



BRIDGES

2011 VOL.5

CORPORATE SOCIAL RESPONSIBILITY INITIATIVES OF THE LOPEZ GROUP



Changing
Lives

Transforming
Futures



THE LOPEZ VALUES

In our service to the Filipino people, we will be guided by the following distinct Lopez values:

- A PIONEERING ENTREPRENEURIAL SPIRIT
- BUSINESS EXCELLENCE
- UNITY
- NATIONALISM
- SOCIAL JUSTICE
- INTEGRITY
- EMPLOYEE WELFARE AND WELLNESS

We know from generations of experience that it is by living according to these values that a company can be built to last.

The Lopez Group CSR Magna Carta

Preamble

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

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

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

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

So help us God.

Commitments

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

Human and Ecological Security

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

Business Excellence

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

Stakeholder Engagement

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

Employee Empowerment

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

Value-Oriented Leadership

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

Purpose-Driven Organization

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

Internal & External Collaboration

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

Report Outcomes and Measure Impacts

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

Instilling and sustaining the Lopez culture

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

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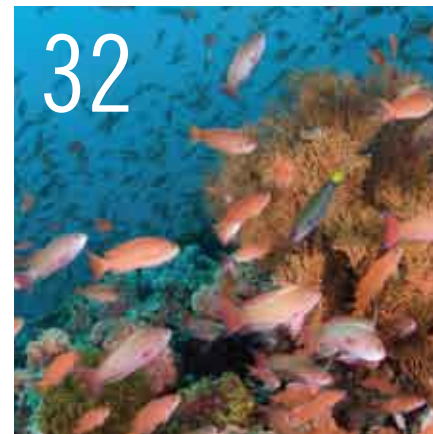


ABOUT THE COVER

Collage of images depicts a variety of activities of the Lopez companies and foundations across different sectors and age groups. It seeks to give a broad idea of what the Lopez Group does in "changing lives, transforming futures" -- from education and youth development to livelihood opportunities and protection of the environment and the country's natural resources. The horizontal lines give an idea of a ladder ascending toward a brilliant blue sky. This creative element suggests the commitment of the Group to help fellow Filipinos achieve a brighter tomorrow.

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Sustainability comes from doing right by our people and the environment

The whole concept of corporate social responsibility – from its beginnings in charitable work to philanthropy, to expressions of enlightened citizenship, to community relations, and its recent evolution to issues of sustainability and shared values – the strategic CSR we embrace in the Lopez Group grew from the seeds of ethical principles.

OSCAR M. LOPEZ
Chairman, Lopez Group Foundation, Inc.



ETHICS HAS BEEN THE CENTRAL ISSUE OF BUSINESS IN THE PAST FEW DECADES, AS IT HAS BEEN OF PUBLIC GOVERNANCE. IT LIES AT THE CORE OF WHAT'S CAUSING MUCH OF THE DISRUPTIVE CHANGES SWEEPING THE WORLD TODAY.

The excesses and impunity of people in power gave rise to the global financial crisis of 2008-09 and the long shadow of its possible recurrence, and the "Occupy Wall Street" rallies seen in various U.S. cities. The reaction to institutionalized greed brought about the Arab Spring that has been toppling authoritarian regimes previously seen as untouchable, the surprise candidacy of Noynoy Aquino that rode to victory on an anti-corruption platform, and the moves to restore integrity and transparency to public and private offices in all countries.

Doing what is right and being accountable for what we do, as individuals and organizations, are expected by people, whether or not they are directly affected by our actions. In private companies, ethical practices from the board room to the shop floor, and in the performance of services, are demanded by customers and stakeholders.

Leaders are called upon to observe fairness, equalize access to opportunities, uphold people's well-being, and preserve the natural environment. Management experts warn of the pitfalls of relentless profit-making

at all cost and the beggar-thy-neighbor style of business dominance.

Ethics was made the centerpiece of a curriculum overhaul at the Harvard Business School led by Dean Nithin Nohria. He said this was necessary because business leaders would easily swear to ethical principles but just as easily throw them out of the window when confronted by difficult choice. He says, "There seems to be big difference between people's understanding of their responsibilities as business leaders and their capacity to live up to those (responsibilities) when faced with pressure or temptation."

"Abraham Lincoln said...the real test of a person's character is how they deal with adversity....(For me) I've been more often disappointed with how people's character is revealed when they've been given power," Dean Nohria said in a Wall Street Journal interview.

The whole concept of corporate social responsibility – from its beginnings in charitable work to philanthropy, to expressions of enlightened citizenship, to community relations, and its recent evolution to issues of



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which is as long and arduous as climbing a mountain with an unending number of peaks.”



sustainability and shared values – the strategic CSR we embrace in the Lopez Group grew from the seeds of ethical principles.

How we think and take care of the “least of our brethren,” and how we respond to so much poverty and ignorance around us reveals how deeply we have ingrained ethics in our workplace and communities. We in the Lopez Group practice strategic CSR as a response to poverty in all its forms – poverty in body, in mind, and in spirit.

Poverty, defined by the World Bank as “pronounced deprivation in well-being,” is manifested in four areas: income or consumption, health and education, vulnerability to various forms of risk, and powerlessness or the lack of choices or control over one’s life.

While it is multi-dimensional, poverty is most often expressed in monetary terms. In the 1990s, the World Bank set \$1.2 per day as the international poverty line, basing it on the mean of national poverty lines for the poorest 15 countries. There were 1.4 billion poor people in 2005. In 2010, despite the effects of the

financial crisis, the number of people living below the poverty line had gone down to an estimated 987 million people. They were the so-called billion people at the “bottom of the pyramid.”

In the Philippines, with all the economic hardships wrought by corrupt regimes and failed policies including those related to population growth, over 20 million of the more than 90 million Filipinos – nearly one in five – survive on \$1.2 or around Php 50 a day at present rates.

Believing no company can remain an island of prosperity amidst a sea of poverty, private businesses have increasingly taken a proactive role in CSR. Many companies regularly set aside a percentage of their revenues to CSR projects. Some have established full-fledged foundations so that these projects are professionally managed, and the funds earmarked or resources coming from donors go to where they should.

Of late, businesses have moved their focus from the concept of viability or being competitive in today’s markets to that of sustainability or being competitive for a much longer term. Corporations now see that the long-term sustainability of their operations depends on how responsibly they interact with their employees, suppliers, customers, and the public, and what steps they undertake to preserve the natural resources and the environment where they operate.

The issue of sustainability may have begun with ecological concerns. Development workers raised the alarm that economic growth had become almost synonymous with severe degradation of the environment almost everywhere. In 1987, the United Nations’ Brundtland Commission offered what has become the most accepted definition of sustainability and sustainable development which, it said, was “development which meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Sustainability cannot be regarded as an undertaking with a fixed destination or a finish line. We do not wake up one day and say, aha, our business is now sustainable. The world is dynamic and constantly in flux, with many unpredictable twists and turns. So, it is more realistic and helpful to liken sustainability to a journey, which is as long and arduous as climbing a mountain with an unending number of peaks. For us to know if we are making progress in our trek, we must have a way of measuring how far we have gone or examining certain indicators to see where we are.

Five companies and organizations in the Lopez Group have taken the first steps in such determination of whether they are moving up or falling down in terms of their sustainability. LGFI made available to them the expert assistance of a consulting company, immersed in the technicalities of the Global Reporting Initiative and other metrics, and of the indicators applicable to the Millennium Development Goals. With such expert assistance, these organizations have been able to come up with their initial sustainability report, mindful that the way to full sustainability takes quite a long and challenging process.

These five reports, therefore, do not necessarily reflect how sustainable the organizations already are but merely provide a certain sense of how much they still have to accomplish to make their structures and operations sustainable. The usefulness of the study is for the rest of the Lopez Group to see how to come up with reliable indicators relevant to their particular businesses, and how to move forward in their own journeys to sustainability.

Without meaning to preempt the report that is summarized in this issue of Bridges magazine, it seems that the Energy Development Corporation has gotten a strong endorsement of its efforts to become sustainable. Besting hundreds of other companies in over 180 countries, EDC was chosen to receive this year’s global Client Leadership Award of the International Finance

Corporation, an arm of the World Bank Group focused on private sector development.

EDC President and COO Richard B. Tantoco received the prestigious award in Washington D.C. from IFC’s head, Lars Thunell. EDC was cited for its accomplishments in operational excellence, sustainability, environment management, social responsibility and corporate governance.

In receiving the award, Mr. Tantoco said, “We believe that as the company grows, the communities should also prosper and environment continuously preserved and enhanced. Support for the development of the locality promotes trust, which in turn gives the company its social license to operate.”

“Our business sits at the happy intersection where doing what is right for our planet is identical to doing what is right for our business,” he said, affirming once more our common commitment in the Lopez Group to do right by the people we serve and the environment where we operate.

The Lopez values and our credo (I hope you carry with you the small card containing them) are, in a sense, our code of ethics. Being ethical means taking care of the well-being of society – the people we do business with – and of the natural environment upon which depend both our access to resources and our customers’ ability to find livelihood with which to procure our products and services.

It is our values, those intangible things that shape the character of our organization, that give us the courage and strength, and show us the way forward, as we pursue the elusive goal of sustainability. Ultimately, we learn that being ethical – doing right by our people, our communities, and our environment – is the way to becoming sustainable.





What makes a people and a business strong

I feel a sense of pride that we have empathy in the Lopez Group and throughout the Lopez organization. We call this *malasakit*, a Pilipino term which in some ways may be more encompassing than the Western concept of empathy. For us Filipinos, it means more than the ability to feel things as others would, but an active, constant, and deep concern for how other people would feel, and how they would react and be affected by what we say and what we do.

MANUEL M. LOPEZ
Chairman, Lopez Holdings Corporation

FROM INFORMATION COMING TO US IN THE PHILIPPINE EMBASSY IN TOKYO, LIFE IN THE FUKUSHIMA PREFECTURE IN NORTHEASTERN JAPAN HAS RESUMED A SEMBLANCE OF NORMALITY THESE DAYS. PEOPLE ARE BACK TO WORK, CHILDREN ARE IN SCHOOL, MOTHERS ARE BUSY IN THEIR DAILY CHORES. BUT ONE CAN SEE SOME OF THE LINGERING EFFECTS OF THE GIANT EARTHQUAKES AND RESULTING TSUNAMI THAT CAUSED A DISASTER SAID TO HAVE BEEN THE WORST THE COUNTRY HAS GONE THROUGH SINCE THE PACIFIC WAR. THE NUCLEAR REACTORS WHICH WERE SEVERELY DAMAGED HAVE BEEN COMPLETELY SHUT DOWN. HUNDREDS OF HOMES AND THE ESSENTIAL INFRASTRUCTURE SWEEPED AWAY OR REDUCED TO RUBBLE BY THE BATTERING OF GIANT WAVES ARE BEING REPLACED OR REBUILT.

The disaster was some sort of baptism by fire and water for me as I had not been in my post too long when it struck. Had it not been for the professionalism of my colleagues in the embassy, the strong support of our government, and the countless Filipinos who sent donations and encouragement to the victims in the stricken sites, we may not have been able to help the affected Filipino nationals and their families.

Since assuming my duties here in January 2011 as ambassador, I have read as much as I could about Japanese culture, and sought counsel from our scholars and seasoned diplomats in our embassy and attended lectures and functions outside my office. I would be the last to presume a deep understanding of what makes Japan such an extraordinary nation. And yet it does not really take so much erudition to see for oneself the wellsprings of the Japanese character.

The tragedy revealed a number of things about the Japanese people that I thought were remarkable and worth emulating. For one, they were very disciplined and calm under pressure. Rather than panic or become desperate, or blame government, nature and other people about their sufferings, they did what they could do to cope with the disaster. They lined up for food, water and other essentials when these were so scarce; evacuated their homes quickly when told to do so; and did not engage in looting, violence or any sort of unruly behavior.

The people in authority, both in government and the private sector, accepted their responsibility for what



had happened. And such feeling of responsibility is not limited to the higher-ups alone but was shared by ordinary employees. This was best shown by the heroic act of the engineers and other technicians who, knowing full well the dangers of exposure to high levels of radiation despite some protective gear, went into the reactors and did what had to be done to prevent more serious catastrophe.

Now things have more or less settled down, although the scars of the tragedy had not totally disappeared. I cannot help but think of what we in the Lopez Group could learn from it. Discipline, a sense of responsibility, being accountable for our behavior as a business and

“True service to the Filipino entails *malasakit*.

When we genuinely understand this, it makes us

as a people, as well as our business, strong.”



as individuals, willingness to sacrifice, and empathy which means feeling for others or seeing things from the perspective of others.

