture the human being as a whole entity by way of several initiatives: Human Resources Development, Employee Well-being, CSR, Rites and Rituals, and Awards/Rewards System.

Under its program on Human Resources Development, FPHC acknowledges the importance of “sharpening the saw” so that the employees can cope with the demands of the contemporary corporate environment. FPHC pays attention to workforce learnings and performance excellence. The Eugenio Lopez Development Center is a huge investment in nurturing and honing the capabilities of employees.

In FPHC’s Executive Education Program, it has partnered with the Asian Institute of Management (AIM) for an in-house Executives Masters in Business Administration (EMBA) and Managerial Leadership Program. These are both pioneering efforts in the development of a new model for corporate training. Another innovative program is the HR Diploma Course, with partner institutions AIM and Ateneo.

Aside from Profit Sharing Bonus, the Employee Compensation and Benefits Package of First Holdings offers an uncommon plus of Stock Ownership Plans such as the ESPP (Employees Stock Purchase Plan) and the ESOP (Executive Stock Option Plan). Fringe Benefits include a generous retirement plan and comprehensive medical coverage for the employees and their dependents.

The Corporate Wellness Program aims to integrate wellness and vitality of body, mind and spirit into the corporate life of the employees to help them achieve a more balanced life and encourage them to develop a healthy lifestyle. The wellness learning tract includes nutrition, stress management, fitness and spirituality. This is again a pioneering effort of First Holdings, and it is the only company in the Philippines that has a comprehensive wellness program. Now on its eighth year, the program has

been replicated in the bigger Lopez Group and considered one of the best practices in HR employee program. Its Program Director was recently invited to talk about this practice twice in Singapore and the Philippines.

The Environment Safety and Health (ESH) Management system, deals with issues usually overlooked concerning the environment, safety and health. A virtual Blood Bank was established as a venue for qualified blood donors among the employees to donate blood whenever a co-employee, an officer or an immediate member of their family needed blood. The SARS epidemic, for instance, required awareness workshops, along with First Aid Training and Emergency Response Seminars.

FPHC employees are encouraged to give back to society by involving themselves in the social welfare of their larger communities. FPHC is a major sponsor in the Integrated Community Development of Paliparan, a huge squatter families resettlement area in Cavite. In partnership with the Philippine Business for Social Progress (PBSP) and several Non-Government Organizations, FPHC embarked on community programs in the areas of environmental stewardship, organizational development, livelihood generation, youth development programs, among others. All these are done in the spirit of volunteerism.

The company practices certain “rites and rituals” which provide opportunities for the people to develop a spirit of “oneness,” and which symbolize genuine care and concern for employees. For example, the Ilocos Escapade of 2003 was where the FPHC family experienced the beauty of Vigan, the wildlife of Pagudpud and Baluarte, and the history of the Paoay Church and the Burgos Museum. In April 2004, the FPHC family found a refuge from the rush of the city in Club Paradise, an idyllic resort located on beautiful Dimakya island in Palawan, with its 700





Above: Notebooks, crayons, pad papers and pencils were donated by FPHC and their employees as an outreach program for students in Paliparan and General Trias, Cavite last September 8, 2001.
 Right: A Christmas Outreach Program for Barangay Pinagbuhatan, Pasig City last December 18, 2003



meters of perfect beach, rich marine life and tropical scenery.

The annual Sportsfests and sports event, Gabi ng Parangal, Family Days and Christmas Parties are occasions to build stronger bonds among the greater FPHC Family.

On the Gabi ng Parangal, the efforts of loyal employees are recognized in the service awards. The Employee of the Year Award recognizes a non-managerial employee who has contributed invaluable to the overall success of the company. Special Citations are given for Work Excellence, Dependability, Integrity, Presence on the Job, Industriousness and Perfect Attendance.

The Lopez Achievement Award seeks to recognize teams and individuals that demonstrate initiative, ingenuity, responsible risk-taking, and persistence in the face of challenges and obstacles, resulting in a positive difference in their companies in relation to their environment, customers, and co-employees.

As for the low turnover rate at FPHC, a survey disclosed noteworthy reasons for the loyalty of the employees. These include the leadership of the Lopezes, the distinctive corporate culture and values prevailing, the generous and respectful manner in which the employees are treated, and the presence of career

growth paths for employees. All these contribute to the inimitable nature of the FPHC, an environment where service is priority, profit is secondary to the welfare of the workers, and excellence is the by-product of an exceptional relationship between management and the employees. ■



First Philippine Conservation Inc. A Call for Allies in Conserving a Rich Heritage



THE Philippines probably harbors more diversity of life per hectare than any other country on earth. It has more than 52,117 described species, of which more than half are endemic or found nowhere else in the world.

Above: A partnership project is located in the Verde Island Passage -- a marine corridor in the Philippines cited as possibly the richest marine biodiversity area on earth. Shown in photo are the coral reefs and fish species.
Left: A biological assessment as part of activities to address threats and maintain ecological integrity and cultural values.

Yet few people, including the Filipinos themselves, are aware of the vast richness of biological treasures found in the Philippine archipelago. Unfortunately, without immediate action, this biological wealth is threatened with destruction. Hence, the country finds itself in the midst of a biodiversity crisis with grievous consequences—the loss of its rich biological heritage.

The Philippines is home to more than 1,139 terrestrial vertebrates species, including more than 576 bird species (34% of them endemic), over 258 reptile species (66% of them endemic), more than 204 mammal species (54% of them endemic), and over 101 amphibian species (78% of them endemic).

Invertebrate diversity is also high, with butterflies alone accounting for 895 species, 39% of which are endemic. There are an estimated 10,000 to 13,000 plant species, of which more than half are endemic.

The Philippines is situated at the apex of the Coral

Triangle, the richest marine realm on Earth and the global epicenter of coral diversity. The country boasts of more than 500 of the 700-plus known coral species worldwide.

There are 54 species of mangrove plants and more than 2,000 species of fish, 800 species of marine algae, 16 species of seagrass, 23 species of cetaceans, and five species of sea turtles in these waters, making the Philippines one of the world's richest countries in concentration of coastal and marine species.

The Philippines is also one of the most heavily impacted of the biodiversity hotspots, with more than 93% of its original natural vegetation already gone. Not surprisingly, the Philippines contains one of the highest concentrations of Critically Endangered and Endangered species on Earth.

The 2003 IUCN Red List of Threatened (Critically Endangered, Endangered, and Vulnerable) Species includes 419 Philippine wildlife species. The

The Philippine Eagle (*Pithecophaga jefferyi*) is a key species in FPCI's conservation program. It is one of the three most critically endangered eagles in the world found in the islands of Luzon, Samar, Leyte, and Mindanao.





Vaccinium oscar lopezianum, known only from two sites in the Sierra Madre Mountains of Luzon—where this new species was discovered, is named in honor of Oscar M. Lopez for his commitment and leadership in biodiversity conservation in the Philippines.

population of the Philippine tamaraw has declined to about 253 individuals as of 2002. The number of Philippine eagle was estimated at no more than 30 breeding pairs in 1996. The nesting green sea turtle population has declined by about 80% from 1960 to the present. Among all the threatened marine species in the Philippines, the long-term prognosis for populations of dugongs is probably the most bleak. Local or site-specific extinctions are already being recorded.

In terms of habitat loss, our remaining forest cover is only 6-7% of its original area. Only 5% of coral reefs are in pristine condition, while mangroves have been reduced by 80% during the last 75 years. Seagrass beds have also been reduced by 30-50% during the last 50 years.

The First Philippine Conservation, Inc. (FPCI) was organized in February 1999 with the mission of conserving the Philippines' living heritage—its biodiversity—by collaborating with government, civil society, and business. Its key institutional partners are the First Philippine Holdings, Corp. (FPHC); Conservation International, a global biodiversity conservation NGO; and the Critical Ecosystem Partnership Fund (CEPF).

The FPCI has provided support to Conservation International in the Philippines (CIP) for CIP's

strategies in Philippine "hot spots," in the biodiversity corridors of the Sierra Madre mountain range, and in Palawan. These regions account for more than 50% of the country's remaining old-growth forests and the highest number of highly threatened species. Through the leadership role CIP has taken in expanding and consolidating protected areas, the Philippine government in 2004 expanded the Peñablanca Protected Landscape in the Sierra Madre and created the Quirino Protected Landscape, putting over 300,000 hectares under conservation management.

The Philippine Biodiversity Conservation Priority-setting Program (PBCPP), led by CIP in cooperation with FPCI and other major partners, adopted a strategic approach that focuses on the "hot spots" or priority areas for extending help to a great number of endangered to vulnerable species. The information generated by the PBCPP is the best available to date, and serves as a tool for developing land use plans and species monitoring programs.

Since July 2003, the FPCI has been implementing a project with the CEPF that contributes to the goal of saving hectares of threatened habitats and species. In 2004, it started a collaboration with the First Gen Corporation of the Lopez Group of Companies, together with CIP, to explore the development and

implementation of an ecosystem-based protection program in Verde Island, Batangas province, which sits in the area that scientists claim is the center of the earth's marine biodiversity.

The other FPCI institutional partners are FPHC, Siemens, and the British Gas. FPCI will tap more corporate supporters and arrange matches of funds to selected CEPF grantees who are also implementing projects in Eastern Mindanao and other areas with habitats of critically endangered species.

A major challenge for FPCI is to have more companies accept the strategies of conservation NGOs instead of following their own project development and action plans. FPCI Executive Director Dario Pagcaliwagan said that companies, long accustomed to site-based CSR activities, should also consider supporting strategies that tackle issues on a much bigger scale to create larger impact. "In essence, this is the role of FPCI," Pagcaliwagan says, "which is to bring about the implementation of integrated strategies among conservation NGOs, with the private sector as an important partner who provides management skills, financial and other resources. FPCI will provide the full range of intermediary services that will be required for large-scale funding to occur." ■



Above: Community mapping with the Agtas in Baggao, Cagayan, Philippines, where a pair of Philippine Eagle was recently discovered. The site is experiencing heavy pressure from immigration and natural population growth.

Below: Pinacanauan River in the Peñablanca Protected Landscape and Seascape (PPLS). The Government of the Philippines expanded PPLS to 118,108 hectares, which, with the adjacent Northern Sierra Madre Natural Park, now form the largest block of forest in the Philippines under conservation and provide habitat for most of the threatened endemics in the big island of Luzon.





First Gas Holdings, Inc. New Life From The Mangroves

THE MANGROVE is a unique ecosystem that is generally found along sheltered coasts and tidal mudflats. They extend inland along rivers and streams. It has been scientifically proven that mangroves serve several environmental purposes. They protect coastlines against erosive wave action and strong coastal winds; act as natural barriers against torrential storms; serve as an important breeding ground for many species of fish, shellfish and other marine organisms and as habitat for birds and other wildlife; trap or absorb organic waste material by recycling nutrients and removing toxins through a natural filtering process; and provide resources for coastal communities which depend on the plants for timber, fuel and other forest products.

Realizing this, First Gas launched the Mangrove-Aqua-silviculture Project in January 2000, which involves rehabilitating, developing and safeguarding some 55 hectares of mangroves and abandoned fishponds in Barangays Sta. Rita Aplaya and Sta. Rita Karsada in Batangas City. These are located within the immediate premises of the First Gas power plants—the 1,000-MW Santa Rita and the 500-MW San Lorenzo power plants in Batangas City.

The project seeks to ensure the biodiversity of the mangrove ecosystem and the sustainability of coastal resources. It was initiated by First Gas and implemented through a partnership with the First Gas Multi-partite Monitoring Team, the DENR and a third party mangrove specialist in January 2000.



The project is in line with the belief that First Gas has an important role to play in protecting the ecosystem, and that its power plant operations and activities should coexist with its environment.

The project was developed through a four-phase Mangrove Management Plan. The first phase involved the evaluation of the mangrove area for suitability to plantation. A mangrove area network was mapped out to ensure the eventual biodiversity of the mangrove ecosystem.

The second phase focused on carrying out information sessions, such as a training program for key First Gas people and partners who will implement and oversee the project. The third and fourth phases involved the actual planting of mangrove saplings of various species, and continuing maintenance and monitoring programs.