I feel a sense of pride that we have empathy in the Lopez Group and throughout the Lopez organization. We call this *malasakit*, a Pilipino term which in some ways may be more encompassing than the Western concept of empathy. For us Filipinos, it means more than the ability to feel things as others would, but an active, constant, and deep concern for how other people would feel, and how they would react and be affected by what we say and what we do.

Whether we are in the services or the manufacturing sector, it is important that the sense of *malasakit* for and being personally close to fellow employees, customers and other stakeholders be ingrained in most of us.

Very clearly, this can be a source of competitive advantage for our businesses. Particularly for those operating in the cities, we must avoid the erosion of this trait by an extreme application of the Western

style of management – with its strict disciplines of measuring efficiency and timekeeping that often lead to impersonal relationships at work. We must communicate strongly and continually the value of being *mapagmalasakit* to our fellow employees, and I ask those of us in management to be the first to demonstrate it as much as we can in our actions and policies.

Now that I have assumed a role that requires a larger view of the business, it has become quite clear to me that our sense of feeling for others, particularly those in less fortunate situations, is at the root of our commitment to business excellence accompanied by social and environmental responsibility. It is also the driving force of our journey toward viability, profitability and competitiveness – sustainability in one word – in the long term and in whatever new markets we decide to enter.

True service to the Filipino entails *malasakit*. When we genuinely understand this, it makes us as a people, as well as our businesses, strong.

The Asian Forum on CSR: Sharing an Idea Whose Time Has Come

“NOTHING IS MORE POWERFUL THAN AN IDEA WHOSE TIME HAS COME.” THIS STATEMENT IS ATTRIBUTED BY SOME SOURCES TO THE RUSSIAN REVOLUTIONARY VLADIMIR ILYICH LENIN. ODDLY ENOUGH, I CAUGHT MYSELF THINKING DURING THE RECENT ASIAN FORUM ON CORPORATE SOCIAL RESPONSIBILITY HELD AT THE SHANGRI-LA HOTEL IN ORTIGAS, THAT CSR, TOO, WAS ONE POWERFUL IDEA WHOSE TIME HAS COME.

I couldn't be present in all the plenary and breakout sessions, of course. But the dynamism, the excitement, the diversity and novelty of the ideas being discussed, and often disputed, were such that I completely forgot the fatigue and stresses we in the organizing committee had gone through to make that forum happen. The support of the Lopez Group was a principal reason for its success. I could say confidently it was all worth it.

The forum topics were grouped according to four special tracks: CSR in a global environment, partnering and collaborating, “heavy footprint” industries, and practical challenges. Some of the highly respected leaders and scholars involved in CSR from about a dozen countries had graciously given of their time to speak at the Forum. They lent their expertise and experiences to a rich learning dialogue with over a hundred participants.

Given the space constraints of this article, allow me to concentrate on the experiences of some key countries and a couple of the new learnings and innovative practices that were shared during the sessions by the speakers, moderators and participants.

It was quite clear that CSR has arrived globally and is practiced in all the major regions. Expectedly, there remains a lot of unevenness in its understanding and

appreciation, and stage of development in each region. The social, economic, political and even religious circumstances peculiar to each country shape the way CSR is understood and the strategies of its execution.

There were several bellwether countries for CSR, which included China and India, Turkey, and the United Arab Emirates, and several East Asian economies. The Asian, Arabian and European CSR networks presented very interesting platforms from which to observe how CSR is developing.



FELIPE V. ALFONSO

Vice Chairman, Lopez Group Foundation, Inc.



“CSR is an idea whose time has come, and its practical applications have yet

to be tapped fully to benefit all, especially the billion at the bottom of the pyramid.”

By 2013, half of the global economic output will come from emerging economies, among them China and India, creating a new breed of multinational corporations. Traditionally, the Western multinationals introduced the concept and influenced the practice of CSR in the emerging and developing economies.

Given the size and influence of China and India, it is important to accelerate, wherever possible, the understanding, acceptance and support for CSR in those mega-economies. This way, their overseas operations and affiliate companies will reflect a more mature CSR program in the markets where they are present.

As of now, there are comments that while CSR is growing rapidly in China, many of the Chinese still look at it as simply “customer service relations,” or just pleasing the buyer. Initially, there was some suspicion that CSR is an imposition of Western multinationals to alter the business practices of their Chinese partners. But now, government is realizing that humungous social problems cannot be solved by the state alone, so a shift in perspective has occurred. Government is actively supporting selected CSR programs as tools of development and change.

The access of the public to information technologies has also highlighted the need for more transparency and responsibility in Chinese companies. The challenge for China, with many companies doing social development programs in hundreds of more or less autonomous provinces, is to have a unified system of CSR that adopts a global standard of performance.

In both China and India, the key driver for CSR is government, although big businesses owned by extended families. There have been a lot of scandals involving companies which are violating the rules. Government is seeing that corporate governance, or strict audits and rule enforcement, is not enough. Since CSR is about reforming attitudes and values within a company, government is now pushing for CSR.

In China, the definition of CSR has to do with the notion of the common good; in India, there is a strong concept of philanthropy. In India, there is a lot of interest in building reputation; in China, CSR is focused on employees. In India, the other drivers for CSR are religion and philanthropy. There is talk of mandating CSR by way of legislation in India.

In the Middle East, the United Arab Emirates (UAE) offers a unique opportunity for the growth of CSR in Arabian states. As the sixth largest oil producer in the world, and having a stable and relatively modern government and open society, UAE must contend with challenges: a small population and large expatriate community; a desert terrain with little water, high demand for electricity, and sparse food-production resources; and international pressure to conserve the environment, particularly from greenhouse gas emissions.

CSR in the UAE prioritizes improving the business climate, climate change, resource conservation, and social development. Family-owned conglomerates are the leaders in CSR but they largely look at it as philanthropy and a good way to practice zakat or charitable giving.

Turkey is another focal point for the global rise of CSR. In his time, Turkish leader Ataturk had developed education and modernization as a way of freeing the youth from the burdens of a religion-dominated state. His was a community based development concept, with people having to help one another. It emphasized morals, strength of character, hard work, education and collective thinking. This core values eventually paved the way for CSR in Turkey.

The core activities of CSR in Turkey are meant to compensate for shortcomings in social welfare. Local companies are funding the work of small non-government organizations but sometimes for public relations objectives. Media is putting out more articles on CSR. Some colleges have included CSR into their

academic programs. But CSR, for most people, is analogous to philanthropy. Business leaders are slowly adopting the best practices in CSR of multinational companies operating locally.

In East Asia, an increasing number of companies in Thailand, Vietnam and Laos have notable CSR programs. The Siam Cement Group, for instance, comprising over 100 companies under five business clusters, has mainstreamed CSR in its business operations.

In Vietnam, Il Jung Vina, a sports bag manufacturer for major brands in Europe and the USA, was one of many companies in Hanoi and Ho Chi Minh participating in the Factory Improvement Program (FIP). The program was developed by the International Labor Organization where all employees of all ranks took part in improving their workplace. In a six-month period of implementing FIP, there were dramatic improvements in morale, productivity, and electricity savings, and lower product defect rates.

In Laos, Sunlabob company, a full-service energy provider focused on remote off-grid areas, has implemented CSR programs that: a) increased the skills base of its workers, b) enabled the company to become the first to get a license to conduct energy audits, c) worked to create a national standard for energy efficiency, and d) helped establish the Lao Institute of Renewable Energy.

Aside from these positive developments reported by various country experts at the AFCSR, there were many other interesting and instructive sessions. Let me just mention one, which pertains to three major scenarios for CSR as described by Dato Timothy Ong, chair of Asia Inc. Forum in Brunei Darussalam.

First scenario, the business of business is business. This is the traditional view that business satisfies its social obligation when it opens jobs and enables people to acquire the best goods or value for money.

Second, business makes profits and shares this with the community. Do well and give well. This is corporate philanthropy. Third, being competitive and profitable and at the same time meeting the needs of the community. This is strategic CSR.

What is the best model for CSR? His answer is to combine the virtues of the three.

The first scenario -- which he associates with Steve Jobs' genius in creating insanely beautiful products that transform lives -- through its emphasis on innovation and entrepreneurship, allows the company to do good by doing well.

The second -- exemplified by Bill Gates whose foundation gives billions of dollars to address major social causes, mostly in Africa -- shows the transformative power of wealth when applied correctly to where it matters most.

Third -- shown by GE's eco-management principles where the company poured billions of dollars into research that gave rise to machines that earned ten times the capitalization but at the same time helped conserve energy and the environment -- shows the transformative value of new business models that makes a company do well and do good.

CSR is an idea whose time has come. But in many countries, its practical applications have yet to be tapped fully to benefit all, especially the billion people at the bottom of the pyramid.



CSR ensures a company's success will be sustainable

THE CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY IS A “FUNDAMENTALLY SUBVERSIVE DOCTRINE,” SAID MILTON FRIEDMAN, THE NOBEL LAUREATE ECONOMIST. SOMETIME IN THE 70S, HE SAID, “THERE IS ONE AND ONLY ONE SOCIAL RESPONSIBILITY OF BUSINESS – TO USE ITS RESOURCES AND ENGAGE IN ACTIVITIES DESIGNED TO INCREASE ITS PROFITS SO LONG AS IT STAYS WITHIN THE RULES OF THE GAME.”

Business executives who talk about CSR, he said, were “incredibly shortsighted and muddleheaded in matters that are outside their businesses.”

Columnist John Bussey of the Asian Wall Street Journal wrote in a recent column that Friedman's views still have a lot of adherents. Boston-based venture capitalist William Frezza said, “Businesses give back to society every day by pleasing their customers and employing their employees. There's nothing business owes other than selling the best products at the best price.”

But a contrary view was expressed by Starbucks CEO Howard Schultz. As reported by Bussey, Schultz said in a letter to fellow executives: “Companies that hold on to the old school, singular view of limiting their responsibilities to making a profit will not only discover it is a shallow goal but an unsustainable one.”

Friedman may still have many outspoken as well as closet disciples, in the same way that a number of scientists think global warming is a hoax, but the more visionary and credible corporate leaders have weighed in for corporate social responsibility.

LGFI Chair Oscar M. Lopez himself, in the maiden issue of Bridges Magazine some six years ago, said “there has been an awakening (globally), 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.”

It was only three years ago when the world convulsed from the financial and economic stresses wrought by the sub-prime crisis in America. Now, the wheels of global misfortune have returned to that low point owing to the sovereign debt crisis in Europe. This is affecting the societies of both mighty and poor nations, exemplified by the widening socioeconomic gaps between their ‘haves’ and ‘have-nots.’



RAFAEL M. ALUNAN III
President, Lopez Group Foundation, Inc.

Consequently, funding for CSR is at greater risk than ever before. Ironically, it is in such times that funding to ameliorate humanity's least fortunate and protect our fragile environment become all the more crucial.

Non-profits depend on endowments or periodic donations from wealthy benefactors, be they philanthropists, corporations, private foundations or donor agencies. The more enterprising have developed schema that develop and nurture program partnerships with other non-profits, the private sector, national government agencies and/or local government units.

Program continuity is at the heart of these efforts. How to maintain the steady flow of money for their programs, when funding wells are drying up, is today's formidable challenge. The momentum to change lives and transform futures must somehow be sustained to, at the very least, prevent hard-earned gains from eroding beyond reach.

In the competition for dwindling funds available for social responsibility, sustainability reporting is a vital tool that helps donors and partners reach an informed decision on who to fund. Sustainability reports focus on the beneficial impacts of social responsibility projects to society and the environment, and to operating companies that undertake CSR on their own. Hence, the rise of what is called the “triple bottom line” reporting on the 3 P's namely profits, people and planet.

Sustainability reporting is a process for publicly disclosing an organization's economic, environmental, and social performance. Many organizations find that financial reporting alone no longer satisfies the needs of shareholders, customers, communities, and other stakeholders for information about overall organizational performance.

A generally accepted sustainability reporting framework such as the Global Reporting Initiative (GRI) simplifies report preparation and assessment, helping both reporters and report users gain greater value from

sustainability reporting. Companies traditionally follow a generally accepted reporting framework for financial reporting, but without a similarly accepted framework for sustainability reports, such reports lack the features that could make them broadly useful: credibility, consistency, and comparability.

Apart from those core features, the GRI Reporting Framework provides reporting organizations valuable tools to measure impacts on its management, sustainability, brand, reputation, differentiation, goodwill, networking and communications. For report users, the GRI Reporting Framework is a useful benchmarking tool, corporate governance tool and an avenue for long term dialogue with reporting entities.

It is in that light that LGFI will begin reporting on the outcomes and impacts of selected Lopez Group corporate social responsibility projects starting with the 2011 edition of Bridges. In a specific section of this edition, you will see the reports on five impact studies undertaken for two foundations and two operating companies of the Lopez Group by Quickminds International, and validated by Philippine Business for Social Progress (PBSP). Future editions will aim to consolidate more studies of other CSR projects to give readers a better grasp of what the Lopez Group is doing and the difference it is making to its business, communities and Nature.

The Asian Forum on CSR proved beyond doubt that CSR is not a passing fancy or flash-in-the-pan gimmickry meant for reputation building if not window dressing for poor results. Held in October by a team led by LGFI vice chair Fil Alfonso, the AFCSR showed that CSR has grown in acceptance as it developed innovative strategies and offered measureable impact of its best practices. One of the most talked about concepts is “creating shared value” (CSV) which is an evolution or sharpening of an earlier concept called “strategic CSR.”

Harvard professor Michael E. Porter and his colleague Mark R. Kramer coined the term strategic CSR in 2006. It meant going beyond corporate citizenship, the erstwhile favored catch phrase, and mitigating harmful

Lopez Group 2011 CSR INVESTMENTS

value-chain effects through projects whose social and business benefits were large and made a difference, and enhanced competitiveness.

The widespread acceptance of Strategic CSR had a downside as it was increasingly used as a public relations and marketing tool. You can see this in the current usage of the term “green” for all sorts of condos, malls, and resorts where the only thing green about them are terraces with plant boxes. Superficial programs somewhat devalued strategic CSR.

Earlier this year, Porter and Kramer introduced the concept of CSV to improve or strengthen strategic CSR. They said CSV involved creating economic value (i.e. earning returns for the company) in a way that also created value for society by addressing people’s needs and challenges.

There was a discussion at the AFCSR on how GE’s eco-management pointed to ways by which GE could integrate competencies found in its various businesses to create profitable products that address social or community needs. GE dramatically raised its investments in technology so that it amounted to \$1.9 billion in 2009 alone. As a result, GE was able to develop 90 energy-saving products that sold \$90 billion in the same year. This was CSV in action.

Refinements in the philosophies of CSR are always welcome to its practitioners. The Lopez family itself has seen the evolution of its ideas and conduct of CSR from its charitable donations and corporate philanthropy that began as far back as the 1820s. The Lopezes’ individual charities and the large-scale philanthropic donations, such as the construction of the Asian Institute of Management in the 70s, continue to this day, with scores of them kept hidden from public knowledge.

For a business group that believes its main reason for being is to serve the Filipino people, the practice of CSR is second nature. It is as natural as walking. Something embedded in the genes.

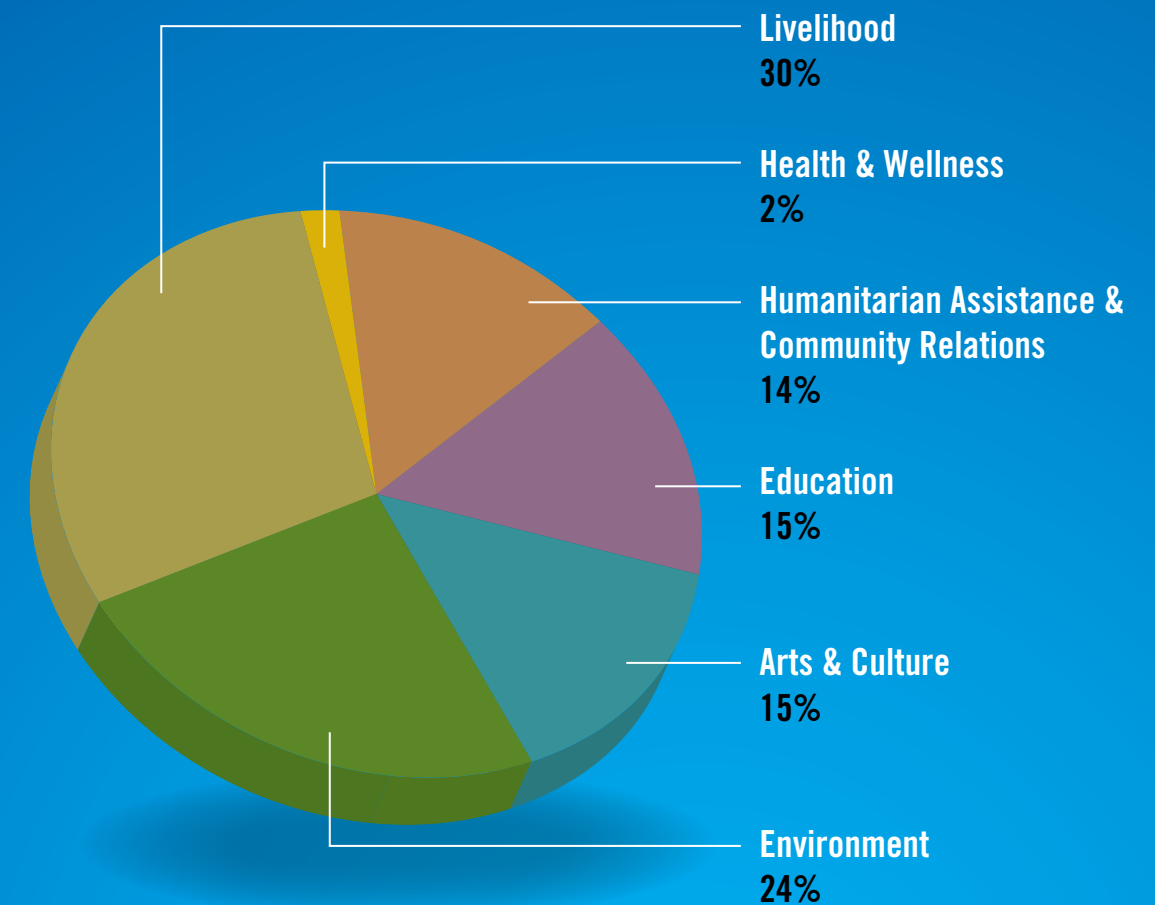


That many other Filipino and Philippine-based companies have embraced CSR may be the reason why we have not seen here as strong an expression of public indignation against perceived corporate greed as we see in the Occupy Wall Street protests in American cities, and public upheavals in Europe and the Middle East.

Local companies are increasingly engaged in social and environmental programs that express their sense of accountability to and oneness with the well-being of society especially the poor. Government has found new voices that seek to dismantle the corruption and impunity that have darkened the nation for the past decade. Public and private sector leaders are joining hands in cooperative ways to move the economy forward and lessen the inequities that spawn violence and weaken our institutions.

The Lopez companies are in the forefront of this enlightened role for modern businesses. Again, LGFI Chair Lopez captures succinctly this commitment to CSR: “We accept that the Lopez Group must not only meet the challenging standards of economic competitiveness, it must also contribute to environmental and social responsibility in a way that is transparent, proportionate to its resources, and fully aligned with sustainable development.”

The practice of CSR has the effect of transforming not only the communities, but also the company itself, weaning it from an inward focus on quarterly shareholder returns toward long-term and enduring strength. In that way, CSR becomes a company’s best assurance that the success it currently enjoys – and, for that matter, the company itself as an organization -- will be sustainable.



Livelihood overtakes Humanitarian Assistance a year after Ondoy

In the year under review, Livelihood or income-generating activities at 30% constituted the biggest chunk of CSR investments of the Lopez foundations and companies. This appears to be a logical follow-through to the record-setting 41% that went to Humanitarian Assistance in 2010 largely due to the swath of destruction caused by typhoons Ondoy and Pepeng. The thousands of typhoon victims and those indirectly affected by the calamity needed to regain livelihood, as well as many others adversely affected by the effects of a global economic slowdown particularly in the U.S. and Europe.

Environment at 24% came in second as the impact of Climate Change and greater awareness of the

importance of conserving the country’s natural resources were evident in that year.

Humanitarian Assistance and Community Relations was still high at 14% as rehabilitation activities continued, but Education had taken a slight edge at 15% while Arts and Culture proved to be as compelling an advocacy at 15%. Health and Wellness was at 2%, showing a consistent concern for employee welfare within the Lopez Group.

Overall, there was in 2011 a more balanced allocation of resources and energies to the principal commitments of the Lopez Group CSR.

SYNERGIZING FOR CHANGE

The Lopez Way

THE LOPEZ GROUP HAS BEEN PRACTISING THE CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY FOR MORE THAN A CENTURY. PARTNERING WITH OTHER INSTITUTIONS AND INSPIRING VOLUNTEERISM AMONG EMPLOYEES AND THE GENERAL PUBLIC, THE LOPEZ GROUP HAS SCALED UP ITS CSR PROGRAMS SO THAT THEY ADDRESS NOT ONLY COMMUNITY PROJECTS OF THE LOPEZ COMPANIES BUT ALSO PROBLEMS OF NATIONAL CONCERN.

HOLDING COMPANIES AND SUBSIDIARIES

- ABS-CBN CORPORATION
- ADTEL
- ASIAN EYE INSTITUTE
- BAYAN TELECOMMUNICATIONS
- ENERGY DEVELOPMENT CORPORATION
- FEDCOR
- FIRST BALFOUR
- FIRST PHILEC
- FIRST PHILIPPINE HOLDINGS CORPORATION
- FIRST PHILIPPINE INDUSTRIAL CORPORATION
- FIRST PHILIPPINE INDUSTRIAL PARK
- FIRST PHILIPPINE REALTY CORPORATION
- LOPEZ HOLDINGS CORPORATION
- LOPEZ, INC.
- ROCKWELL LAND
- SKYCABLE

LGFI MEMBER FOUNDATIONS

- ABS-CBN FOUNDATION
- ABS-CBN BAYAN FOUNDATION
- DON SENEN GABALDON FOUNDATION
- EUGENIO LOPEZ FOUNDATION
- KNOWLEDGE CHANNEL FOUNDATION, INC.
- PHIL-ASIA ASSISTANCE FOUNDATION

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

EDUCATION

Education TV (ETV) and radio programs, distribution of educational DVDs connecting schools to “Knowledge Channel” through cable or satellite and to the internet. Scholarships, school facilities improvement, day care centers, teachers and public school heads, support to museums and cultural preservation, support to training public education programs.

ENVIRONMENT

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

LIVELIHOOD

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

HUMANITARIAN ASSISTANCE & COMMUNITY RELATIONS

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

HEALTH AND WELLNESS

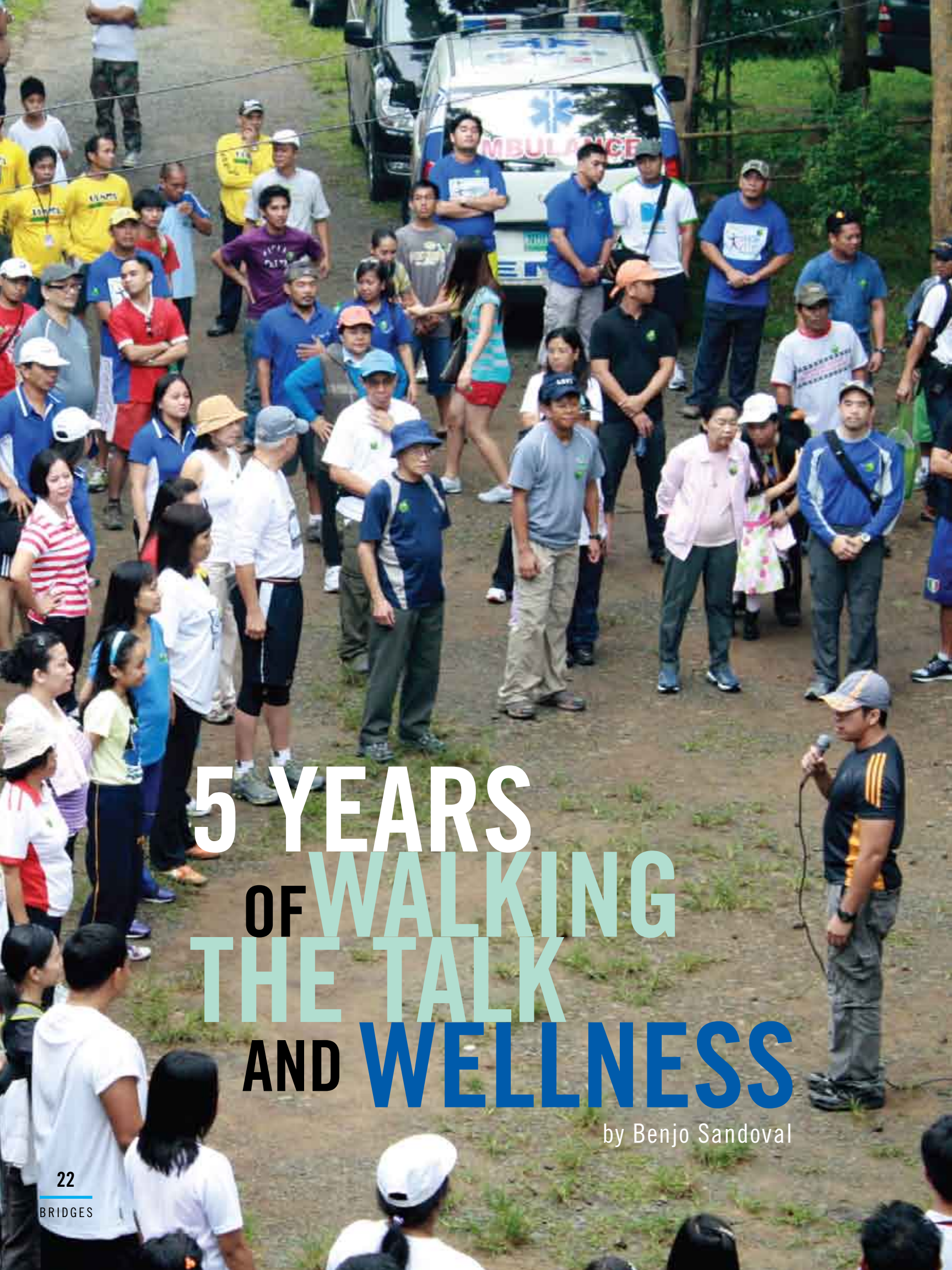
Medical missions, cataract surgery for indigents, feeding and nutrition programs, child safety and protection, employee wellness programs, family planning in the workplace.