Apart from an internal monitoring scheme, third-party consultants were commissioned to carry out regular aquatic biota monitoring and mangrove inventories. The resulting data helped to determine the growth and development trends of the mangroves and the associated coastal ecosystems, and provide essence to the on-going mangrove information, education and communication programs.

With a high survival rate of up to 88%, a one-hectare rehabilitated mangrove area was soon developed into

a pilot aqua-silviculture site. The aqua-silviculture technology integrates fishpond production and mangrove development to establish an aquaculture site within the First Generation power plant premises.

With these achievements and the continuing endeavor to help attain sustainable development, First Gas was able to “empower” the environment, the power generation industry, the local communities, and all other stakeholders.

Several direct benefits have been achieved by the project. Social benefits include raised awareness among First Gas employees and local communities on the importance of mangroves, and increased interaction and cooperation among the project partners, particularly the local communities and other stakeholders.

The environmental benefits consist of improved biodiversity within the mangrove and neighboring coastal ecosystems, the successful conversion of an abandoned fishpond into a productive mangrove aqua-culture ecosystem, improved coastal and marine fauna characteristics, coexistence with the immediate environment, and the maintenance of ecological balance within the power plant premises.

The project also produced several economic benefits, such as the increased value of the mangrove ecosystem due to aqua-silviculture site productivity, increased

yield in the established areas, improved productivity of the coastal areas, and the provision of alternative sources of income for the local community residents through other livelihood opportunities spun off from the mangrove project.

First Gas has since reviewed and enhanced the Mangrove Management Plan to include aqua-silviculture management, the establishment of a one-stop mangrove information shop, and the rehabilitation of dikes/walkways or construction of boardwalks.

First Gas committed the time and effort of its officers and employees and the resources of the company to make this ambitious project a successful reality. The Mangrove-Aqua-silviculture Project restored life through reforestation and reversed possible significant environmental damage. It also developed a cutting edge aqua-silviculture site that allows marine life spawning in the mangrove areas. It is indeed a triumph of environmental management and a shining example of true corporate social responsibility. ■

First Gas Holdings Corp. won second place in the 2004 British Gas Chairman's awards for protecting the environment with its mangrove rehabilitation project located outside the site of its 1000MW Sta Rita and 500MW San Lorenzo power plants in Batangas City. First Gas' project bested 81 entries from the BG companies worldwide. BG Group Chairman Sir Robert Wilson presents the plaque of recognition to Richard Tantoco, Senior Vice President of First Gas.



Meralco and ABS-CBN Foundation

The Power of Volunteerism

THROUGHOUT the multifaceted operations of the different Lopez companies, there is consistent employee involvement in community affairs, a “giving back to society” of the benefits and opportunities the employees have enjoyed. This is most evident in the case of Meralco, where, in the years 2000 to 2004 alone, over 26,143 employees gave some 76,095 man hours, valued at over P15.1 million, as they took active part in CSR projects benefiting 116,913 individuals—all through the spirit of volunteerism.

In fact, the rise of employee volunteerism marks what Meralco Chair and CEO Manolo M. Lopez calls the “third stage” in the evolution of the company’s social responsibility activities. “Back in the 1960s to late ‘80s, our activities were more about writing out checks or donating cash to institutions needing our assistance,” Manolo recalls.

At turn of the century, however, Meralco began “pursuing programs which were more community-based, relying on volunteerism for sustainability and success.” To institutionalize this new strategy



Sagip Kapamilya demonstrated the public’s trust in ABS-CBN Foundation, as donations poured in for disaster relief operations and rehabilitation through the Foundation’s volunteers.



Meralco branch representatives engage in educational games during a turn-over of books at the Peñafrancia Elementary School in Antipolo for the "Libro Ko, Alay Ko" project.



Meralco Chairman and CEO Mr. Manuel Lopez, seals his commitment and support to the education of pre-school learners in various day care centers. This photo was taken during the "Handog ng Meralco sa Pasko 2004," Meralco's Executives and Spouses Christmas Outreach.



Kids during the "Handog ng Meralco sa Pasko 2004," the Meralco's Executives and Spouses Annual Christmas Outreach.



The Meralco Mascot and a child in a tight embrace.



Above: The Teacher Education Project is one of Meralco's CSR projects which relies heavily on employee volunteers for its sustainability. Photo show a Meralco employee volunteer sharing her skills in basic computer literacy
Below: Some of Meralco's employee volunteers during the *Munting Mukha ng Ligaya* Outreach 2004.

MERALCO'S VOLUNTEERISM (2000-2004)			
Area	No. of Volunteers	No. of Hours	Peso value of volunteer efforts
Education	7,142	31,160	5,484,160
Environment	207	2,114	2,298,818
Poverty	355	13,029	2,293,104
Health	1,338	6,590	1,159,840
Others	17,101	23,203	3,864,078
Grand Total	26,143	76,095	15,100,000



in corporate social responsibility, the Meralco Millennium Foundation, Inc. was established on May 8, 2002 and was mandated to focus on employee volunteerism for poverty alleviation activities, education-related initiatives, environment management and preventive health for Meralco's communities. The MMFI was to integrate and provide structure to Meralco's CSR undertakings.

The ABS-CBN Foundation also anchors a program that mobilizes volunteers nationwide to help implement various activities such as disaster operations and Bantay Bata 163 programs, among others. The ABS-CBN Foundation Volunteers Program has served over 16,000 families for disaster response, and has assisted over 8,000 children and individuals in medical missions and outreach activities since the program started in 1993. In 2003 alone, the volunteers program accounted for P6.095 million accumulated contributions from various sources. The graph below charts the number of volunteers involved in various fields, the time spent in volunteer work, and the peso value of such efforts—proof that volunteerism is indeed a powerhouse that keeps CSR alive. ■



Clockwise from top: ABS-CBN Foundation's Sagip Kapamilya Volunteer Relief Operations in Zambales and Infanta, Quezon



Lopez Group of Companies Directory of CSR Initiatives

TABLE OF CONTENTS

	PAGE
Foundations	
ABS-CBN Bayan Foundation	45
ABS-CBN Foundation	46
Don Senen Gabaldon Foundation	48
Eugenio Lopez Foundation, Inc. (The Lopez Memorial Museum)	49
First Philippine Conservation, Inc.	55
Knowledge Channel Foundation, Inc.	56
Meralco Millennium Foundation, Inc.	58
Meralco Management and Leadership Development Center Foundation, Inc.	59
Selected Companies	
Asian Eye Institute	61
Bauang Private Power Corporation	62
Benpres Holdings Corporation	64
Central CATV	65
First Balfour Inc.	66
First Gas Holdings Corporation	67
FGP Corp	68
First Gas Power Corporation	69
First Gen Corporation	70
First Philippine Holdings Corporation	71
First Philippine Industrial Corporation	72
First Philippine Industrial Park	73
First Sumiden Circuits, Inc.	74
Lopez, Inc.	75
Manila Electric Company	76
Manila North Tollways Corporation	78
Philippine Electric Corporation	79

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VISION

A strong and dynamic ABS-CBN Bayan, cultivating self-sufficient, secure and compassionate families for children

MISSION

To provide families with socio-economic opportunities that will enable them to live dignified and decent lives

PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Poverty	Micro-finance services (i.e. loans, savings, insurance) - ongoing since 1997	Provide funding for the development /expansion of micro-enterprises	38,422 active clients, 93% of whom are women borrowers Covered 1,230 barangays in 164 municipalities PhP 2,136,936,063.67 cumulative loans disbursed as of December 2004 PhP 54,334,495.01 generated members savings	- NCR - La Union - Pangasinan - Zambales - Pampanga - Laguna - Batangas - Quezon - Iloilo - Aklan	- ABS-CBN Broadcasting - First Gas - Bauang Power Plant - Panay Power - Plan-Phils - World Vision - Colgate-Palmolive - Peace Foundation - Presidential Management Staff-Office of the President - Uni-President, Inc. - Fil-Am Charities Foundation - Sun Microsystems Phils. - Agri Credit & Policy Council - Mayor Mary Jane Ortega - Mayor Katherine Gordon - Mayor Marides Fernando - Ms. Sharon Cuneta - Quezon Power Phils.
	Linang Bayan (Capacity Building for Clients) - ongoing since 2002	Build capacity of borrowers in the following areas: value enhancement, leadership and business management; business upgrading trainings	1,619 borrowers trained in entrepreneurship and other skills		

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VISION

A better world for our children

MISSION

To enable our children to achieve their full potential by affecting the strategic sector of society towards our vision through maximum use of the power, creativity, and reach of media



PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Environment	Bantay Kalikasan - ongoing since 1998 1. Bantay Basura 2. Bantay Usok 3. Bantay Baterya	Maximize the use of media resources to undertake environmental initiatives such as hotline centers and production units	312,414 complaints received through text messages - 134 environmental cases handled Policy Advocacy through production of - 20 Kalikasan stories - 28 TV plugs and 16 radio commercials - 3 new seasons of Kalikasan shows on TV Bantay Baterya generated P2.28 M from 362 tons of used lead-acid batteries collected from 38 companies Bantay Usok: 18,704 vehicles taken off the road	- Metro Manila	- MMDA - LGUs such as Marikina City Government - Firefly Brigade - DOTC - LTO
	4. Save the La Mesa Watershed Project - Reforestation - La Mesa Watershed Ecological Park Development (soft opening in April 2004)	Rehabilitation, preservation and maintenance of the La Mesa Dam to ensure sustainable environmental management to provide adequate, clean drinking water for the people of Metro Manila	1,200 hectares successfully reforested Approximately 120,000 endemic species raised in the nursery as seedlings for the planting at the watershed	- La Mesa Dam	- MWSS, Quezon City Government (took over in September 2004)
Education	Education thru Multi-media - ongoing since 1994	Includes production of educational materials for TV, training for teachers and formation of ETV club	833 schools nationwide received ETV infrastructure (2004 coverage only) for a total of 6,304 schools 850 teachers received training	- Nationwide	- Department of Education - Elementary and High Schools - Knowledge Channel Foundation - League of Corporate Foundations

PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED (AS OF 2004)	LOCATION	PARTNERS
	Bago Yan Ah! (BYA)	Various training programs (i.e. Teacher School on-the-Air) offered through radio	Produced and aired 52 episodes More than a hundred teachers joined the Teacher School on-the-Air program Radyo Edukasyon Para Sa Wastong Nutrition was well received, with 650 enrollees Fisheries School-on-the-Air with 216 enrollees	- Cagayan Valley and Misamis Oriental - Bulacan	- Department of Science and Technology
Poverty	Children's Center - ongoing since October 2002	Provides quality education (now growing into an elementary school), which seeks to develop students into responsible, obedient, God-fearing individuals.	110 students in 2002 80 students in 2003	- Bulacan	- Meralco-Bulacan
Child abuse	Bantay-Bata 163 - Ongoing since 1997 Bantay Edukasyon	Provides 24-hour services to abused children which include hotline center, temporary shelter and rehabilitation services, counselling and legal assistance and medical treatment	236,152 children assisted in various activities in 2003 Children's Village housed 115 children	- Nationwide - Main centers: - Davao - Bulacan - Cebu - Iloilo - Metro Manila	- DWSO
Community development	Bantay Kinabukasan --Ongoing	Includes provision basic social services, training and community development	- 1,200 households provided with safe and affordable water through Bayan Tubig - 147 individuals received skills training - Over 100 children benefited from the feeding program - 150 students given scholarship - Built 20 houses at Kapamilya GK Village	Metro Manila	Petron
	Disaster relief	ABS-CBN Foundation Volunteers for disaster relief operations, medical missions and outreach programs - Disaster Relief Through Sagip Kababayan - Disaster Relief Through Sagip Kapamilya - Outreach Projects (medical missions, outreach for kids)	29 disasters responded to Recipients - 116,425 families served in disaster relief - 3,313 individuals and 3,631 children assisted in medical missions - P23,714,038 worth of relief assistance disbursed from various sources 15,000 volunteers mobilized	Metro Manila and Davao	CNDR DZMM

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VISION

Develop integrity, industriousness, and responsibility, and instill the dignity of labor and the value of hard work through useful occupation.