ARTS & CULTURE

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

- Education
- Environment
- Livelihood
- Humanitarian Assistance & Community Relations
- Health & Wellness
- Arts & Culture





5 YEARS OF WALKING THE TALK AND WELLNESS

by Benjo Sandoval



“AN EARLY MORNING WALK IS A BLESSING FOR THE WHOLE DAY.”
- HENRY DAVID THOREAU

This quote somewhat summarizes what the Lopez Lifelong Wellness’ “Walk the Talk” program or WTT is all about. When Lopez Group Chairman Emeritus, Oscar M. Lopez created this program with the Lifelong Wellness Team, he was not just thinking about making the employees walk for numbers of kilometers just for the sake of walking. OML thought that walking could be one enjoyable activity for his employees and their family members that could eventually help them become physically well.

WTT, the Lopez Group’s monthly walkathon activity, started out in August of 2006 with only about 30 employees. Five years later, the number of participants increased to hundreds already.

This year, WTT celebrated its fifth year anniversary in a 5.6-kilometer walk held at the La Mesa Nature Reserve in Quezon City last August 20, 2011.

Despite the muddy trail and unpredictable weather changes, it was still indeed a great walk after more than 350 Lopez Group employees with their family members, friends and guests joined the walk led by OML with his wife, Connie Lopez and son, Benjamin Lopez together with Lifelong Wellness Head, Raffy Alunan III, Lifelong Wellness Overall Coordinator, Louie Martin and *Walk the Talk* Program Manager, Rico De Manzana.

The walk started at around 8:00 in the morning and lasted for about two hours. After the walk, the Group feasted on packed meals and fruits provided by ABS-CBN Corporation that sponsored the event.





While having breakfast, the traditional short program every anniversary was held to recognize all the companies and employees who have made another cycle of WTT a success.

In his inspirational message, OML expressed how proud he is about what the program has already achieved in the last five years in terms of participation rates and kilometers walked.

OML also took the opportunity to reiterate the message about wellness that he imparted during the Lopez Group 2011 *Palaro*, that is, wellness is a personal value.

“While our companies can and will provide all the assistance and support that they possibly can, each of us has to take responsibility for ourselves and our good health. Each of us should be accountable for our own physical, emotional and spiritual well-being because only by being healthy can we be of value and service to our families, to our companies, to our customers, to our friends and to our society. If we are not well, we become a burden to all of them.” OML added.

This year, Bayan Telecommunications, Incorporated, Energy Development Corporation and Sky Cable Corporation were recognized for having the most number of delegates during the entire cycle (August, 2010 – August, 2011). Eighteen (18) Lopez employees were also recognized for successfully completing all these walks namely, Noemi Palomata of Asian Eye Institute; Pio Buray, Mar Samarita, Brenda Samarita, Jonathan Quiles, Michael Mojares of First Philippine Holdings; Olympio Galabia, Baltazar Gaña, Nanette Alajar, Jocelyn Frondoso, Norwin Mark Sayno, Roderick Tejares, Larry Jabeguero, Marlon Bibe, Jose Oliver Mojares of First Philippine Realty Corporation; Robert Balmediano of Philec and; Alfred Go and Bhong Yumul of Sky Cable Corporation.

Participants were also inspired by the *Biggest Loser: Pinoy Edition* contestants' sharing on wellness after the awarding, which was then followed by an entertaining number from an *Ati-atihan* group. Mr. Rico De Manzana officially closed the program by thanking all the people who made the *Walk the Talk* program up and running. Raffle items were given away after the program.

IN THE LAST FIVE YEARS, WTT HAS ALREADY TOUCHED THE LIVES OF SOME AVID LOPEZ PARTICIPANTS.

“ Walk the Talk revives my strength and proves (to myself) that I am physically fit all the time. Going out for this purpose helps me to recharge and have a break from a routine office work. I also admire the beauty of nature of out of town locations for this wellness activity. ”

ANNIE GARCIA,
BAYAN TELECOMMUNICATIONS, INC.



“ The Walk the Talk series of the Lopez Lifelong Wellness program is an enjoyable experience for me.

I have been joining the Walk the Talk since its maiden year of 2006. In 2008, I received a Perfect Attendance plaque for the Walk the Talk series from August 2007-August 2008.

Why do I enjoy the Walk the Talk? Firstly, walking is an inexpensive form of exercise that benefits our health. Secondly, the program is an effective way to develop rapport among Lopez Group employees. Thirdly, the Walk the Talk is a practical way for me to visit and tour local attractions like the La Mesa Watershed and the Death March Monument. And lastly, my active participation in the Walk the Talk series helped me develop the discipline which I find useful in training for long distance running. ”

MACKY DE LIMA
FIRST BALFOUR

“ I've had aerobics, yoga, and mountaineering but walking has been the most enjoyable wellness activity I've had. Aside from the fitness benefit it gives, it has been an opportunity for me to meet a lot of people, make new friends and even bonding moments with friends, families and co-employees. Walk the talk is not just a venue for exercise but also a social event – you burn calories, you win friends. ”

NOEMI PALOMATA
ASIAN EYE INSTITUTE

WTT's fifth anniversary marks another milestone for the Lopez Lifelong Wellness System. A sign that one way or another, the Lopez community is already choosing to “be well and stay well”.

Wellness 101: AN INTERACTIVE COURSE ON WELLNESS

By Russel Aleta F. Solitario

“HEALTH IS A LARGE WORD. IT EMBRACES NOT THE BODY ONLY, BUT THE MIND AND SPIRIT AS WELL; NOT JUST TODAY’S PAIN OR PLEASURE ALONE, BUT THE WHOLE BEING AND OUTLOOK OF A MAN.”

- JAMES H. WEST

Ever had those moments when you’re not really sick, but something’s just wrong you feel totally unwell? Surely, a lot of people can relate to this. And this is what Wellness 101 is all about. With this course, participants are expected to understand that being healthy means a complete harmony of the body, mind and spirit. When one is free from physical disabilities and mental distractions, the gates of the soul open, because the idea of total wellness demonstrates that our every action, word or thought affects our health and well-being. Thus, emphasizing that the path to health and wellness is a personal journey resulting from a conscious choice to live a quality life.

This year, four Wellness 101 courses were conducted and participated in by employees coming from the various Lopez Group of Companies. Here are just some of their remarkable comments after taking the course.



“Thank you so much for this workshop – it’s really an eye-opener and a life-changing experience for me. I have been with the Lopez Group for more than twelve years now and this is the first time I attended a workshop which really gives me information on wellness!”

Jeji Gertes
AVP-CFO, THIRD GEN

“I commit to live a healthier and joyful life guided by the ten spiritual rules taught in this course... Even if the one I will forgive will never forgive me.”

Doris Nuval
EXEC.VP AND COO, KNOWLEDGE CHANNEL

“I commit to be conscious about my personal wellness, including those people I am associated with, and practice through life my personal learnings, especially the sustaining aspect of the program.”

Larry Bayrante
MANAGER/SPECIALIST, EDC

“I will watch my diet to reduce my weight from 198 lbs. to 178 lbs. in 2-3 months. I will read the bible, do regular exercises daily – 10,000 steps, and the stretching exercises in the office or at home.”

Manuel Ogena
SVP-TSS, EDC

“I commit to live a healthy and happy lifestyle and encourage my family and friends to do the same. I also commit to actively support the programs and activities of the Lopez Lifelong Wellness in any way I can.”

Onel Velarde
HEAD-STUDIO TOURS, ABS-CBN

“Attending this Wellness 101 is a great honor in my part as I have learned so much the value of being well and staying well. I would like to attend another wellness course in the future.”

Capt. Jesus Hernandez
PILOT, INAEC

“I commit to reduce my blood sugar to the normal level and body weight by 5% before the end of December, 2011”

Rex Bontia
PRODUCTION MANAGER, EDC

“I commit that I will eat healthy and start an exercise regime so I can add more years to my life for my little girls.”

Cay Muñoa Marbella
AVP HR, LOPEZ INC.

“Because of this wellness course, I intend to limit my daily calorie intake to 1500 kcal to lose weight by 0.5pound/week. I would also increase the frequency of my workout this month, and double it the next month. I will also actively participate in the wellness programs of the Lopez Group such as the walk the talk and fun runs.”

Josper Rivero
BAYAN

“As much as possible, no more riding of elevators in Benpres Building. Taking the stairs from G/F to 4/F and vice-versa is the way!”-

Kara Gandionco
FIRST PHILIPPINE HOLDINGS

Wellness 101 is divided into three (3) modules, with experts on the field as resource speakers:

Module I: INTRODUCTION TO WELLNESS

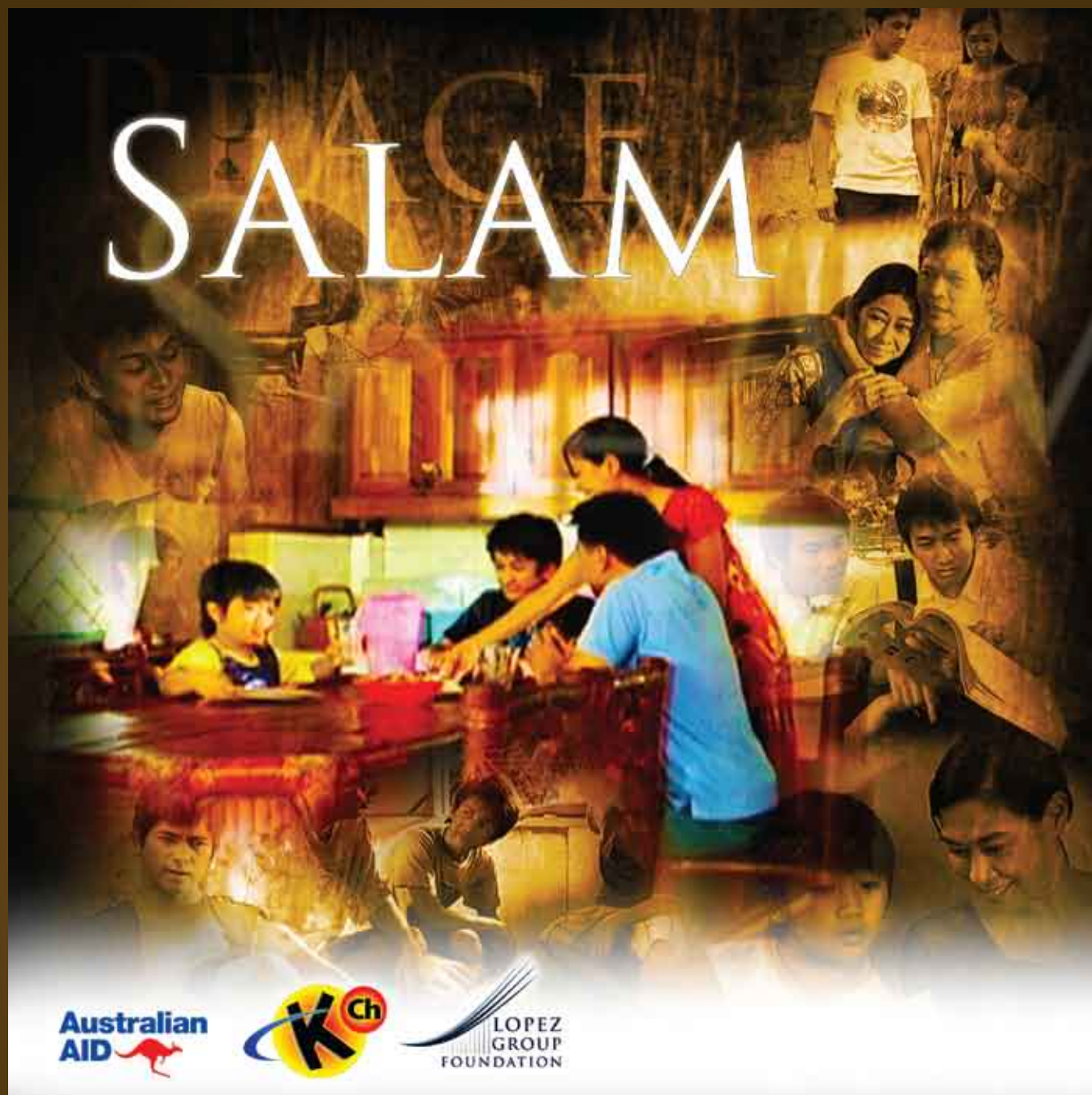
- Holistic Nature of Wellness:
What’s in it for me?
- Determining Risk Levels
- Primer on Lifestyle Diseases
- Understanding Laboratory Results