MISSION

To provide assistance programs or support for the less fortunate members of society, particularly the poor communities along the right-of-way of First Philippine Industrial Corporation, in obtaining education and gainful employment.

CSR PROGRAMS AND PROJECTS:

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/BENEFICIARIES REACHED	LOCATION	PARTNERS
Education	Year 2000 Scholarship Program	Scholarship Program for technical course	Don Bosco students along FPIC ROW – P250,000.00	Lipa City & Laguna Right-of-way area	FPIC and Don Bosco Technical Institute
Education	Year 2001 Scholarship Program	Scholarship Program for Technical course	Don Bosco students along FPIC ROW – P250,000.00		
Environment	Informal Settlers Financial Assistance	Financial assistance to informal settlers for relocation from ROW perimeters	Informal settlers – P2,326,000.00	Tanauan City and San Jose, Batangas right-of-way areas	FPIC and Don Bosco Technical Institute
Environment	Year 2002 Informal Settlers Financial Assistance	Financial assistance to informal settlers for relocation from ROW perimeters	Informal settlers – P1,765,209.00	Additional for right-of-way area	FPIC
Education	Year 2003 Scholarship Program	Scholarship Program for Technical course	Don Bosco students along FPIC ROW – P125,000.00		FPIC
Environment	Informal Settlers Financial Assistance	Financial assistance to informal settlers for relocation from ROW perimeters	Informal settlers – P436,842.00		FPIC and Don Bosco Technical Institute FPIC
Education	Year 2004 Scholarship Program	Scholarship Program for Technical course	Don Bosco students along FPIC ROW – P125,000.00	Batangas City	FPIC and Don Bosco Technical Institute ABS-CBN Foundation, Inc.
Education	Scholarship Program	Tuition fees and allowances of teacher scholar	Teacher student – P30,905.00		
Calamity Victim	Donation to Typhoon Victim	Financial assistance to Typhoon victims	Typhoon Victim – P150,000.00	Gabalton, Nueva Ecija	

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Eugenio Lopez Foundation, Inc. (The Lopez Memorial Museum)

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VISION

Advancement of scholarship and learning, the search for truth, and the rendering of valuable service to the students, the scholarly community and the general public

MISSION

To support the promotion and enrichment of its library holdings, book publication efforts and art collection thereby contributing meaningfully to the educational needs of readers and cultural fulfillment of art viewers

PROGRAMS AND PROJECTS:

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/BENEFICIARIES REACHED	LOCATION	PARTNERS
Exhibitions	Pacita Abad: Unfurled (2001)	Features two huge works of Pacita Abad, which are in the museum's collection	General public	Lopez Museum Galleries	
	Earth to Sky: Kawayan de Guia (2001)	Consists of hundreds of 3R photographs, a sound installation and a sculptural work reflected endlessly	General Public	Lopez Museum Galleries	Kawayan de Guia (artist), NU107.5 FM, Eleksis Marketing Corporation, Pacific Glass Corporation, Profiles, Bose
	RX: Critical Remedies Nona Garcia and Norberto Roldan (2001)	Looks into the direction and interest of art in medicine	General public	Lopez Museum Galleries	Nona Garcia and Norberto Roldan (artists), Fujitsu, Garcia General Hospital, Airport AV Lounge, Para-Arti, Odd Manila, Green Papaya Art Projects, Donna Miranda, Gary-Ross Pastrana, Baba Balce, Nelson Ferraris, Ramis Jiloca
	Refresh: Selections from the Collection (2001)	Features works in the collection that mirror the struggle of Filipino artists during the 1970s and 1980s	General public	Lopez Museum Galleries	
	Fixation: Notions of Obsession in Contemporary Society (2002)	Multi-layered study of specific obsessions, carried out and realized to become part of contemporary society	General public	Lopez Museum Galleries, Luna and Hidalgo Rooms, Map Room	Yasmin Sison, Lena Cobangbang, Alfredo Juan Aquilizan, Raymond Red, Ikoy Ricio, Jonathan Best, Moderna Museet, Annika Eriksson (artists/collectors), Eleksis Marketing Corporation, Pioneer, ABS-CBN, Tomas La-O, Lito Coronan, Gerry Tirona, Mariano Ching, Kawayan de Guia, John Silva, Margareta Hellberg, Melissa Gacer, Carina Cruz, Herbeth Fondevilla
	Zero In 1: Private Art, Public Lives (2002) Hidalgo's Politics/Luna's Paris	First collaborative effort among three private museum; focus on unexplored aspects of their collections	General public	Lopez Museum Galleries, Luna and Hidalgo Rooms, Map Room, Rizaliana	Ayala Museum, Ateneo Art Gallery, Globe Telecom, First Gas Holdings Corporation
	Projections: Maps, directions and sites, distortions, charts, detours, rumblings and ramblings (2003)	Features the map collection of the Lopez library, which become jumping points to explore possibilities of geography	General public	Lopez Museum Galleries, Luna and Hidalgo rooms, Rizaliana and Map Rooms, Library, Rare Book Room	Lordy Rodriguez (artist) and Abigail Messite of Clementine Gallery of New York, artists Dormafe Baluyos, Erwin Leano, Lena Cobangbang, Guada Reyes, Vince Tan, Bayani Paz of Bayanmap, Dr. Leovino Garcia, May Lopez and Ever Luz of Asian Tigers Lane Moving and Storage, Pacific Glass Corporation, Asian Tigers Lane Moving and Storage

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/ OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Exhibitions	Zero In 2: Skin Surface Essence (2003) Essence and Sympathies	Features works by Philippine-born artists who have geographically moved themselves outside of their origin, and by artists who have chosen the Philippines as site for their creations	General public	Lopez Museum Galleries, Luna and Hidalgo Rooms, Rizaliana and Map Rooms, Library	Ayala Museum, Ateneo Art Gallery, Museo Pambata, artists Manuel Ocampo, David Cortez Medalla, Lani Maestro, Metrobank Foundation Inc, Ayala Corporation, CWC Group, Dita Sandico-Ong, Insular Life, Manila Standard, Restaurant 12, Trio, Vertical Picnic, Eburn, Museo Ilocos Norte, UST College of Architecture, Eric Zerrudo, Bencab, Ramon Lopez, FPHC, Silvana Diaz and Galleria Duemila, Mercedes Llamas
	Wild Imagination: The Grotesque Illustrated (2004)	Features works that show how artists visualize their physical selves as well as those of others	General public	Lopez Museum Galleries, Luna and Hidalgo Rooms, Rizaliana and Map Room	Collectors Oscar M. Lopez, Federico Lopez and Liza Nakpil, artists Louie Cordero, Elmer Borlongan, Jayson Oliveros, Yodel Pe, Benjie and Carina Reyes
	Zero In 3: Transitions (2004) A Rough Sketch: Initial Musings	Selections from the museum's collection of drawings and sketches done in preparation for final works	General public	Lopez Museum Galleries, Luna and Hidalgo Rooms, Rizaliana and Map Room	Ayala Museum, Ateneo Art Gallery
	Unfolding Manila (2004)	Features books, maps and photographic albums that record the transformation of Manila from the Spanish colonial period to the 1940s	General public	Rare book and library	
Workshops	Art to Wear (2001)	Introduce participants to various sewing and craft techniques	Ages 9-15	Lopez Museum Galleries	Alma Quinto (facilitator)
	Mixed Media and Collage (2001)	Introduce participants to various media and collage techniques	Ages 9-15	Lopez Museum Galleries	Kawayan de Guia (facilitator)
	Photography Workshop (2001)	Help participants understand camera and particular photographic techniques	Ages 13-16	Lopez Museum Galleries	Kidlat de Guia (facilitator)
	Drawing Workshop (2001)	Introduce participants to basic drawing techniques	Ages 7-15	Lopez Museum Galleries	Nona Garcia (facilitator)
	Make-Your-Own Amulet (2001)	Participants fashion special objects which they endow with special powers	Ages 7-15	Lopez Museum Galleries	Norberto Roldan (facilitator)
	Workshop I: A Sketch of History (2002)	Introduce participants to basic drawing techniques	Ages 7-15	Lopez Museum Galleries	Alfredo Juan Aquilizan (facilitator)
	Workshop II: A Sketch of History (2002)	Introduce participants to basic drawing techniques	Ages 7-15	Lopez Museum Galleries	Alfredo Juan Aquilizan (facilitator)
	Landscape Painting (2003)	Introduce participants to basics of landscape painting	Ages 13 and up	Rizaliana room	Erwin Leano (facilitator)
	Travel Writing Workshop (2003)	Workshop on writing about travel for brochures, newspapers, magazines	Adults	Library	Anita Feleo and David Sheniak (facilitators)
	I See You and Me: Portraiture Workshop (2003)	Introduce participants to basics of portraiture using different media	Ages 13-above	Rizaliana Room	Amy Aragon (facilitator)
Textile Design Workshop (2003)	Introduce participants to silkscreen process	Ages 10-16	Rizaliana Room	Alma Quinto	

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Workshops	Cartooning (2004)	Introduce participants to basics of cartooning	Ages 7-12	Lopez Museum galleries	Wayie Canoy (facilitator)
	Contemporary Bookbinding Workshop (2004)	Introduce participants to perfect, stab and lock-stitch binding techniques	Ages 16 and up	Lopez Museum Galleries	Mr. Loreto Apilado (facilitator)
	Chinese Painting Workshop (2003 and 2004)	Introduce participants to basic brush handling and brush painting techniques	Ages 13-above	Rizalana and Lopez Museum Galleries	Prof Arnold Esguerra (facilitator)
	Book Repair workshop (2004)	Introduce participants to techniques of repairing fine art books or rare books	Ages 16-above with background in bookbinding	Lopez Museum Galleries	Mr Loreto Apilado (facilitator)
	Creative Writing Workshop for Kids (2004)	Introduces participants to the sound and sense of words	Ages 7-13	Lopez Museum Galleries	Ms Carla Pacis (facilitator)
	Drawing in 3D (2004)	Introduce participants to basics of drawing	Ages 7-13	Lopez Museum Galleries	Mariano Ching (facilitator)
	Collage (2004)	Introduce participants to basics of collage	Ages 7-13	Lopez Museum Galleries	Christine Amador (facilitator)
	Comic Book Drawing Workshop	Introduce participants to creating characters and drawing them	Ages 10-17	Lopez Museum Galleries	Joanah Tinio (facilitator)
Conferences	In-Site: Exhibiting in Particular Territories, Current Exhibition Practice (July 20,2000)	Possible contexts, spaces and territories that art occupies are explored and discussed in context of current developments.	Artists, art critics and historians, students of art and architecture, teachers	Eugenio Lopez Center	
	Locus: Interventions in Art Practice (October 2002)	Involves reconstruction of contemporary art's production, presentation and reading	Artists, Art critics and historians, students of art and architecture, teachers	Eugenio Lopez Center	Japan Foundation, UP Dept of Art Studies, Pananaw ng Sining Bayan, Prince Claus Fund, Balay Taliambong, Metrobank Foundation Inc, Pilipinas Shell, Unilever Philippines, San Miguel
Luncheon Lectures	All About Rare Filipiniana Books with Ambeth Ocampo (2001)	Highlights the important books found in the museum's collection	Expatriates	Executive Lounge	Rockwell Club
	Philippine Artifacts in Foreign Collections with Marian Pastor-Roces (2001)	Rare glimpse at Philippine artifacts found in institutions and collections abroad	Expatriates	Executive Lounge	Rockwell Club
	First Filipino Pensionados with Dr Luciano Santiago (2001)	Life and times of 1st Filipino pensionado artists who, in furthering their art studies abroad, sought to achieve recognition for Filipino talent	Expatriates	Executive Lounge	Rockwell Club
	Collecting Ceramics with Cynthia Ongpin Valdes (2001)	Brief history of early Philippine stoneware	Expatriates	Executive Lounge	Rockwell Club
	Philippine Art Nouveau in Architecture and Decorative Arts with Dez Bautista (2001)	Focus on artists who popularized Art Nouveau in the Phils and the style's integration with Philippine motifs	Expatriates	Executive Lounge	Rockwell Club

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/ OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Luncheon Lectures	Making Prints with Pandy Aviado (2001)	Discusses different printmaking methods and the challenges and rewards of printmaking	Expatriates	Executive Lounge	Rockwell Club
	American Colonial Landmarks in the Philippines with Paulo Alcazaren (2001)	Introduces the period's most striking examples of American colonial architecture	Expatriates	Executive Lounge	Rockwell Club
	Colonial Art Treasures with Regalado Trota Jose (2001)	Introduces finest examples of Filipino artistry during the colonial periods	Expatriates	Executive Lounge	Rockwell Club
	The Adventures of an Amateur Botanist with Penny Velasco (2001)	Account of the journey to becoming a botanist	Expatriates	Executive Lounge	Rockwell Club
	Philippine Colonial Photographs with Sandra Castro (2001)	Discusses the signification of such photographs	Expatriates	Executive Lounge	Rockwell Club
	Legacy of the Galleon Trade with Dr Benito Legarda (2001)	Discusses galleon trade and its enduring legacy to present day Filipinos and Philippines	Expatriates	Executive Lounge	Rockwell Club
	Traditional and Contemporary Motifs in Northern Philippine Textiles with Dr. Norma Respicio (2002)	Focuses on design and what these reveal about the cultural affinities among the people of Northern Philippines	Expatriates	Executive Lounge	Rockwell Club
	The Filipino Woman Writer: Why She Writes What She Writes in English with Dr Edna Manlapaz (2002)	Examines how and why English became a medium for Philippine literature and the language's impact on women writers	Expatriates	Executive Lounge	Rockwell Club
	Kinilaw to Shing-a-ling: Filipino Food in History and Society with Dr. Doreen Fernandez (2002)	Discusses how food reveals Philippine culture and history	Expatriates	Executive Lounge	Rockwell Club
	Gold in Prehispanic Philippines with Prof. Esperanza Gatbonton (2002)	Focus on words related to gold/gold jewelry found in Spanish glossaries to give a glimpse of the material culture of Filipinos	Expatriates	Executive Lounge	Rockwell Club
	The Artist as Advocate by Dr. Brenda Fajardo (2002)	Traces the advocacy of artists through the years and who these artists-advocates were/are	Expatriates	Executive Lounge	Rockwell Club
	Filipina Women in Colonial Photographs with Prof. Mariazun Azcuna (2002)	Discusses the meanings of photographs as seen with post-colonial and feminist lenses	Expatriates	Executive Lounge	Rockwell Club
	The Rise of Philippine Modern Art: The Art Scene of the late 50s-early 60s with Ms. Tessie Luz (2003)	An overview of the Philippine art scene as provided by an insider	Expatriates	Executive Lounge	Rockwell Club
	Intramuros: History Built and Rebuilt with Dr. Jaime Laya (2003)	Talks about the project of restoring and reconstruction of Intramuros	Expatriates	Executive Lounge	Rockwell Club
	Indigenous Weaves with Ms. Dita Sandico-Ong (2004)	Provides overview of history of indigenous textile and discusses Ms Sandico-Ong's project with the Mangyan	Expatriates	Executive Lounge	Rockwell Club
Up and Down: 19th Century Philippine Architecture with Mr. Martin Tinio Jr (2004)	Discusses the structure and decorative elements in architecture of the 19th century, from North to South	Expatriates	Executive Lounge	Rockwell Club	

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/BENEFICIARIES REACHED	LOCATION
Luncheon Lectures	In Conversation: Bencab and Mariel Francisco (2001)	70s and 80s matrix	General public	Lopez Museum Galleries
	Lecture of Dr. Marissa de Guzman (2001)	Psychology behind the passion for collecting and personal obsessions	General public, teachers and students of psychology	Lopez Museum Galleries
	Artists' Talk: Norberto Roldan and Nona Garcia (2001)	Conversation between the artists and with the audience on their artmaking process and practice	General public	Lopez Museum Galleries
	Making of 19th century Burgis: Context and Culture with Mariel Francisco and Fe Arriola (2002)	Discusses who the burgis are	General public, teachers and students of history	Lopez Museum Galleries
	Drawing on History with Bencab and Cid Reyes (2002)	Conversation on Bencab's works that deal with history and historical figures	General public	Library
	Politics of Assassination with Dr. Maris Diokno (2002)	Looks into who/what an assassin is and the effect of his/her success and failure	General public, teachers and students of history	Lopez Museum Galleries
	Nation and Collecting with Ramon Villegas (2002)	Discusses who did the collecting of Philippine art and artifacts and how their actions were spurred by nationalism	General public, teachers and students of sociology	Lopez Museum Galleries
	Assimilation and Independence with Dr. Paul Dumol (2002)	Clarifies the position of the 19th century members of the ilustrado/propaganda movement	General public, teachers and students of history	Lopez Museum Galleries
	The Idea of Nation with Prof. Randy David (2002)	Discusses notion of nation, how and what determines a nation and whether or not the Philippines is a nation	General public, teachers and students of sociology	Library
	Philippine Painting of the 19th century: A Revisioning with Dr. Patrick Flores (2002)	A re-evaluation of 19th century Filipino artists and artworks	General public, teachers and students of art and history	Library
	Of Truth and Justice with Dr Svetlana Camacho (2002)	Talks about the Luna trial	General public	Library
	The Hidalgo-Luna Collection with Ambeth Ocampo (2003)	Discusses the Lopez Memorial Museum collection	General public	Library
	How to Read Maps and A Walk Through Maps with Dr. Leovino Garcia (2003)	Looks at maps as signs and does semiotic reading of maps	General public	Galleries
	Travel Writing with Dr. Cristina Pantoja-Hidalgo (2003)	Talks about what moved her to write, difference between travel writing and other forms of writing	General public, writers	Library
	Writing Home: Fil-Am and Filipino Writers in the US with Prof. Oscar Campomanes (2003)	Discusses what Fil-Am writing is and what Fil-Am writers are doing in the US and why	General public, literature students and teachers	Library
Armchair Traveler: The Ways and Means of Travel Literature with Prof. Dinah Roma (2003)	Overview of history of travel writing done by Westerners and does post-colonial analysis of the meaning and function of such texts	General public, literature students and teachers, writers	Library	

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION
Luncheon Lectures	In Conversation: Artist as Expatriate with Bencab and Jose Tence Ruiz (2003)	Conversation on their experience as expatriates and how this has affected their art practice	General public	Library
	Negotiating Filipino Identity in Film with Raymond Red (2004)	Looks into the images of Filipinos in films and his interventions through his own filmmaking	General public	Library
	A Sense of Belonging: The Ties that Bind with Ms Tina Colayco (2004)	Overview of the similarities of Asean cultures as embodied in their arts and crafts	General public	Library
	Developing a Museum Culture in the Philippines with Mr John Silva (2004)	Overview of history of museums and how museums have been used to encourage creativity, enkindle nationalism, etc.	Tour operators and guides	Library
	On Being with Beverly Vergel (2004)	Overview of theory of Being	General public	Library
	Dislocating Filipinos and Disintegrating Masculinities in Carlos Bulosan's America is in the Heart (2004)	Uses Bulosan's novel as a jump-off point to discuss the Filipino's visibility and sexuality in the context of an uprooting due to a neocolonial economic structure of the Philippines	General public, teachers and students of literature	Library
	Unusual Art and the Psychology of the "Different" with Prof. Marc Eric Reyes (2004)	Exploration of people's fascination with the grotesque and the role of the 'unconscious' in personality and navigating behavior in daily lives	General public, teachers and students of psychology	Library
	Mirror, Mirror on the Wall, Whose Body is the Fairest of All? With Dr Marissa de Guzman (2004)	Explores human beings' fascination with body image	General public	Library
	Artist's Talk: Kiko Escora	Artist speaks on drawing, his process and other artists whose works he admires	General public	Library
	Artist-Guided Tour with Dr Brenda Fajardo (2005)	Show perspective of artist on the exhibition and the works on display	General public	Galleries
	Art, Literacy and Children's Creativity with Prof Maricar Gustilo de-Ocampo	Focus on learning in the 21st century, young children and creativity, using the museum as alternative classroom, and strategies and activities to enhance cultural and historical awareness and art awareness in children	General public, teachers and students of education	Library
	Conserving Works on Paper with Ms Maita Maronilla-Reyes (2005)	Talk on how to conserve works on paper, challenges of conserving paper	General public, collectors, archivists. Librarians	Library
	Streets of Manila and Urban Sprawl with Arch. Paulo Alcazaren (2005)	Acquaints people with the character of Manila's streets and how urban sprawl has affected this character	General public	Library
Manila in Literature with Francisco Sionil Jose (2005)	Writer talks about the city as setting for his fiction, Manila as macrocosm of the country		Library	

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VISION : A scenario where private business corporations are actively working together with government and interest groups for sustainable conservation of the Philippines living heritage, its biodiversity

MISSION: Engage business, government, and civil society in active partnerships for their support of the conservation of biodiversity, protection of the environment, and social development by:

- Facilitating, catalyzing, coordinating, and implementing partnerships
- Education of the public / raising public awareness
- Leveraging funding resources

PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Environment	Support the programs of Conservation International in the Sierra Madre and Palawan biodiversity corridors (2000-2004)	Design, develop and implement biodiversity corridors and establish new protected areas; support to development policies; promote awareness and capacity building	Creation and expansion of protected areas; arresting loss of endangered species and habitats/ Communities, LGU, government agencies in Sierra Madre and Palawan, other stakeholders	- Regions 2 and 3, Palawan, - National	- Conservation International Philippines, Critical Ecosystems Partnership Fund, First Philippine Holdings Corp., Siemens, Government, NGOs, academe
	Support for the Habitat Program of the Makiling forest and watersheds in Batangas - ongoing since 2004	Conducting rapid biodiversity assessment and developing conservation strategies	Plans and programs for protection/ Mt. Makiling Center for Mountain Ecosystems and the UPLB, various Batangas communities, local governments, NGO, private sector	- Batangas	- UP Los Baños and MCME, First Gen Corporation
	Support for the conservation of the Philippine Eagle in Baggao, Cagayan	Increasing the capacity of ethnic communities for conservation of the Philippine Eagle and its habitat	IEC program/local communities, municipal government, scientists and researchers	- Baggao, Cagayan	- Conservation International Philippines, British Gas
	Support for the development of a Philippine biodiversity conservation priorities program and map (2001-2002)	A second forum on the National Biodiversity Strategy and Action Plan with various stakeholders	Conservation priorities map/Policy and decision makers in government and private sector, scientists, research institutions and activists	- National	- Conservation International Philippines, DENR PAWB, UP Center for Integrative and Development Studies, academe, FPE, NGOs, USAID, donors and private sector
	Establishing an ecosystem-based management program for Verde Island - ongoing since 2004	Conducting an assessment and preparations for the strengthening and establishment of marine protected areas	Coastal resource assessments and plans/Provincial, municipal and local communities in the areas, scientists, private sector	- Batangas	- Conservation International Philippines, First Gen Corporation, provincial, city, and municipal government and agencies, local communities
	Strengthening the capacity of First Philippine Conservation, Inc. to assist the CEPF grantees (2003-2005)	Strengthening staffing and governance and widening scope of engagements	CEPF grantees, private sector associations and companies, Lopez Group of companies		- Critical Ecosystem Partnership Fund, First Phil. Holdings Corp.