Module II: SUSTAINING WELLNESS

- Eating Smart: *Nutrition and Diet*
- Stress Management 101:
Getting Down to the Basics
 - What is Stress?
 - Symptoms: Do you feel it?
 - Relaxation Technique: Breathing Techniques/Imagery
- Yoga
- Physical Fitness Program:
“Right Program, Right Time, Right Amount”
- Spirituality in Everyday Living

Module III: PREVENTION OF RISKS

- Syndrome X: *Are you at Risk?*
 - What is Metabolic Syndrome?
 - Do I have Metabolic Syndrome?
- Weight Management:
How to lose or gain weight?
- Stroke: *The Heart-Brain Connection*
- Hypertension and its Dire Consequences
- Cancer Risks and Preventive Measures



EDUCATING FOR PEACE

by Charlene Tordesillas



THERE IS A LINE FROM A SONG THAT GOES, “LET THERE BE PEACE ON EARTH, AND LET IT BEGIN WITH ME.”

Indeed, achieving peace starts with oneself, and the simplest way to experience it is in our day-to-day experiences and interactions with other people.

This is the message that Knowledge Channel's newest series, Salam Peace Education for High School, would like to impart. Third-year high school student Jay (portrayed by Makisig Morales of “*Super Inggo*” fame) discovers the significant role each person must play in promoting and sustaining a peaceful society.

“His interactions and experiences – whether it is personal, family, school or community – teaches him lessons about life. He learns about how to deal peacefully with issues that confront him as a teenager, and at the same time he learns from what other people around him are going through,” explained Knowledge Channel TransMedia manager Edric Calma.

Norodin A. Lucman, historian and traditional leader of Muslim Mindanao; Gloria Asuncion J. Kintanar; and Rafael M. Alunan III.

“The program addresses the issues of poverty, basic education, peace and order, and sustainable development,” said Doris Nuval, who is Knowledge Channel Executive Vice President and Chief Operating Officer.

“Basically, it has three objectives: one is to support the Philippine government's drive for the promotion and implementation of a comprehensive peace process through educational TV. The second is to supplement the Department of Education's conventional Social Studies curriculum with Peace Education resource materials for teachers. The third is to provide a more

SOCIAL SCIENCE, WORLD HISTORY AND PEACE

Salam for High School attempts to answer questions such as “What is peace?” and “How can I be an agent of peace?” by integrating important peace concepts and relevant social issues with World History lessons. Experts in the field of history, education and the peace process are consulted to ensure that the show's episodes are accurate, useful and reliable. The Advisors Council includes Victor N. Corpus of the Philippine military; Undersecretary Nabil A. Tan;



engaging audio-visual and interactive digital media for high school juniors, to deepen their learning in Social Studies,” she added.

The series was produced with a grant from the Australian Agency for International Development (AusAID) and is among the major initiatives of the Lopez Group Foundation, Inc. (LGFI) for its peace program. The series has 12 episodes running at 20 minutes each, and started airing in June 2011. Shown three to four times a week, its main audience are third year high school students in Knowledge Channel-connected schools throughout the Philippines.

PEACE: A UNIVERSAL THEME

Salam for High School is actually a second installment of Knowledge Channel’s on-going Peace Education Program called “Salam,” which means “peace” in Arabic (Sala’am).

The first installment began airing in 2007, but it targeted Grades 4-6 pupils and first and second year high school students particularly in the Autonomous Region in Muslim Mindanao (ARMM).

The original ‘Salam’ was a component of the USAID-funded Television Education for the Advancement of Muslim Mindanao (TEAMM) project, which was implemented from 2005 to 2008. TEAMM installed educational TV equipment in various Mindanao schools and developed ‘Salam’ for the students in the region. Eventually, the United Nations Development Fund’s Action for Conflict Transformation (UNDP-ACT) funded additional peace education episodes.



“The series aimed to demonstrate how meaningful peace can be achieved in various ways, such as in simple daily practical circumstances, towards a more progressive ARMM region.

“When we created ‘Salam,’ we wanted to encourage the youth to respect diversity, think globally, value human rights, recognize injustice and respond to conflict using methods other than violence,” explained Ms. Nuval, who was also the project head of TEAMM.

“When I asked some students in Boracay what their favorite Knowledge Channel program was, they said it was ‘Salam’. It just goes to show how universal the theme and lessons of peace are, and how through ‘Salam’ even children from the Visayas learned a lot about their Muslim counterparts,” she said.

FAVORABLE RESPONSE

Salam for High School hopes to have the same impact as the first installment, and so far initial viewer responses have been encouraging.

Knowledge Channel conducted a series of episodes tests for the show to gauge Salam for High School’s appeal and comprehension among its viewers. The respondents, who were made up of a class of average performing third year high schools from rural and urban areas, were asked to watch the program’s first three episodes. They were then given a paper and pencil test, followed by random validation interviews.

... the students said Salam for High School should also be able to illustrate the factors that lead to inequitable access to resources, which ultimately cause oppression and curtail human rights.

Based on the study, an overwhelming majority of the respondents (92%) said the episodes they saw were interesting and educational, and described them as enjoyable and funny.

They also said the program was appropriate and significant to their lives. They felt that Salam for High School could prepare them to respond properly – and ethically – if and when they find themselves in the same situation as Jay or the other characters in the show. Watching it roused their conscience and made them think more deeply about whether their present actions and principles were fair and just.

The test subjects also affirmed that this kind of program will be useful and helpful for them in class, compared

to the usual lecture set-up in school. The students did feel, however, that the show needed to discuss and explain more deeply how lasting and true friendship leads to a peaceful environment. They suggested that the program should depict more of the experiences of the younger characters in the show. In the process, such experiences challenge and reveal the value of their friendship vis-à-vis the eradication of violent or repressive acts.

Lastly, the students said Salam for High School should also be able to illustrate the factors that lead to inequitable access to resources, which ultimately cause oppression and curtail human rights.



CREATING BALANCE



(L-R) AIM President Edilberto de Jesús, López Group Foundation Inc. Chairman Oscar M. Lopez, AIM Chairman Emeritus Washington SyCip and newly appointed AIM Chairman Napoleon Nazareno inaugurate the renovated ground floor of AIM.

TO **FIRST PHILIPPINE HOLDINGS (FPH)**, CORPORATE SOCIAL RESPONSIBILITY (CSR) IS A WAY OF LIFE. IT IS A DEFINING CHARACTERISTIC OF THE COMPANY AND ITS EMPLOYEES, FROM 1961 TO TODAY. FPH BELIEVES THAT ENGAGING THE COMMUNITY EMPOWERS PEOPLE AND HELPS UPLIFT THE NATION'S QUALITY OF LIFE.

FPH's CSR and corporate giving activities of are linked to the United Nations Millennium Development goals particularly on education, environment, health, and poverty alleviation.

productive members of the society through gainful employment or as entrepreneurs.

EDUCATION AND CULTURE

FPH puts premium in giving the gift of knowledge and nurturing the seeds of culture by supporting programs aligned with these advocacies.

The Asian Institute of Management (AIM). FPH donated funds for the Lopez Group Inc.'s (LGFI), major projects - the renovation of AIM's ground floor lobby, offices and case rooms. The AIM building was donated by the Eugenio Lopez Foundation in 1968. At that time, it was considered the single biggest donation made by private business to an educational institution. More than 40 years later, the Lopez Group, reaffirmed their strong support to AIM through the donation.

The Out-of-School Youth and Mature Learners (OML) Institute for Alternative Learning. TFPH supported Knowledge Channel Foundation Inc. in establishing the OML Institute for Alternative Learning, an initiative that provides access to quality education through media. This initiative is in partnership with the Department of Education's Bureau of Alternative Learning System and the ABS-CBN Bayan Academy for Social Entrepreneurship and Human Resource Development. The institute aims to nurture its beneficiaries as

ENVIRONMENT

With its advocacy on environmental stewardship, FPH continues to support the work of First Philippine Conservation Inc. (FPCI) in protecting Philippine biodiversity such as the Verde Island passage. FPH also supports the Energy Development Corporation's Binhi project, the country's first comprehensive private sector - led reformation programs with goals of biodiversity restorations and conservation, carbon sequestrations, socio-economic upliftment and ecotourism.

DISASTER RELIEF AND REHABILITATION/POVERTY ALLEVIATION

BayaniJuan sa Calauan. FPH increased its participation in the clearing of Pasig River tributaries through active support ABS-CBN Foundation Inc.'s *BayaniJuansaCalauan*. Informal settlers are relocated to Barangay Dayap in Calauan, Laguna to reduce overall risk posed by future typhoons in the metropolis. To date, more 4,897 families from Estero de Paco have been relocated. Another 10,000 families are expected to be moved from Pasig River and other major tributary rivers.

The Lopez Group Foundation Inc. coordinated with FPH in the rehabilitation of a school later named *Oscar M. Lopez Dayap Elementary School* and donated funds



for the construction of the school's basketball center. Subsidiary First Gen sponsored construction of various class rooms and a canteen.

Its construction arm First Balfour, took charge of rehabilitating the school buildings, construction of basketball court, and the design & building of two Livelihood and Training Centers. Rockwell Land is handling design and construction for the 500-seat *Chapel of Two Hearts*, and Lopez Group company Adtel provided solar lighting for a number of streets in the site.

HEALTH

Employee Wellness Program. The company's award winning flagship program, Employee Wellness, is now on its 12th year. The program was recognized in the Asian CSR Forum as one of the best CSR in the Workplace programs. The program ensures that First Philippine Holdings employees are able to lead a well- balanced life as the company continues to provide holistic wellness activities. These cover the physical, mental, emotional, and spiritual aspects of life. Wellness courses, learning sessions, and various fitness and sports activities are regularly offered to all employees.

EMPLOYEE VOLUNTEERISM

Employee Volunteerism, one of the company's employee engagement programs, is anchored on the Lopez values. The program allows employees to share their time, talent and resources to help improve the quality of life of needy Filipinos including victims of calamities, protect the environment, and provide educational assistance, among others.

Tree planting. Employees planted trees of rare species at the Oscar M. Lopez (OML) *Binhi Tree Park* in the BayaniJuan resettlement. Energy Development Corporation (EDC) established the *Binhi Tree Park*, a 1,000 square-meter lot planted with 80 species of 14 endangered and premium native species. The park is part of EDC's BINHI program, a greening legacy program which aims to rescue and secure the gene pool of the country's endangered premium trees by planting and growing seedlings into so called mother trees in school grounds, public parks, and safe heavens. Volunteers also planted mahogany saplings at the Eugenio Lopez Center in Antipolo City.

Provision of medical and dental care. For the last seven years, the company has been maintaining medical and dental clinics in Paliparan, Dasmariñas and General Trias in Cavite, providing medical and dental care to the Alay Kapwa Christian Community and neighboring communities.

Philippine Business for Social Progress (PBSP). The company continues to partner with PSBP through its active involvement in the Luzon and Membership Committees and the Lopez Group Foundation, Inc.



FPH ALSO SUPPORTS THE ENERGY DEVELOPMENT CORPORATION'S BINHI PROJECT, THE COUNTRY'S FIRST COMPREHENSIVE PRIVATE SECTOR LED REFORMATION PROGRAMS WITH GOALS OF BIODIVERSITY RESTORATIONS AND CONSERVATION, CARBON SEQUESTRATIONS, SOCIO-ECONOMIC UPLIFTMENT AND ECOTOURISM.

LOPEZ MEMORIAL MUSEUM

50 YEARS OF
MAKING HISTORY
RELEVANT

by Mary Ann Pernia



Untitled work by Pilipinas Street Plan for the exhibit "Extensions"

THE 50TH ANNIVERSARY CELEBRATION OF THE LOPEZ MEMORIAL MUSEUM AND LIBRARY LAST YEAR ATTESTS TO ITS ENDURING RELEVANCE AND THE PLANS THAT IT LAID BARE DURING THAT CELEBRATION REITERATE THE INSTITUTION'S COMMITMENT TO THE FUTURE. VARIOUS AWARDS SUCH AS THE AWARD OF MERIT FROM THE PHILIPPINE QUILL AWARDS FOR THE MUSEUM'S 50TH ANNIVERSARY EVENT AND BOOK *UNFOLDING*, AND THE ANVIL AWARDS OF EXCELLENCE FOR *UNFOLDING* STRONGLY AFFIRM THE MUSEUM'S EFFORTS, TOO.



Philippine Quill Awards of Merit for the book "Unfolding Half a Century: The Lopez Memorial Museum and Library"

A museum and library acquires items which it deems to be significant and relevant as records of the past and meditations on the present. Archival materials dating to 1524 lie at the core of the collection, enhanced by more recent acquisitions. The library's collection currently stands at more than 20,000 titles, the number of which continually grows. Donations from contemporary artists such as Gaston Damag's conceptual work called *Rinawan*, and the artists' collective Pilipinas Street Plan's mural enable the museum to engage with new and varied audiences, and create new programs.

Continued professionalization remains one of the institution's aims. Collections management processes which include documentation, storage, security and preservation are constantly reviewed in light of recent findings and their applicability in the museum environment. Technology and its long term implications on the workings of the institution have greatly aided these processes. It has allowed accessibility of information on the collection, and improved means of storing, securing and preserving the collections.

The museum embarked on exhibitions which featured projects that looked into institutional history such as that of the collective *Plataporma* in the exhibition *Extensions*. Its exhibition *About Face* touches on the institution's identity/face which merges tradition and innovation as it showcases works of Filipino artists of the 19th and early 20th century, and conceptual and new media works. The act of bringing aspects of the exhibition outside of the museum walls was addressed in its weeklong *Zero In¹* exhibition at SM MOA called *Open Call*. There, the challenge of intangibility of sound did not deter the museum from providing a larger number of audiences an enjoyable learning experience through its display.

Its Rizaliana collection continues to fascinate and is a jump off point for exhibition such as *Chabet*. For this exhibition was displayed *Tabo*, a new work of Roberto Chabet which features 12 views of the Pasig River taken from different bridges. The library's Spanish edition of *El Filibusterismo* was used in the research and the work will be a welcome to the Roberto Chabet archives in the library. In conjunction with significant Rizaliana materials brought out to mark the hero's birth anniversary, the museum echoes Rizal's idea of looking to the past as one seeks to reimagine a better future.



Work of Gaston Damag "Rin-Nawan" for the exhibit "After the Fact"

¹ The Zero In is a consortium of five private museums in Metro Manila – Ateneo Art Gallery, Ayala Museum, Bahay Tsinoy, Lopez Museum and Museo Pambata – collaborating to provide various audiences with opportunities to engage with art and develop a greater appreciation of their cultural heritage.



Binoculars of Rizal (February 1887-Berlin)



Calling card used by Jose Rizal in Hong Kong



Ink bottle and shell pen holder of Rizal

IN 1960, WHEN THE PHILIPPINES COMMEMORATED THE 100TH BIRTH ANNIVERSARY OF JOSE RIZAL, DON EUGENIO LOPEZ SR HAD ALREADY OPENED THE LOPEZ MEMORIAL MUSEUM AND LIBRARY IN PASAY CITY.



Flute of Jose Rizal donated by Mrs. Caridad Sy-quia

OUR RIZAL:

THE LOPEZ MEMORIAL MUSEUM AND LIBRARY RIZALIANA

Along with his collection of works of Juan Luna and Felix Resurrecion Hidalgo, Don Eugenio had a collection of Rizaliana which was housed in the fourth floor of the museum. Purchased from art connoisseur, gallery owner and Rizalist Alfonso Ongpin, the Rizaliana collection then included at least 93 letters to family and friends written by the hero during his travels and his exile, and was meant to provide visitors with a glimpse of the humanity of Jose Rizal and the working of his mind.

As a nationalist, Don Eugenio no doubt found resonance in Republic Act 1425 also known as the Rizal Law which established in public and private schools, colleges and universities a course on the life and works of Jose Rizal as a means of enabling the “rededication to the ideals of freedom and nationalism for which our heroes lived and died.”

The Rizaliana collection was a permanent fixture in the museum in Pasay and even when it moved to its present location in Benpres Bldg. Ortigas Center, Pasig on April 19, 1986.

Curators then and now have included the Rizaliana collection in their exhibitions programming. This strategy serves a variety of purposes: to remind visitors of Jose Rizal and his ideals, to show the relevance of his ideas with contemporary concerns and the trajectory taken by these as time goes by.



Rizal's compass



Atrille of Rizal

EDC's COMMUNITY PARTNERSHIP PROGRAM:

LEVERAGING BUSINESS
STRENGTHS FOR
COUNTRYSIDE DEVELOPMENT

A RECOGNIZED LEADER IN
THE GLOBAL RENEWABLE
ENERGY INDUSTRY,
**ENERGY
DEVELOPMENT
CORPORATION (EDC)**
HAS SUCCESSFULLY
GROWN ITS BUSINESS
ALONG SUSTAINABLE
GROUNDS THROUGH STRONG
PARTNERSHIPS.

For more than three decades, EDC has been sowing seeds of partnerships with the different communities in its project areas. It cultivated the Community Partnerships Program with the aim of empowering these communities to become self-reliant, to thrive and to become active partners of the company.

By providing them with means and opportunities for better health, education, livelihood and environment, EDC has nurtured lifelong partners in preserving the geothermal watersheds – paving the way for both the communities and the company to achieve sustained progress.

PARTNERSHIPS BORN FROM CORE BUSINESS COMPETENCIES

EDC's Community Partnerships Program has flourished along with the communities it helps because it flows from the company's core competencies. This made corporate social responsibility (CSR) second nature to the business, done with pride, passion and expertise of a practiced hand.

For instance, EDC's foresters have introduced innovative bio-engineering technologies such as cogon-matting to upland dwellers so they could effectively control soil erosion in the forests on which they depend for their livelihood. The same foresters have also established demo farms and fruit and vegetable plantations, conducted livelihood training and promoted responsible agro-forestry farming among 111 farmers' and community cooperatives. This led to farmers learning new skills and best practices, increase in yield, introduction of variety in produce and opening of new livelihood modules.

REFORESTATION – a key environment and business intervention that the company's army of watershed scientists and technicians has perfected over the years – also enlists local residents to reforest hectares of land, such as the Mangrove Reforestation Project in Albay, which provides the means of livelihood to members of the Samahan ng mga Magsasaka sa Manito (SAMASAMA).



FOR LIVELIHOOD, **EDC** NOW LOOKS BEYOND LIVELIHHOD PROGRAMS; IT CREATES A SPIRIT OF ENTERPRISE TO ENABLE FAMILIES TO EARN A RESPECTABLE LIVING.

This formidable experience and expertise from three decades of reforestation provided a stable platform to scale up to a more comprehensive program that is now known as BINHI. Adopting a four-pronged approach to reforestation, BINHI works towards reforesting thousands of hectares of forests within and outside the company's watershed areas and puts a premium on saving the country's endangered and prime native tree species. In 2010 alone, the BINHI program reforested a total of 1,071 hectares with more than 770,000 seedlings. In terms of partnership, the program has so far linked up with more than 50 local government units, government agencies, schools and private organizations to operationalize this unique corporate greening initiative.

EDC'S ENGINEERS – who ensure that our steam fields and power plants work optimally- also employ their skills to design and build cost-effective but durable school buildings, classrooms and other school facilities such as the Schools for Excellence (SFE) and the Kananga-EDC Institute of Technology (KEITECH) in Leyte; rural health centers, such as those in Albay and Cotabato, housing projects such as the GK Geothermal Village in Southern Negros; and water and sanitation projects suchas those in Sorsogon.

Geologists, accountants, engineers, environmental scientists, HR personnel and other professional staff share their learning's in career guidance seminars for high school students to help them weigh and choose career options. Safety officers and geoscientific staff also volunteer their time to train the 21 Barangay Emergency Response Teams (BERT) in the different project sites on various emergency response techniques, making them more capable and better equipped in dealing with local emergencies.

ENGENDERING DEEPER SOCIAL IMPACT FROM PARTNERSHIPS AND CORE COMPETENCIES

Just like steam production and power plant operation, EDC's CSR through the Community Partnerships Program became integral to its operations. . . because it takes off from the company's core competencies. As such, it has effected positive transformation amongst both beneficiaries and the people who design and implement the program. Sustainability has become the



force that drives both program and people to constantly revolutionize and move forward with renewed passion and enduring partnerships to create a bigger and deeper social impact.

In education, EDC has moved beyond awarding of scholarships and giving of school supplies. It now thinks of changing futures and opening up career paths, giving students the best chance in landing good jobs or starting an enterprise. A new intervention is the College Admission Review and Readiness (CAREERS) Project, which bridges senior exams and links them to scholarship opportunities. In its initial year, it has produced 11 passers in the UP College Admission Test, all of whom are now enrolled in various UP campuses.

Top students also get extra training with the company's partnership with the Philippine Science High School (PSHS) in Leyte and other top local national high schools. PSHS and the Ateneo Center for Educational Development (ACED) also work with elementary pupils and teachers to give students the best foundation in Math, Science and English as well.

In Leyte, KEITECH has become the only technical-vocational education and training institution in the Eastern Visayas region to successfully graduate 100% (117 scholars) of its trainees after only a year of operation. Most noteworthy is that all trainees have earned five TESDA certifications when the norm is for a trainee to earn only up to three. And with the training curriculum developed to meet the demands of the current job market, 109 of the pioneer batch of trainees immediately acquired gainful employment.

Similarly, as a result of EDC's financial assistance and skills development programs to the indigenous people (IP) youth through the Mt. Apo Foundation (MAFI), 16 members of the IP community are now regular employees in the company's Mindanao Geothermal Production Field.

For health, the company goes beyond medical missions by providing the means for healthy living. Last year, 12 health centers were built or repaired through EDC's intervention, while 38 received medical equipment and supplies. More importantly, about 228 rural health workers were sent to various seminars and skills training, making them more capable to attend to the health care needs of their constituents.

For livelihood, EDC now looks beyond livelihood programs; it creates a spirit of enterprise to enable families to earn a respectable living. It incubates small business ventures that make profit for communities and not simply feed mouths.

About 23 hectares of demo farms planted to sweet corn, rice, banana, vegetables and other high-value crops in our project sites in Sorsogon, Leyte, Northern Negros and Southern Negros now serve as laboratories for farmers and local residents to hone their entrepreneurial skills. In fact, the sweet corn demo farm in Northern Negros – which started as a modest livelihood activity of local farmers – has become a regular supplier of a well-known snack company.

Overall, EDC's livelihood investments have produced dramatic results as it yielded a combined income of PhP42.9 million for the host communities in 2010.

Some livelihood projects have also matured so that they no longer require capital infusion from the company. Farmers' federations in Southern Negros and Leyte now source their funds from the income they generate, which amounted to PhP2.7 million last year. Some have even started paying it forward through their own scholarship programs, as in the case of the Federation of Bacon-Manito Host Communities (FEDBAHC) which put its members' children to school.

For environment, the company looks beyond simply planting trees. The pioneering social forestry program that started in 1985 – which turned slash-and-burn farmers into profitable forest stewards to protect the forest watersheds our business depends on – anticipated the concept of Payment for Environmental Services (PES) and the scheme of creating ecosystem jobs, long before the rest of the industry saw its significance against the impact of industrialization. This PES was valued last year at PhP27 million.