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**KNOWLEDGE
CHANNEL**

VISION : To build a community of educated, empowered and responsible citizens working relentlessly for a better Philippines

MISSION: To provide universal access to quality and relevant education to assist in nation building through the creative use of cable technology

PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/BENEFICIARIES REACHED	LOCATION	PARTNERS
Education	Cable-A-School ongoing since 1999	Education television as a means of improving the quality of public education to alleviate poverty through providing cable connections, and/or satellite dishes and television sets to selected public elementary and high schools	Total schools: 1,428 Total no. of students: 2.542M Breakdown as follows: Cabled Elementary Schools: 1,096 Cabled High Schools: 247 Sat Dish Elementary Schools: 68 Sat Dish High Schools: 17 Elementary students: 1.806M High school students: 727,211 *data as of: April 6, 2005	All regions nationwide except for Region 8	<ul style="list-style-type: none"> Department of Education Lopez Group of Companies (First Gas, FPIC, Philec, FPHC, Benpres, FSCI, First Gen Corp., First Balfour) Private corporations Government and LGU's Foundations Sky Cable, Home Cable, Pilipino Cable Corp., provincial cable operators
	Knowledge Channel Programming	The first and only curriculum-based cable TV channel in the Philippines where educational programs are aired and broadcast for free through satellite technology	14 hours of educational programs for preschool, basic and secondary public school curricula Airs teacher-training modules for capability enhancement in the areas of science, English, Physics and Chemistry	Nationwide via satellite	<ul style="list-style-type: none"> Department of Education ABS-CBN Broadcasting Inc. ABS-CBN Foundation, Inc. Eskwela ng Bayan TLRC CCP NCCA Constel
	Content Development for Curriculum Subjects	Production of local programs with strong Filipino character and identity necessary to complete the DepEd core subject, Makabayan	32 episodes of Pamana, a Filipino heritage and culture series for Makabayan Grade 3; and 36 episodes of Kasayasayan TV (KTV), a Philippine History series for Makabayan High School 1		<ul style="list-style-type: none"> NCCA ABS-CBN Foundation
	Content Development for Values Formation	Production of plugs, interstitials and educational and informational commercials that promote ideals and values espoused by the organization	Advocacy Plugs*: 1. Election Awareness 2. What I want to be when I grow up 3. Caring for the Environment Interstitials Series (10 episodes each): 1. Values in the Constitution 2. Jobs 3. Factory to Home 4. Why Files 5. Math Tips *shortened list		<ul style="list-style-type: none"> Private institutions
	Continuing Education for Adults	Airing of alternative educational programs for continuing education of the Channel's adult viewers	Parenting shows, work and livelihood series, Science and breakthroughs, travel and leisure; Targetted to: 6M potential cable subscribers	Nationwide	<ul style="list-style-type: none"> Lakbay TV NASA TLRC Cable providers
	Program Acquisition	Curriculum-based programs are acquired from foreign sources	2,489 titles of various programs acquired		

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Education	Principals' Orientation	A half day orientation briefing with DepED Division personnel and public school principals with their respective ETV coordinators regarding the benefits of Knowledge Channel as well as the acceptability and expectations of the program	Total no. of principals' orientations conducted: 84 Total no. of principals/ETV coordinators oriented: 7,630	Nationwide	<ul style="list-style-type: none"> Department of Education SkyCable Pilipino Cable Local Cable Operator Partner Private institutions
	Teacher Training	A two-day Teacher-Training Seminar-Workshop on TV-Assisted Instruction for selected teachers of Knowledge Channel beneficiary schools	Total no. of Teacher Training Seminar-Workshops conducted: 65 Total no. of teachers trained: 6,144	Nationwide	<ul style="list-style-type: none"> Department of Education Selected public schools Private donor individuals and institutions
	Calendar Guide	A bi-annual publication given to teachers in Knowledge Channel beneficiary schools for free	Total no. of Calendar Guides printed and distributed: 21,700	Nationwide	<ul style="list-style-type: none"> Abiva Press Belgosa Media Systems Vibal Publishing House
	Text Mo, Pangarap Ko starting 2004	A text-based fundraising campaign in support of Knowledge Channel's Cable-A-School program	Total funds raised (projected): 2.5 Million No. of schools connected: 5 No. of student beneficiaries affected: 6,006	Nationwide <ul style="list-style-type: none"> Connected schools: Porac, Pampanga Maguindanao Cavite Pasay City Bulacan 	<ul style="list-style-type: none"> ABS-CBN Interactive Globe Telecom Smart Telecom
	Lakad Mo, Pangarap Ko October 10, 2004	A walk-for-a-cause fundraising for the benefit of the Knowledge Channel Foundation involving Lopez Group of Companies' employees and their families	Total Funds raised: 5.845M Total no. of participants: 8,000 Total no. of companies who supported the project: 38 Recipient of: • 2005 Anvil Award of Merit – Program/Project directed at a specific stakeholder-employees and families-given by the Public Relations Society of the Philippines 2005 Gold Quill Award of Excellence – Communication Management Category: Division 9-Employee Management Communication- given by IABC Philippines	From Quezon City to ULTRA, Pasig City	<ul style="list-style-type: none"> ABS-CBN Lopez Group of Companies HR Council Unilever Foods (Best Foods Say Cheez) Globe Telecom Smart Telecom Nestle Philippines Commonwealth Foods Crystal Clear Water Department of Education South Supermarket
	Knowledge Caravan (2004)	An interactive play-and-learn exhibit in selected malls that brings fun learning closer to the general public	Total events staged: 6 Total student participants: 995 Total visitors: 32,712 Total sponsorships raised: 1.750M	Metro Manila	<ul style="list-style-type: none"> Unilever Foods (Best Foods Say Cheez) Commonwealth Foods Robinsons Malls Sta. Lucia East Grand Mall Scholastic Bookfairs Science Centrum Petron Foundation
	Give Leaves for Knowledge (2002 to 2004)	A fundraising campaign wherein employees of the Lopez Group of Companies were encouraged by their respective Human Resource Department to donate their excess leaves or cash through salary deductions.	Total amount raised: 348,166.00 Total number of companies who supported: 5 companies		<ul style="list-style-type: none"> First Sumiden Customer Contact Center Bayantel RCPI SKYCable

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Tel. no.: 632-8301 Fax: 632-8844

VISION : To foster corporate social responsibility programs which address the needs of the communities within MERALCO's business environment

MISSION: To give a holistic response to society's needs by relying on the sense of dedication and service of Meralco volunteers



PROGRAMS AND PROJECTS

MDG AREA	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Education	Teacher Education Project	Continuing project of Meralco which aims to uplift the quality of secondary public schools by improving teachers' competencies	368 public high school teachers (as of 2001) and 11 public schools	Within franchise areas of Meralco	<ul style="list-style-type: none"> - Malabon National HS - Bonifacio Javier National HS - Caloocan HS-Maria Clara Annex - Navotas National HS - Gen Licerio Geronimo Memorial HS-Burgos Annex - Montalban Heights National HS - Pag-asa National HS - Silangan National HS - Bunsuran High School - Siling Bata High School
Education	Libro Ko, Alay Ko	A book donation drive to help alleviate illiteracy among the youth in our public schools	6,480 elementary and high school students	Within franchise areas of Meralco	<ul style="list-style-type: none"> - Salinas Elementary School (Lucena City) - Kalawaan High School - Baesa Elementary School (Quezon City) - Kababaihan ng Maynila Learning Center (Malate) - Penafancia Elementary School - Mascap ES - Magalipit Primary School - Puray ES - Makaingalan ES
Health	Sulong Kalusugan	Medical and dental missions initiated by Meralco	1,173 patients benefited	Within franchise areas of Meralco	<ul style="list-style-type: none"> - DOH - City of Pasig

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Merako Management & Leadership Development Center Foundation, Inc. (MMLDCFI)

Km 27 Sumulong Highway, Antipolo City

Tel. no.: 16220 loc. 8829 Fax: 632-8728 696-1026

VISION : To develop socially responsible technical experts, leaders and managers within the electric power sector, particularly the electric cooperatives, and the education sector

MISSION: We are creating a brighter future through institutions and individuals in the Electric Power Sector and the Education Sector who manifest and advocate social responsibility, technical excellence, environmental consciousness, sound management principles and responsible leadership.



PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Education	Out-of-the-Box Program/ Creative Facilitating Techniques - ongoing since 2002	To expand the appreciation and capabilities of teachers and instructors who are steeped in traditional teaching methods and move them to new training/teaching horizons	Public school teachers/ Dept. Heads	- Antipolo	- Department of Education Antipolo
	Basic Supervisory Functions 2004	To provide effective and efficient avenues for honing the leader within, handling/managing resources especially people	Managers and supervisors of electric cooperatives	- Antipolo	- National Electrification Association
	Oral Communication	To continuously nurture the gift of communication and enhance it for a more effective working environment	English teachers	- Antipolo	- Department of Education Antipolo
	Industrial Safety and other electricity programs - ongoing since 2001	To improve the quality of electric power in other areas of the Phils through training of the cooperatives	Electric cooperatives	- Antipolo	- National Electrification Association
	Hotline Maintenance	To know the basic principles of safety and prevention of work-related accidents; do a job hazard analysis before starting the work; identify potential hazards involved in their daily allied tasks and to understand the importance of making safety a way of life	Electric cooperatives	- Antipolo	- National Electrification Association
Environment	Solid Waste Management Program - ongoing since 2002	Model environmental protection to sustain an ongoing business; educate its employees, contractors, suppliers, clients, communities in zero waste management; improve efficiency of operations	Students in elementary and high school	- Antipolo	- Department of Education Antipolo
	Lakbay Kalikasan / Outreach / Brigada Eskwela	To provide an Alternative Teaching Approach, complementing teachers' efforts to inculcate the need to protect and preserve the environment for the next generations		- Antipolo	- Department of Education Antipolo - Sta. Cruz Elementary School - San Isidro Elementary school

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Asian Eye Institute

9th Floor, Phinma Plaza, Rockwell Center, Makati City
Tel. no.: 898-2020 Fax: 898-2002



VISION : To be the center of excellence in the delivery of high quality eye care and services in Asia and the Pacific Rim, and to be a vital national and international resource for the diagnosis and treatment of eye diseases and visual impairment.

MISSION: To deliver to all its patients the highest quality eye care, at par with the best in the world; to advance the science and practice of ophthalmology in the Philippines and Asia; and to make high quality eye care available and accessible to the Filipino people

CSR PROGRAMS AND PROJECTS

MDG AREA	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION PROJECT SITE	PARTNERS
Health (eye care and treatment)	Annual Medical Mission - in partnership with the ophthalmological Foundation of the Philippines (OFPHIL) - ongoing since 2002	Provide eye care and treatment to 100 indigents per year. This will contribute to the positive transformation of the lives of many Filipinos by making them feel "renewed hope" and encouragement, thereby giving them the chance to move on and change for the better.	317 eye patients served in chosen areas (100 indigents annually)	- Quezon City - Makati - Pasig - Tondo, Manila	- Ophthalmological Foundation of the Philippines - Bausch & Lomb Phils - Alcon Laboratories, Inc. - Operation Blessing
	AEI-CHED Partnership	An intensive four-week seminar for selected teachers of Optometry, in partnership with the Commission on Higher Education. Teachers learn about the latest procedures and technology in Optometry and eye care in general. This program will be implemented annually (beginning May 2005)	30 teachers of optometry teachers from selected optometry schools nationwide	Asian Eye Institute	Commission on Higher Education
	Clinical Fellowship Training Program in Low Vision & Visual Rehabilitation	AEI accepts fellows from abroad to undergo one-year intensive fellowship training for Low Vision and Visual Rehabilitation This is the first program of its kind in the Philippines and is implemented annually (beginning August 2005)	Optometrists from the Philippines and other countries in Asia	Asian Eye Institute	-not applicable-

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Bauang Private Power Corporation (BPPC/FPPC/BCC/PPC)

c/o 3rd Flr Benpres Building, Pasig City
Tel. no.: 449-6286 Fax: 449 0815



VISION & MISSION : To assist in the development of local communities, BPPC designed a comrel program that hopes to bring basic needs within the reach of its host communities.

CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Health	Medical Missions - ongoing since 1996	Semi-annual medical missions rotating among seven barangays along the perimeter of the plant; includes free medicine and medical and dental consultations	Residents of Barangays Payocpoc Sur, Payocpoc Norte Oeste, Payocpoc Norte Este, Guerrero, Bucayab, Pilar and Santiago	Bauang, La Union	<ul style="list-style-type: none"> - Meralco's John F. Cotton Hospital - Ilocos Training and Regional Medical Center - La Union Medical Society - Wallace Air Station - Sangguniang Pambarangays
	Community Clinics - ongoing since 1996	Monthly community clinics rotating among seven barangays along the perimeter of the plant; includes free medical consultations	Residents of Barangays Payocpoc Sur, Payocpoc Norte Oeste, Payocpoc Norte Este, Guerrero, Bucayab, Pilar and Santiago	Bauang, La Union	
	Health Equipment Program - ongoing since 2002	One-time donation of medical equipment to the Barangay Health Centers (c/o the Barangay Health Workers Organizations) of six barangays along the perimeter of the plant	Residents of Barangays Payocpoc Norte Oeste, Payocpoc Norte Este, Guerrero, Bucayab, Pilar and Santiago	Bauang, La Union	
	Fumigation (2001)	Conducted in seven barangays along the perimeter of the Plant	Residents of Barangays Payocpoc Norte Oeste, Payocpoc Norte Este, Guerrero, Bucayab, Pilar and Santiago	Bauang, La Union	
Education	BPPC-DMMMSU-MLUC Scholarship Program - ongoing since 1994	Provides an opportunity to deserving high school graduate residents of Bauang, La Union to pursue college studies at the Don Mariano Marcos Memorial State University Mid-La Union Campus (DMMMSU-MLUC)	Municipality of Bauang Youth	Bauang, La Union	<ul style="list-style-type: none"> - Don Mariano Marcos State University - Mid-La Union Campus (DMMMSU-MLUC)
	Sponsorship of Youth-Oriented Projects / Provision of Educational Materials a. Sponsorship of Basketball Tournaments Ongoing since 1994	Provision of sports materials (balls, nets, uniforms, referee's fees, trophies, etc.) to the Sangguniang Kabataan of barangays in the perimeter of the plant.	Municipality of Bauang youth	Bauang, La Union	

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
	b. Donation of water systems, audio-visual aids, and playground and classroom equipment/musical instruments Ongoing since 1998	Provision of TV sets, VHS units, educational tapes, drum and lyre sets, electric fans, etc. to elementary schools and day care centers of the 39 Bauang barangays	Municipality of Bauang youth	Bauang, La Union	
	c. Donation of computers / printers Ongoing since 1996	Provision of refurbished or new computer units/ printers to schools and to the Sangguniang Kabataan Federation of Bauang	Municipality of Bauang youth	Bauang, La Union	
	d. Repair/construction of school bldgs Ongoing since 1996	Includes construction materials and labor	Municipality of Bauang youth	Bauang, La Union	
	e. "Scholarship trees" project under the Naguilian River Basin Development Program (NRBDP) Ongoing since 2001	Grade 4 pupils in Bauang elementary schools are given fertilizers and mango seedlings that in seven years would bear fruit in time for college. The project aims to provide the youth of Bauang, La Union with an opportunity for a better quality of life by ensuring a college education. It also means to contribute to the improvement of the forest ecosystem of the municipality and the province.	Pupils of the elementary schools of Barangays Payocpoc Sur, Payocpoc Norte Oeste, Payocpoc Norte Este, Guerrero, Bucayab, Pilar and Santiago	Bauang, La Union	Philippine Business for Social Progress, Provincial Government of La Union and other government organizations (Naguilian River Basin Development Program)
Environment	Tree-Growing Program - ongoing since 1997	Provision of seedlings (forest and fruit trees), fertilizers and water containers to constituents of Barangay Bucayab, in celebration of Earth Day.	Residents of Barangay Bucayab	- La Union	
	Naguilian River Basin-Bagulin Reforestation - starting 2005	This project aims to increase the forest cover and water yield of La Union's watershed areas and to provide alternative source of income to the upland poor through the development of idle lands. The project aims to reforest 20 hectares in Barangay Alibangsay, Bagulin, La Union	20 upland farmers of Barangay Alibangsay, Bagulin and residents of the province of La Union	- La Union	- Philippine Business for Social Progress
Livelihood	Bayan Microfinance - ongoing since 1998	Provide poor but enterprising people opportunities for small livelihood development	Residents of the municipality of Bauang	- La Union	- ABS-CBN Bayan Foundation
Organizational support/ civic and community Affairs	1. Sponsorship of annual siestas & General Assemblies Ongoing since 1993	Yearly donation to the Sangguniang Pambarangay of the seven barangays in the perimeter of the plant and to the Municipality of Bauang	Residents of Barangays Payocpoc Sur, Payocpoc Norte Oeste, Payocpoc Norte Este, Guerrero, Bucayab, Pilar and Santiago; Residents of the Municipality of Bauang	- Bauang, La Union	
	2. Provision of an outpost, uniform, communication equipment, searchlights, etc. to the Civilian Volunteers' Organizations, etc. Ongoing since 1998		Residents of Barangays Payocpoc Sur, Payocpoc Norte Oeste, Payocpoc Norte Este, Guerrero, Bucayab, Pilar and Santiago	- Bauang, La Union	

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CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED
Education	Year 2000	Sky Foundation
	Year 2004	Knowledge Channel Foundation
	Year 2004	Brigada Eskwela
Environment	Year 2000	Bantay Kalikasan
	Year 2000	ABS-CBN Foundation
	Year 2000	Eugenio Lopez Foundation
	Year 2001	ABS-CBN Foundation

Various philanthropic donations

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Central CATV, Inc / Skycable (Sky Vision)

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VISION : A cable in every home

MISSION: To provide access to the best in information and entertainment through superior technology and excellent customer service

CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Education	Be a teacher for one day 2001	Employee Involvement	Knowledge Channel Foundation, Inc.	Metro Manila	
	SSPTEU Bingo sa CATV 2003	Use of company facilities and equipment	Knowledge Channel Foundation, Inc.	Metro Manila	Supervisors' Union
	Brigada Eskwela 2004	Employee Involvement	Knowledge Channel Foundation, Inc.	Metro Manila	
		Cash Donation	Voice of the Hydrocephalus Victim Children, Inc.	Metro Manila	
	Lakad Mo, Pangarap Ko 2004	Employee Involvement	Knowledge Channel Foundation, Inc.	Metro Manila	Supervisors' Union
	SSPTEU Bingo sa CATV2 2004	Use of company facilities and equipment	Knowledge Channel Foundation, Inc.	Metro Manila	

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First Balfour, Inc

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Tel. no.: 757-0101 Fax: 818-0036



VISION : We will become the partner of choice as a solutions provider in the markets we serve.

MISSION: We create values mutually beneficial to our stakeholders and ourselves by providing engineering construction services

CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Health	Medical Mission - December 2002	Free medical and dental services	500 residents	Brgy. Sto. Domingo, Bay, Laguna	
	Blood Donation - March 2003 - February 2004	Blood donation drive	60 employees/donors participated		- Philippine National Red Cross
Poverty	Rehobooth Children's Home - October 2002	Provided steel roofing for home of abandoned children	Children	- Tanay, Rizal	
	Support to Sagip Kapamilya - December 2004	Donation of two tents for use in the parking areas of relief goods, use of trucks and employee donations of cash and kind such as blankets, towels, etc.	Help for flood victims		- ABS-CBN Foundation
Education	Support to Public Schools (2003- 2004)	Renovation/repair, repainting of school classrooms/fences, etc.	Two classrooms of H. Bautista Elementary School Kalantaw Elementary School Paliparan High School Rizal High School Annex	- Marikina City - Quezon City - Dasmariñas, Cavite - Kapitolyo, Pasig	- Knowledge Channel Foundation - First Philippine Holdings Corp - Lopez Group CSR Council
	Support to Knowledge Channel (2004)	Participated in the Lakad Mo Pangarap Ko campaign Participated in Soup Kitchen for Children in Payatas by providing two vehicles to deliver food and gift packs	122 employees-volunteers and family members participated		- Knowledge Channel Foundation
Environment	Support to La Mesa Watershed (2004)	Adopted one hectare for reforestation	400 tress planted by employee volunteers	- Quezon City	- ABS-CBN Foundation

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First Gas Holdings Corporation

Address 3rd Flr. Benpres Building, Pasig City

Tel. no.: 449-6400 Fax: 637-3799



VISION : To assist in the growth and development of local communities, and empower its people to attain sustainable progress

MISSION: We believe that we have a role to play in protecting the environment, as an ecosystem's biodiversity is one critical factor in achieving sustainable development. We are a partner of the communities where we operate our power plants

Corporate social investment in various areas amounted to Php 3,591,301 for period 2000 - 2004.

Contact Details:

RAMON J. ARANETA

Vice President

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FGP Corp

3rd Flr. Benpres Building, Pasig City; Tel. no.: 449-6400 Fax: 637-3799

VISION/MISSION: To assist in the growth and development of local communities, and empower its people to attain sustainable progress

CREDO: We believe that we have a role to play in protecting the environment, as an ecosystem's biodiversity is one critical factor in achieving sustainable development. We are a partner of the communities where we operate our power plants



CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/BENEFICIARIES REACHED	LOCATION	PARTNERS
Health	Medical Missions - ongoing since 1998	Undertaken annually to selected sites	Residents of host and neighboring barangays and municipalities	Brgys Sta. Rita Karsada, Sta. Rita Aplaya and Danglayan, Batangas	- Department of Health Region IV - Provincial Health Office
	Community Clinics (2003-2004)	Provided to host barangays every Saturday with free consultation, with medicines to be provided by the barangay	Residents of host barangays		- City Health Office - BSPM Medical Society - Provincial and Municipal Government of Batangas City
	Operation Tuli Program (2000-2001)	Annual operation tuli. The company brings doctors to the community to provide free circumcision and medicines to the indigent people	Residents of host and neighboring barangays and municipalities		
	Renovation of sports facilities/ gym (provision of collapsible/ folding chairs)	Provincial gym		Sta Rita, Bolbok	
	Health Related Seminars	Conducted in coordination with the city and provincial health office	Residents of host and neighboring barangays and municipalities		
Education	Providing school equipment/ materials - ongoing since 2001	In support of the learning and development needs of children	Sta. Rita Karsada Elementary School and Sta. Rita Aplaya Elementary School	Brgys Sta. Rita Karsada, Sta. Rita Aplaya and Danglayan, Batangas	
	On-the-job Training - ongoing since 2000	In support of the learning and development needs of children	Schools in Batangas City	- Batangas	
Environment	Save Tingga Falls Movement - ongoing since 2000	Providing 20,000 seedlings to increase the forest cover and water yield of the city's watershed areas, and bring back the beauty of the famous "Tingga Falls Crystals."	Batangas City residents	- Batangas City	- Department of Environment and Natural Resources
	Tree Planting and Coastal Clean-up - ongoing since 2000	Tree planting and clean-up as part of its commitment to protect and develop the natural surroundings; undertaken through employee volunteerism	Batangas residents	- Inside and outside of the power plant	
Poverty	Bayan Microfinance - ongoing since 1999	To provide poor but enterprising people opportunities for small livelihood development	Batangas residents	- Batangas	- ABS-CBN Bayan Foundation
	Livelihood Seminars	Conduct livelihood seminars for the local community	Host and neighboring barangays	- Batangas	
	Construction of lighting and water systems				

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First Gas Power Corporation

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VISION/MISSION: To assist in the growth and development of local communities, and empower its people to attain sustainable progress

CREDO: We believe that we have a role to play in protecting the environment, as an ecosystem's biodiversity is one critical factor in achieving sustainable development. We are a partner of the communities where we operate our power plants



CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Health	Medical Missions - ongoing since 1998	Undertaken annually to selected sites	Residents of host and neighboring barangays and municipalities	Brgys Sta. Rita Karsada, Sta. Rita Aplaya and Danglayan, Batangas	<ul style="list-style-type: none"> - Department of Health Region IV - Provincial Health Office - City Health Office - BSPM Medical Society - Provincial and Municipal Government of Batangas City
	Community Clinics (2003-2004)	Provided to host barangays every Saturday with free consultation, with medicines to be provided by the barangay			
	Operation Tuli Program (2000-2001)	Annual operation tuli. The company brings doctors to the community to provide free circumcision and medicines to the indigent people	Residents of host barangays		
	Health Related Seminars	Conducted in coordination with the city and provincial health office	Residents of host and neighboring barangays and municipalities		
	Construction of Basketball Court	Construction of a covered court to promote sports programs of the barangay	Residents of host and neighboring barangays and municipalities	Sta. Rita Aplaya	
	Donation of ambulance				
Education	Support to Knowledge Channel 2003	Provide satellite dish and television to host barangay public schools	2 schools of host barangays		
	Providing school equipment/materials - ongoing since 2001	In support of the learning and development needs of children	Sta. Rita Karsada Elementary School and Sta. Rita Aplaya Elementary School	Brgys Sta. Rita, Karsada, Sta. Rita Aplaya and Danglayan, Batangas	
	Information, Education and Communication Ongoing since 2000	A venue to settle issues and concerns among stakeholders	Host and neighboring communities	Batangas	
	On-the-job training - ongoing since 2000	In support of the learning and development needs of children	Schools in Batangas City	Batangas	
	Donation to Sky Foundation (5 million)				
	Environment	Save Tinga Falls Movement - ongoing since 2000	Providing 20,000 seedlings to increase the forest cover and water yield of the city's watershed areas, and bring back the beauty of the famous "Tingga Falls Crystals."	Batangas City residents	Batangas City
Tree Planting and Coastal Clean-up - ongoing since 2000		Tree planting and clean-up as part of its commitment to protect and develop the natural surroundings; undertaken through employee volunteerism	Batangas residents	Inside and outside of the power plant	
Construction of protective sea wall					
Poverty	Bayan Microfinance - ongoing since 1999	To provide poor but enterprising people opportunities for small livelihood development	Batangas residents	Batangas	- ABS-CBN Bayan Foundation
	Livelihood Seminars	Conduct livelihood seminars to the local community	Host and neighboring barangays	Batangas	
	Construction of lighting and water systems				

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First Gen Corporation

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VISION / MISSION: To assist in the growth and development of the local communities and empower its people to attain sustainable progress



CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Environment	Philippine Tarsier Conservation Program	To support the efforts of the Philippine Tarsier Foundation, Inc. in protecting the Philippine Tarsier in Bohol, which is on the verge of extinction. First Gen participated in the promotion/advertising and production of collaterals on tarsier conservation for 2004 as well as supporting the research program by sponsoring the honoraria and travel expenses of researchers while enhancing the eco-tourism of the province		- Bohol	- Philippine Tarsier Foundation, Inc.
	First Gen Forest in La Mesa Watershed	Adoption of 100 hectares in La Mesa Watershed in support of the Bantay Kalikasan Project	100 hectares planted with various Philippine tree species Total of 38,144 seedlings	- Quezon City	- ABS-CBN Foundation
	Verde Island Ecosystem Based Management Program	Funding and public relations campaign support to the project, which aims to maintain and protect the ecosystem and improve the well-being of people affected in the area		- Verde Island, Batangas	- FPCI - Conservation International - Phils.
	Rapid Biodiversity Assessment of Greater Sipit Watershed of Mt. Makiling Forest Reserve	Funding research and the Stakeholders' Forum to present the results of the study and formulate the action plans	Rapid assessment recorded: - 415 species of ferns - 117 species of terrestrial vertebrates - 118 anthropod species	- Laguna	- FPCI - UPLB - Makiling Center for Mountain Ecosystems (MCME)
Education	Support to Knowledge Channel	Includes donation to Lakad Mo, Pangarap Ko activity and installation of Knowledge Channel through cabling or satellite infrastructure	Two schools in Bauang, La Union and 30 schools in Batangas	- Batangas - La Union	- Knowledge Channel Foundation, Inc.
Poverty	Donations to Typhoon Victims(2004)	Support to typhoon victims through ABS-CBN Foundation, Corporate Network for Disaster Response			- ABS-CBN Foundation - Corporate Network for Disaster Response - Parish of Infanta
	Formalizing the Employee Volunteerism Program	Three-year sponsorship agreement to set up an employee volunteerism program	Participation in Breakfast Club program of Child Hope Asia; conducting an employee survey on volunteerism		- Hands on Manila - Child Hope Asia

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First Philippine Holdings Corporation

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VISION : To create new wealth for our stakeholders and the country by engaging in businesses which provide goods and services for the local and global markets; to focus on vital needs for national development in the areas of energy, infrastructure and supporting industries

CREDO: We . . .

- believe in the Filipino's ability to innovate, to seize developmental opportunities borne of the real needs of domestic and overseas markets through the use of appropriate technology and indigenous resources
- affirm our partnership with the Filipino in the endeavor of ever pushing the frontiers of social development beyond currently known limits
- share the Filipino's vision of spreading gainful employment to all who are willing to invest their talents in the total betterment of the Filipino
- hold that our partnership with the Filipino can be viable insofar as we pull as one family, when unrelenting personal commitment is directed towards coordinated efforts, and where individual aspirations find their place in the national vision

CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Workplace Program	Corporate Wellness Program	Wholistic approach to nurture and develop FPHC Human Resources	FPHC Employees		
Poverty	Paliparan Site III Integrated Community Development Project (200-2004)	To unify NGOs/POs, develop organizational capabilities, address the health, peace and order, educational, environmental, tenurial, skills and livelihood concerns of the community	23,000 individuals or at least 3,000 urban households and 8,000 elementary and high school students	- Paliparan, Dasmariñas, Cavite	- Philippine Business for Social Progress
Health	Medical mission and other outreach activities	Provide health services and weekly medical clinics.		Gen. Trias, Cavite, Paliparan, Dasmariñas	- Alay Kapwa - Ophthalmological Foundation of the Philippines
Environment	Bamban Reforestation Project - 1988-1991		1,000 hectares	Bamban, Tarla	- Tarlac Reforestation & Environmental Enterprise, Inc. (TREE), Rainfed Resources Dev't Project (RRDP), USAID, DENR
	Support to Bantay Kalikasan	Help educate barangay not to use rivers as dumpsites; teach watershed mgt	LGU, local people, church, school	La Mesa, Quezon City	- ABS-CBN Foundation
Education	Knowledge Channel 2004	Installation of Satellite/ Receiver television sets & connection to Knowledge Channel	Paliparan Elem. School Students	Paliparan 3, Dasmariñas, Cavite	Knowledge Channel & PBSP
	Brigada Eskwela 2004	Repainting, repair of Classrooms, tables & Chairs	Dasmariñas National High School Students		First Holdings Subsidiaries & PBSP
		Repainting, repair of Classrooms, tables & Chairs, Comfort room	Rizal National High School Students	Kapitolyo Anex, Shaw, Blvd, Pasig City	First Holdings Subsidiaries

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VISION / MISSION: FPIC shall be a leading Philippine corporation engaged in the pipeline transport of petroleum products, and shall continue to develop and upgrade its distinctive competence in the areas of pipeline and electro-mechanical maintenance and operation. It will be ever responsive to the needs of its employees, customers, stockholders and creditors, and cognizant of its responsibility to give paramount importance to safety of lives and property, particularly as these are affected by its business, and it will contribute its share in attaining national goals and in assisting the communities where it operates.

CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/BENEFICIARIES REACHED	LOCATION	PARTNERS
Health	Medical and dental mission	To provide medical and dental care to informal settlers in 10 barangays along PNR and FPIC ROW	2,000 community residents		
Poverty	Poverty/Squatter Relocation Program - ongoing since fourth quarter of 2002	Implement a participatory, NGO-led approach in resettling the urban poor; redefine the roles and responsibilities of the stakeholders and provide a sustainable solution in securing a Right-of-Way (ROW) that will ensure that the poor communities will not experience economic difficulties due to their relocation	As of July 2003, 767 households have been relocated to resettlement sites with basic utilities such as water, electricity, and roads	Batangas - Lipa City, Sto. Tomas, Tanauan, Malvar, San Jose	National Home Mortgage Finance Corporation
Environment	ESH Awareness Sessions	To provide information on FPIC and its ESH program; to solicit security and safety cooperation w/ the officials and residents of nearby bgy's	communities/FPIC		
Education	Computer Donation to Public Schools	To assist public schools in their tasks of developing Filipino youths to be productive and responsible citizens	Public schools (Batangas National High School; Taysan National High School)		
	TV set donation and free access to Knowledge Channel for Elementary Public Schools	To raise the math and science learning competencies of public schools students by helping improve the quality of public education through educational television.	Public Elementary Schools (Tambo Elementary School & Inosluban Elementary School)		Knowledge Channel Foundation, Inc.
	Scholarship: Masters in Education	To help improve the quality of public education by providing teachers free access to higher learning/Master's Degrees In Education.	Public school teachers		

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First Philippine Industrial Park

Address 7/F Taipan Place, Emerald Avenue, Ortigas Center, Pasig City ; Tel. no.: 637-1854 Fax: 637-9448

VISION : We are a world-class customer-oriented environment committed to sustained national transformation and the creation of optimized value for our stakeholders

MISSION: We will attract local and foreign, environment-friendly, technology-driven locators by:

- synergizing the strength of First Philippine Holdings Corporation and Sumitomo Corporation;
- leading in infrastructure & service support system development;
- implementing environment, safety, health and community-based programs that will result in:
 - higher foreign exchange earnings
 - hastened transfer of technology
 - optimized return on shareholders value
 - increased employment and livelihood opportunities



CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/BENEFICIARIES REACHED	LOCATION	PARTNERS
Education	Scholarship Program (2000-2004)		32 students		
	Educational Awards (2000-2004)	Promotion of academic excellence	48 deserving students		
	Donations of school equipment	Providing books and references and air conditioning	Four schools		
	Day Care Expansion		27 pupils		
	Sports equipment(2004)		7 schools		
Health	Donation of Medical Equipment (2004)	Provide wheelchairs, ambulance to the hospital	four host barangays	Batangas – Bgy. Sta. Anastacia, Sto. Tomas; Bgy. Pantay Bata, Tanauan City; Bgy. Ulango, Tanauan City; Bgy. Laurel, Tanauan City	
Environment	Provision of 3000 tree saplings		four host barangays		Laguna Lake Development Authority
	Mini-forest Project (2004-2005)	Development of 6.2 hectares inside the FPIP into a mini-forest, which will be planted with threatened endangered and endemic species such as guijo, Philippine teak, lavaan, apitong, etc.			- UPLB Environment Research Development Bureau
	Donation of solid waste containers(2003-2004)		Four host barangays		
Poverty	Livelihood project(2003)	Provision of 11 sewing machines and	Bayanihan Women Cooperative		
	Cooperative Productivity Center (2003)	234 old uniforms were donated	Bayanihan Women Cooperative		
	Lot Donation(2002)		2225 sq m of lot to barangay residents	- Bgy. Pantay Bata, Tanauan City	
	Job pre-testing and employment assistance(2003-2004)		2101 youth residents		
	Road repair and construction (2004)	153 meters of road shoulder repaired	Barangay residents	- Bgy. Ulango, Tanauan City	
	Repairs and construction of water pump; water system; drainage system(2004)		52 households	- Bgy. Sta. Anastacia, Sto. Tomas	
	Donation of Basic Infrastructure	Includes road concreting (75 meters), garbage trucks (2), water pumps/systems, rehabilitation of drainage system and canals(150 m)	four host barangays		

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First Sumiden Circuits, Inc.