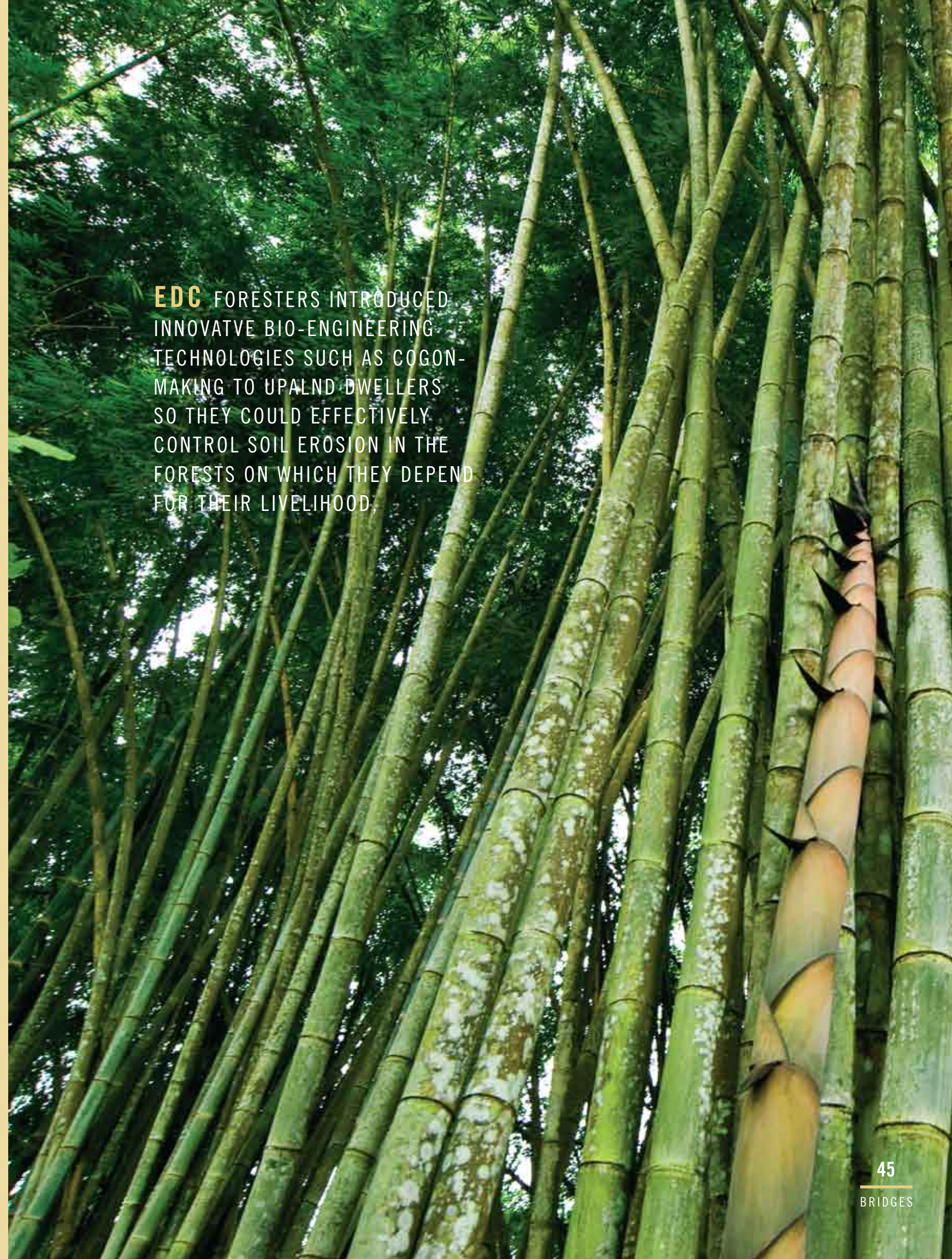
With the BINHI program, EDC's environmental responsibility has also reached a new level. The preservation of tree biodiversity by propagating vanishing premium indigenous tree species (the company has identified 96 priority species) and bringing them back to abundance has become the rallying call. Indeed, the knowledge and experience it gained has made its environment and watershed personnel experts in nurturing life around its areas of operation.

TRANSFORMING BOTH COMPANY AND PEOPLE

For all the benefits the EDC's Community Partnerships Program has brought to many communities and various organizations, the program has also shaped the way the company does its business. It has helped the company and its people to go beyond mere profitability – to think of purpose, to work with passion, to foster a mindset of innovation, and to bring both the company and community forward. These indicate the level of corporate maturity that the company has achieved.

EDC's Community Partnerships Program has established itself as a successful and sustainable model for CSR with the help of its dedicated people, the active participation of the host communities and the growing number of public and private partners.

EDC FORESTERS INTRODUCED INNOVATIVE BIO-ENGINEERING TECHNOLOGIES SUCH AS COGON-MAKING TO UPALND DWELLERS SO THEY COULD EFFECTIVELY CONTROL SOIL EROSION IN THE FORESTS ON WHICH THEY DEPEND FOR THEIR LIVELIHOOD.





DZMM TEACHING LEARNING CARING

by May Valle-Ceniza



HOPING TO SPARK THE INTEREST OF CHILDREN IN LEARNING AND READING AND CHAMPIONING THE RIGHT OF EVERY INDIVIDUAL TO BASIC HEALTH SERVICE ARE THE ADVOCACY OF **DZMM RADYO PATROL** AND **DZMM TELERADYO** THROUGH ITS TEACHING LEARNING CARING'S "CLASSROOM AND CLINIC ON WHEELS" DRIVING EN ROUTE TO A BRIGHTER FUTURE FOR FILIPINOS IN NEED.

"Kakaiba ito dahil dati rati, sinasabi natin sa publiko na pumunta sa ABS-CBN Foundation o DZMM Public Service Center. Pero napagisip-isip naming na marami pa tayong puwedeng gawin. Mayroon tayong mga truck, clinic at classroom-on-wheels na puwede nating dalhin kung nasaan mismo yung mga nangangailangan," ABS-CBN Manila radio Division Head, Peter Musngi explained.

TLC is a spin-off of 'Kapamilya, Shower Na', a mobile shower for typhoon victims conceptualized by anchor Ted Failon. The outpouring support from 'Kapamilya, Shower Na' donors paved the way for the construction of TLC's clinic and classroom-on-wheels.

"Sparkling interest in learning" is TLC's aim in bringing the mobile classroom and library on wheels closer to the youth, ages 6-11 years old. Inspiring and encouraging the child's interest in learning at the early stage of their development is one of the project's primary goal.

News anchors, reporters and even showbiz personalities share their precious time and knowledge with indigent or impoverished children who are eager to learn lessons and moral values through stories and discussions derived in the realities of life.

On November 6, 2010, marked the kick-off of DZMM's TLC. ABS-CBN President, Charo, got to experience a different kind of storytelling. She played teacher to 30 children aged six to eleven in a tent beside the classroom-on-wheels. After reading a book, she led a discussion among the kids, some of which have never set foot on a school. They were very participative and she was touched by this.

"Nakikita mo sa mga mata nila, they're very focused and attentive. There's the hunger for doctors and volunteers from DZMM's partners – Medical Doctor Societies, Caloocan Fil-Chinese Charity Clinic, St. Luke's Medical Center, UST Alumni Doctors in America, Philippine Charity Sweepstakes Office (PCSO) and Armed Forces of the Philippines (AFP) – take charge of the health problems of our kapamilyas.

From minor surgeries to problem of the eyes, ears and skin and even circumcisions, our kapamilyas can surely count on a quality service for "free". Other patients whose cases are in most need of special medical attention are referred to PCSO for support and financial assistance.

To address the problem of malnutrition, DZMM also partnered with Mario's Kitchen, FMM last April 2011 to conduct feeding programs of lugaw and spaghetti not only good for the classroom students but rice toppings to the resident of the areas as well. They also provide toiletries and old clothes as giveaways.

On the first day TLC rolled out to serve, it was able to help a total of 650 people in Angono, Rizal. 420 of which had medical problems, 200 had their eyes checked with ophthalmologists and were also given free reading glasses and 30 kids learned new lessons.

Since that first roll out, the classroom and clinic-on-wheels have reached more destinations. DZMM's TLC has already gone a long way helping 24,950 kapamilyas in Angono, Rizal but also Marikina, Caloocan City, Taguig City, Pasig City, Masambong in Quezon City, Pandacan in Manila, Cainta in Rizal, Muntinlupa City, Binangonan in Rizal, Pasay City, Valenzuela City, Navotas, Malabon, Rizal High School in Pasig, Paranaque, San Juan, Brgy. Commonwealth in Quezon City, Teresa in Rizal and BayaniJuan in Calauan, Laguna.

In every company's CSR, sustainability is an important factor. So, DZMM sees to it that its service does not end as soon as the staff packs up. It assures that this is not merely a one-day event for the sake of having it.

Charo Santos herself assures that the support of DZMM for these communities will not end with every trip.

"We hope to involve the local government para maipagpatuloy yung ginagawa natin. Kaya ine-engganyo ko ang mga volunteer teachers and doctors to take part in DZMM TLC," she said



SIKAT II SOLAR CAR

By Joel Gaborni

TEAM SOLAR PHILIPPINES
PHILIPPINES

SIKAT II

THIS FILIPINO CAR LOOKS A CROSS BETWEEN A SPACESHIP AND A THREE-WHEELED MOTOR AUTO. BUT UNLIKE TRADITIONAL PETROL ENGINE COUNTERPARTS, THIS FUTURISTIC CAR HOLDS A SOLUTION – NOT ANOTHER COMPLICATION – TO THE TWIN PROBLEMS RELATED TO THE WORLD’S DWINDLING FOSSIL FUEL RESOURCES AND GLOBAL WARMING.

The vehicle relies not on Earth’s scarce fossil fuel inventory but on the sun’s limitless store of light energy to power its engine. While traditional petrol engine autos aggravate global warming with their carbon dioxide emissions, this strange-looking vehicle produces no fumes at all.

The car, of course, is solar-powered; and aptly it is called *Sikat*, the Pilipino word for sunlight. Engineering students and teachers from De La Salle University designed and assembled the vehicle – their third solar car, actually – as the school’s latest entry to an equally interesting car race.

Called the World Solar Challenge (WSC), this grueling biennial race in Australia accepts only solar-powered cars as entries. These cars, many of them assembled by schools from different countries, compete in a friendly race over 3,000 kilometers of road in the Australian Outback. They race not necessarily to gain fame and fortune but to popularize the development and use of clean and renewable energy.

The Lopez Group also sees a need to drum up public support to develop and use clean and renewable energy sources. In practicing this advocacy, Lopez Group companies, such as First Gen Corporation and Energy Development Corporation have emerged as the country’s leading producers of clean and renewable energy. Another Lopez Group company, First Philec Solar Corporation, holds the distinction of operating the Philippines’ first large-scale facility for slicing silicon wafers. The silicon wafers are vital in making photovoltaic or solar panels, similar to those attached to *Sikat*.



Although the concept of photovoltaics traces its roots back to the 19th century, it remains an infant technology. But First Gen Chairman and CEO Federico R. Lopez could envision a future when solar technology will gain widespread and practical applications among Filipinos. In the future, this technology could be tapped even for their most ordinary contrivances, such as solar-powered jeepneys, solar-powered bancas, and even solar-powered videoke machines that – thankfully – drain and switch off at sunset.

Thus, it comes as no surprise that First Gen, EDC and First Philec have joined the Philippine Solar Car Challenge Society, Inc. (PSCCSI), in extending an active support to DLSU’s continued participation in the WSC held last October 2011.

The DLSU team unveiled the country’s first-ever solar-powered car in 2007 to become the first Philippine academic institution to accept the challenge of the Australian race. Called *Sinag*, it competed in the 2007 edition of the WSC and pulled a surprise by finishing 12th in a field of 40 racers. Inspired by *Sinag*’s better-than-expected performance, the DLSU team went back to the drawing board and produced two improved solar car designs: the roadshow version called *Sikat I* and the current WSC entry *Sikat II*. First Gen saw in the *Sikat* cars a

platform to drum up public awareness about the need for renewable energy. The company decided to support a *Sikat I* nationwide road show. *Sikat II* made a good account of itself in Australia. But even before the race, it was already a winner as a platform to showcase a fuel of the future – solar.



Changing Lives Transforming Futures

SUSTAINABILITY IS THE CRITICAL TEST OF ANY CORPORATE SOCIAL RESPONSIBILITY PROGRAM, OR ANY OTHER CORPORATE INITIATIVE, FOR THAT MATTER. A PROGRAM MAY APPEAR TO SATISFY THE TRIPLE BOTTOM LINE CONSIDERATION, BUT IF ITS SUSTAINABILITY IS NOT CLEARLY THOUGHT THROUGH, THEN THAT PROGRAM'S RELEVANCE MUST REMAIN DEBATABLE IF NOT SUSPECT.