Address LISP 1 Cabuyao, Laguna

Tel. no.: 694-7000 Fax: 698-7010



VISION : To be the world's leading manufacturer of flexible printed circuits

MISSION: To capture the flexible printed circuits market by providing the highest quality, lowest cost, and fastest delivery time in order to increase value for our stakeholders

CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Health	Blood Donation - annually since 2001	Bloodletting activity in support of National Red Cross	108 benefitted 103 employees donated blood		Philippine National Red Cross
	Donation/Fund Raising for Mylin Yabyab - Feb. 2004	Employees donated to fellow employee who underwent a dialysis prior to kidney transplant	1 patient received health assistance Generated P152,416 from employee donations		
Poverty	Daop Palad 1 and 2 - April and December 2001	Gift-giving and medical mission in thanksgiving for the 5th anniversary of the company. Resources were solicited from the company and employees. Christmas gift giving to Cabuyao Day Care students program	400 families received gift donations 283 patients received medical assistance which include check up, dental treatment and circumcision 200 students	- Brgy Butong, Cabuyao, Laguna Cabuyao, Laguna	- Cabuyao municipal government - Cabuyao Day Care Center
	Support to Bantay Bata - September 2002	The company donated 10 coin banks			ABS-CBN Foundation
	Livelihood Training - April 2003	The company sponsored a "chocolate-making seminar"	30 housewives attended the training	Cabuyao residents	Department of Social Welfare and Development
	Araw ng mga Contractors - Feb. 2004	Employees contributed to provide free meal for janitors, security personnel, drivers and other contractors	69 contractors		
	Support to Children's Hour - Feb. 2000	Employees gave cash donations to the project	400 children		- Ayala Foundation
	Adopt-a-Barangay - April 2004	Provide free vaccination, circumcision, livelihood training and school supplies	650 residents Pulo Elementary School	Brgy. Pulo, Cabuyao	
	Typhoon Assistance	Various donations including galvanized irons	Quezon typhoon victims	Brgy Agos, Infanta, Quezon	- ABS-CBN Sagip Kapamilya - LISP
	Education	Daop Palad 3: Support to the Knowledge Channel - December 2002	Cabling and installation of TV sets and support services to Cabuyao public schools	2 schools	Cabuyao National High School, Cabuyao Central Elementary School
Support to Knowledge Channel		Participated in the Lakad Mo Pangarap Ko campaign for Knowledge Channel			Knowledge Channel Foundation
Environment	Tree planting - April 2001 and 2003	Planting of trees inside the Science Park to help nurture the environment	30 mahogany trees planted along riverside road	Laguna Industrial Science Park, Cabuyao, Laguna	- MENRO-Cabuyao
	Support to Bantay Kalikasan - August 2003	Participated in the Fun Run to help Lopez Group raise funds for the reforestation of La Mesa Watershed	60 employees participated		- ABS-CBN Foundation

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Lopez Inc.

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CSR PROGRAMS AND PROJECTS

NAME OF PROJECT / YEAR	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED
2003	Eugenio Lopez Foundation, Inc.
2000	ABS-CBN Foundation BPPC-AFI Bayan Microfinance
2000-2001	Virginia Military Institute through Eugenio Lopez Foundation, Inc.
2000	Harvard University through Eugenio Lopez Foundation, Inc.
2000	MMLDC
2000	ABS-CBN Foundation, Inc.
	Philanthropic donations to other civic organizations

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Manila Electric Company (MERALCO)

Address Meralco Center, Ortigas Avenue, Pasig City

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MERALCO

VISION : To foster corporate social responsibility programs which address the needs of the communities within MERALCO's business environment

MISSION: To render a holistic response to society's needs by relying on the sense of dedication and service of the Meralco volunteers

CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Environment	Regeneration and Park Development Project - 1991 - 1992	Maintenance, protection and reforestation of a logged and mined grassland in Montalban, Rizal	927 hectares of land reforested	- Brgy. Puray, Montalban, Rizal	- Department of Environment and Natural Resources (DENR)
	Anti-smoke belching campaign - ongoing since 1994	Campaign to address the problem of air pollution and promote good health within Meralco offices		- All Meralco offices	
	Various Tree Planting activities (2002-2003)	Tree-planting activities involving various organizations of Meralco	5 LGUs	- Quezon City - Laguna	- DENR
	Community-wide Solid Waste Management Project - ongoing since 2003	A project seeking transfer of knowledge on proper waste management and reduce volume of waste per household in adopted communities	Meralco Housing villages and nearby barangays	- Meralco franchise areas	- Meralco Housing Villages - Cavite and Sun Valley composting facilities, Mother Earth Unlimited - Meralco Management & Leadership Development Center (MMLDC)
Education	Donation of Don Eugenio Lopez Sr. for the construction of AIM	To assist in the promotion of education in the country			
	Meralco Chairs and Scholarships	Scholarship grants and professorial chairs awarded to deserving individuals	Various universities and colleges		
	Meralco Award for Engineering and Applied Sciences	The biennial award given by Meralco is meant to reward achievements in engineering and related sciences and to encourage similar endeavors			
	Meralco theater - Established in 1969	A world-class 1,000-seat theater constructed by Meralco in 1969 to promote the arts and uplift the cultural values of Filipinos			
	Centennial CSR Projects in Education (2002-2003)	Projects aimed at reinforcing Meralco's commitment to assisting local communities through improvement of education as part of Meralco's 100 years anniversary	Students from various schools/learning institutions		- Marikina Institute of Science and Technology - Department of Energy - Department of Education
	Electricity in the Philippine Public Schools Program - Started in 2004	Partnership project with DEPED involving assessment of electrical installations in public schools in the Meralco franchise for safety and rehabilitation of school infrastructure	8 public schools piloted in 2004	- Public schools in Meralco franchise areas	- Department of Education

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Poverty	Depressed Area Electrification Program/ Rural Electrification Project - 1990-1999	Providing electricity and services at minimal cost to urban poor in Metro-Manila and the rural areas to support the government's thrust to improve their living conditions	489,700 households	- Meralco franchise areas	- OECF
	Jala-Jala Land Reform - 1986-1988	Turnover of 360 hectares of farm land in Jala Jala to the Ministry of Agrarian Reform	248 farmer families	- Rizal Province	- Ministry of Agrarian Reform
	Streetlight Upgrading/ Modernization Program - 1996-2001	To provide adequate and efficient streetlighting by using the latest technology, following international standards and implementing a regular maintenance program; to improve peace and order and to contribute to promoting productivity and extended business activities and tourism	178,037 streetlights installed in 111 cities and municipalities	- Metro-Manila and major thoroughfares, collector roads, major roads	
	Meralco Livelihood Skills Program (MLSP) - 2000-2003	Free livelihood skills training program for Meralco dependents and retirees	Meralco employee dependents		- Technology & Livelihood Resource Center (TLRC)
	Meralco Dependents Livelihood Multipurpose Cooperative (MDLMC) - ongoing since 2002	The banner project of Meralco's Workplace Stewardship program, the MDLMC was formed in February 28, 2002 through the guidance and supervision of the Human Resources Development of Meralco. Members are Meralco employee dependents who graduated from Meralco's Livelihood Skills Training.	Meralco employee dependents		- Rockwell Center - MMLDC
	Dagdag Kaalamang Pangkabuhayan	Livelihood capacity/ entrepreneurial skills training for various identified recipients with the members of Meralco Dependents Livelihood Multipurpose Cooperative as trainers	Meralco employee dependents		- MDLMC
	Outreach activities to charitable institutions/depressed communities	Outreach projects led by Meralco employees, both executives and rank-and-file, together with dependents and spouses, which aim to assist identified communities	Charitable institutions, public schools, depressed communities	- Within Meralco franchises	- Various schools - hospitals - charitable organizations - NGOs - government agencies
	Meralco Employees Fund for Charity (MEFCI) - ongoing since 1977	MEFCI is a mechanism by which Meralco employees voluntarily contribute through payroll deductions, allowing them to engage in organized giving. Its prime concern is financial aid and charitable assistance to deserving persons suffering from physical and/or mental handicaps or disabilities as well as victims of calamities, catastrophic events and other similar circumstances.	Victims of calamities, handicapped, depressed communities and deserving indigents	- Communities within Meralco franchise areas	- Department of Health - Department of Social Welfare and Development - Pharmaceutical companies
Health	Corporate Wellness Center (Formerly John F. Cotton Hospital)	To contribute to the wellness and health of the Meralco community by providing preventive medicine	Meralco employees and dependents	- Meralco Corporate Center, Ortigas	

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Manila North Tollways Corporation

Address 2nd Floor Benpres Building

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VISION : To become the company best known for building and operating the safest, most reliable, most cost-effective and most professionally managed tollway in the country

MISSION: To provide the riding public the best value in tollway services



CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Health	Expressway sa Kalusugan 2003 and 2004	Free medical, dental and eye care and free medicines to selected communities along the expressway	600 patients ages 1-60 years old 300 senior citizens	Pulilan and Marilao in Bulacan	<ul style="list-style-type: none"> - LGUs - St Luke's Sagip Bayan Foundation, Inc. - Makati Medical Center - UERM Department of Ophthalmology - Asian Eye Institute
Education	Expressway sa Edukasyon 2004	Construction of elevated pathway and three comfort rooms Involved design and supervision by MNTC engineers, employee volunteers and barangay	After enduring decades of flooding and absence of comfort rooms, Sto. Nino Elementary school now enjoys use of elevated pathway and three comfort rooms	San Simon, Pampanga	<ul style="list-style-type: none"> - DepEd - Barangay Officials - Parent - Teacher Association
Disaster Relief Operation	Disaster Relief Operation 2004	Distribution of relief goods to communities hit by typhoons Involved participation of employee volunteers	Barangay Residents	Bulacan Nueva Ecija Aurora	ABS-CBN Foundation

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Philippine Electric Corporation

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VISION : To be the preferred provider of electrical equipment and services in the global market

MISSION: To provide safe, reliable and efficient equipment and services for the benefit of the electrical power consumers and other stakeholders.

We shall strive constantly to:

- Understand current and future customer needs in terms of quality, price, delivery and service to exceed customers' expectations at all times
- Provide dynamic leadership that is responsible to the changing environment and committed to the improvement of our quality, environment, safety and health management system
- Sustain an organizational climate that enhances people involvement and empowerment
- Improve the effectiveness and efficiency of our systems and technologies
- Forge strategic partnering relationships with global manufactures, suppliers, and other business partners to penetrate international markets
- Share productivity gains equitably among our employees, owners, and other stakeholders
- Comply with applicable regulatory and environmental, safety and health requirements, and perform our corporate social responsibilities

CSR PROGRAMS AND PROJECTS

AREA OF FOCUS	NAME OF PROJECT / YEAR	PROJECT DESCRIPTION	OUTPUTS/OUTCOMES/ BENEFICIARIES REACHED	LOCATION	PARTNERS
Poverty	Workplace Employee Program - ongoing since 1998	Appreciation of job/values; earn more; build relations; arrest increase drop-out rates; assist employees to cope with school expenses	320 students 20 families every summer	- Taytay Plant	
Health	Outreach Program - 1990 (one-time activity)	Part of the company's anniversary celebration is to share their blessings with the communities	380 patients in host and indigenous communities	- Bgy. Dolores, PNRC	- Ophil
	First AID Seminar - ongoing since 2003	To enhance skills in basic life support and first aid	Community teachers, barangay officials, Philec employees	- Company plant office	- Philippine National Red Cross - Barangay Health Workers
	Health Forum for Employees - ongoing since 1998	Compliance with regulations; education of employees as part of Philec's Health Maintenance Program	Philec employees	- Company plant office	- Medical City General Hospital doctors and medical representatives
	Corporate Wellness Program - ongoing since 1998	Holistic approach to wellness	Philec employees	- Company plant office	
Environment	Urban Settlers Program (1994)	Make available an access road to the Philec plant	Taytay community residents and Philec employees	- Brgy. Dolores, Taytay, Rizal	- Frank Garment House - Taytay Municipality
Education	Various Donations for Education - ongoing since 2000	Support to the programs of KCFI and Children's Hour	Local communities and public schools		- Knowledge Channe; Foundation - Philec employees - Ayala Foundation
		Donation of computers, school materials and other equipments to adopted schools	Hapay na Mangga School		- Public schools

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“Our ultimate long-term objective must be that the business should endure and prosper long after we are gone, fulfilling its maximum potential. Profit is not the sole, nor even the most important corporate objective... to survive, any business or corporation must be useful to the society it serves..”

**We've been shedding
light and life on
the Filipino child
for over a century.
It's time we come
out of the shadows.**

From the very beginning, Lopez companies have looked beyond business to spend time, talent and resources to uplift the Filipino child.

We have been passionately committed to investing on our nation's future—our children. Today, this tradition is kept alive with programs that aid children like Bantay Bata 163, Knowledge Channel, Teacher's education, Adopt-a-Hometown-School, Bayan Microfinance and Bantay Kalikasan.

We believe the Filipino child deserves quality education, health care, a stable environment in clean surroundings, and above all, a happy family life with decent shelter and a generous helping of nature's bounty to help create a future that's brighter than the present.

Admittedly, we have contributed but a tiny spark in a world still shadowed with suffering children. Together, we can create a blaze of light and a good life for the Filipino child.



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