But sustainability is hardly ever a finished business; it is more like a journey. In a conglomerate where various organizations have separate origins and compete in distinct business or political milieus, it is to be expected that the sustainability of their programs would be at different stages of maturity.

With this in mind, the Lopez Group Foundation Inc. commissioned a highly competent and credible third party to conduct a rapid assessment of the initial impacts of various CSR projects being undertaken by a sample of five companies and foundations. The study was expected to evaluate through certain specific indicators, and help enhance, the sustainability of such CSR programs.

Quickminds Consulting was tasked to help identify the proper indicators of the impact of these programs, and how the organizations involved can move fast enough, substantively enough, and in the right directions in assuring the sustainability of their CSR programs.

The five participants in the study conducted from September 2010 to April 2011 were: Livelihood CSR Program of EDC; Education CSR Program of FPIC; Knowledge Channel; Bayan ni Juan; and Bantay Kalikasan.

Dr. Nanette Dungo, adviser of Quickminds for the project and former chair of the Dept. of Sociology of

the University of the Philippines, had this to say about the study: "The outcomes of CSR programs under review are specifically transformative and sustainable. Generally, it resulted in empowering the beneficiaries to be an agent of change in their own localities..."

"These documents are saying something about the Lopez Group of Companies as a responsible member of society and its commitment to global concerns... the (Group's) underlying concern for the impact of CSR activities translate into a visible engagement of your Corporation to the development of people in your organization as well as the larger sphere of the community where you operate.

"You have located people development at the center of your corporate vision, and the outcomes are uniquely transformative of people's lives."

The study had three core findings:

- 1) The Lopez Group is pioneering locally based, people development models;
- 2) Analysis of the various studies yielded major alignment of local project impacts with national and international development objectives; and
- 3) The five projects under evaluation have succeeded in changing the lives of beneficiaries and transforming their futures.

Quickminds Consulting had five recommendations to the Lopez Group, which are as follows:

- 1) Institutionalize impact assessment as a standard feature of their CSR programs;
- 2) Take advantage of the results of the impact studies to scale up existing CSR interventions;
- 3) Market the impact studies abroad to obtain additional funding for CSR projects;
- 4) Leverage the results of the impact studies with government projects to promote public-private partnerships in CSR; and
- 5) Continue with current CSR portfolio as the impact studies have indicated that the Lopez Group is pursuing the right program, using cost-efficient tools, and, more importantly, it reinforces the diffusion of values that the Lopezes are known for: excellence, hard work, integrity.

Upon the request of LGFI, PBSP issued a third party assurance statement which can be availed off upon request. This was released after their team had conducted spot validation with desk review and field visits of the projects. The validation activities considered elements such as the process of data generation; the sufficiency and relevance of data to show project impacts; project outputs and correlation with the project impacts; and the duration of the implementation.



BAYANIJUAN

A HOLISTIC STRATEGY TO DEVELOP
A COMMUNITY OF RELOCATED FAMILIES

THIS REPORT SHOWS INITIAL DATA ON HOW A PUBLIC-PRIVATE PARTNERSHIP IS HELPING A **COMMUNITY OF SOME 5,000 FAMILIES** FROM METRO MANILA START A NEW LIFE IN A RUSTIC LAGUNA TOWN.



In 2009, ABS-CBN Foundation (AFI) started Bayanijuan sa Southville 7 (also referred to as Bayanijuan sa Calauan) as a pilot project in rebuilding communities from the ground up. It mobilized various socio-civic programs under AFI and partnering with government, non-government organizations and private companies.

The program synergizes Bayan Microfinance, Bantay Bata 163, Bantay Kalikasan, e-Media and Sagip Kapamilya into a comprehensive effort to help 1,217 families. They were relocated from informal settlements along Estero de Paco, a major and severely polluted tributary of the Pasig River.

These families were to find a home in Calauan, a third-class municipality in Laguna, some 75 kms from Manila, together with other families transported from Marikina and Pasig after losing their homes to typhoon Ondoy and those previously relocated by the National Housing Authority.

As of July 2010, a little over 5,000 families were assigned new homes in Bgy. Dayap and Sto. Tomas in Calauan. About a year after Bayanijuan started operating, an initial evaluation was deemed warranted as the program might become a model for the holistic development of relocated communities involving public and private entities.

FOUR-STAGE PROCESS OF DATA GATHERING

The four steps in ferreting needed information were, in summary, the following:

- Project orientation for the partners or project “owners,” during which the scope of the assessment was agreed upon.
- Stakeholder identification, which showed as key people the project staff, local government, National Housing Authority representatives, AFI-managed and NHA-managed communities and school officials.
- Stakeholder consultations where interviews, focus group discussions and a workshop gave an overview of initial project outcomes but more importantly the processes the project has gone through in its rebuilding efforts.
- Development of evaluation indicators where the project owners adopted the triple bottomline approach involving economic, environment and social indicators.

A total of 53 performance indicators – 13 for economic, 2 environment and 38 social – were recommended but in the end only 24 of them could be backed up by sufficient data.

BANTAY KALIKASAN'S LA MESA WATERSHED AND ECOPARK:

FOREST WITHIN
THE METROPOLIS
PAVES THE WAY FOR
ENVIRONMENTAL
SUSTAINABILITY

by Monica Tan

THE LA MESA WATERSHED PROJECT STARTED AS A SIMPLE REFORESTATION PROJECT IN 1999. HOWEVER, UPON STARTING THE PROJECT, ABS-CBN FOUNDATION INC. (AFI) THOUGHT THAT A MORE COMPREHENSIVE AND SUSTAINABLE PROJECT IS NEEDED IN THE LONG TERM.

In 2001, AFI entered into a 15-year Memorandum of Understanding (MOU) with the Metropolitan Waterworks and Sewerage System (MWSS), with AFI's Bantay Kalikasan (BK) Unit as the project manager. More than just reforestation, Bantay Kalikasan did a holistic project, with species re-introduction to mimic the original forest at the La Mesa Watershed, an area of around 2,700 hectares.

In 2004, the La Mesa Ecopark adjacent to the watershed was established to generate revenues for the watershed and to create greater environmental awareness among the public.

Ten years after, an impact assessment was made to effectively measure the achievements of the project and give directions as to how the project can be improved.

A total of 75 indicators were identified; 51 of which were quantitative and 24 were qualitative.. The indicators were presented to the Bantay Kalikasan team for validation and acceptance. While the project is largely focused on the environment, this assessment also covers social and economic indicators of the project.



ENVIRONMENTAL IMPACT

The overarching impact of the La Mesa Watershed Project lies on the *Millennium Development Goal (MDG) No. 7: Ensuring Environmental Sustainability*. The goal has two targets:

Target 7A: *Integrate the principles of sustainable development into country policies and programs; reverse loss of environmental resources*

Target 7B: *Reduce biodiversity loss, with significant reduction in the rate of loss of:*

- Proportion of land area covered by forest
- CO2 emissions, total, per capita and per \$1 GDP (PPP)
- Proportion of total water resources used
- Proportion of terrestrial and marine areas protected
- Proportion of species threatened with extinction

It is noteworthy that forest cover in the country declined from about 21 million ha. or 70% of the total land area in 1900 to only 7.2 million ha. or 24% of the land area in 2003 (Forest Management Bureau). The Philippines ranks 11th among 89 tropical countries where per

capita forest area is lowest. Compared with the global average of 0.62 ha. per capita, the Philippines per capita is 0.085 ha. Most of the country's watersheds are degraded, like La Mesa before the project intervention.

The project helps solve the twin problems of flooding and water scarcity in a highly urbanized area such as Metro Manila. The severe flooding and water rationing experienced in the capital in the last few years could have been much worse had the La Mesa Watershed Project not been conceptualized, and more importantly, implemented well. The reported water availability per capita of 1,907 cubic meters of the Philippines is the second lowest in Southeast Asia. Access to safe drinking water is declining, largely because of high demand from a growing population. Thus, LMW, together with Ipo and Angat Watersheds (collectively known as the Angat-Ipo-La Mesa Water System), helps ease the dwindling supply of water to the capital.

The reforestation effort has improved the forest density in the watershed to 368 trees/ha. An average rate of 115 ha/year have been planted since 1999. The project has already rehabilitated about 1,500 ha, which is way ahead of the targeted 1,250 ha by 2016. La Mesa Watershed's success has prompted requests to help replicate the project in the other areas. Closer to home, the Quezon City Memorial Park also drew inspiration

from the Ecopark's success in terms of the new services and attractions.

From eight species, the floral biodiversity of the watershed has reached 81 indigenous species. There are four bio-invasive species that have been observed in the watershed area in the early stages of the project. Instead of cutting down these species, Bantay Kalikasan decided to plant indigenous species and those that will naturally suppress the bio-invasive species through plant succession. Bio-invasive species upset the natural balance of the habitat and are not part of the original forest.

Aside from enriching the biological diversity of flora in the watershed, there are also at least 47 bird species in the watershed based on the survey done by Haribon Foundation last year. The presence of birds is an indicator of a healthy forest for they help seed dispersal, ensuring that the forest naturally sustains itself.

Tree planting may be an easy and simple task, but the rehabilitation and protection of the forest, entail a much more difficult and concerted effort. BK employs 24 project employees on three 8-hour shifts providing protection to more than 1,500 ha forest plantation. The 24-hour patrolling has resulted in the apprehension of 595 violators from 2006-2010, most of which were apprehended for illegal gathering of forest products and illegal fishing. Unfortunately, out of the 20 cases filed in the court over the same period, no one has been convicted due to non-appearance of MWSS representative, as owner of the site, as complainant.

SOCIAL IMPACT

The watershed and the ecopark only employs, directly or indirectly, less than 200 employees either on a full-time or part-time basis. The bigger picture involves the major indirect beneficiaries of the La Mesa Watershed are the 12 million residents of Metro Manila that rely on Manila Water Services and Maynilad for their domestic water consumption. The La Mesa watershed is also considered the "Lungs of Metro Manila" because it absorbs three percent of the total carbon emissions of the metropolis.

Bantay Kalikasan continues to make the protection and management of La Mesa watershed participatory and enriching. Most of the corporate donors not only donate funds but also allow their employees to volunteer time

One of the most important project impacts that could not be adequately quantified is the sense of involvement and responsibility that the project instilled from all organizations and individuals who devoted time and money for both the watershed and the Ecopark.

to plant trees within the watershed. The Eco Academy also teaches various educational courses, anchored to BK's learning philosophy of "Let nature be your teacher", within the park as part of its commitment to enhance environmental awareness to a wider population.

In 2010 alone, there were 429 organizations or 44,474 individuals who availed of the educational package. The package includes 30-45 minutes of guided walking tour, use of park amenities, hands-on lecture on basic gardening, and materials and tools for arts and crafts. During the trek, trained environmental staff explain to the participants the various aspects of a healthy and thriving forest. In 2009, the average daily visit to the Ecopark was 1,500 persons/day.

One of the most important project impacts that could not be adequately quantified is the sense of involvement and responsibility that the project instilled from all organizations and individuals who devoted time and money for both the watershed and the Ecopark.

ECONOMIC IMPACT

When the project started in 1999, there were only 21 organizations and individuals who heeded Bantay Kalikasan's call for the rehabilitation of the La Mesa Watershed. After 12 years, a total of 1,614 organizations and individuals have joined and supported Bantay Kalikasan in its efforts to rehabilitate and protect the forest and establish and maintain the Ecopark.





**ASSESSING
THE INITIAL
OUTCOMES OF
EDC'S LIVELIHOOD
PROGRAMS IN
DUMAGUETE AND
LEYTE**

The report presented the results of a survey conducted to assess the impact of EDC's social programs on livelihood in the communities surrounding two of its geothermal plants.

The assessment was based on the following components:

- a) Livelihood projects directly implemented by EDC in Valencia in Dumaguete, Southern Negros and Kananga, Leyte.
- b) Livelihood projects implemented by the LGU's of Valencia and Kananga (Tongonan?) financed by royalties paid by EDC to them.

The objective was to benchmark the company's CSR initiatives, specifically in livelihood, at key performance indicators in consideration of applicable international reporting and voluntary standards.

Beginning with this rapid assessment limited to livelihood matters, EDC wanted to assess its contribution to development initiatives for its employees and their families, the local community and society at large. EDC's total CSR comprises health, education, livelihood, and environment (HELEN) concerns.

Both Kananga and Valencia are sites to EDC's biggest operations and the most number of beneficiaries, amounting to 14,300 households in the two sites. The survey covered 44 barangays and 1,202 household respondents.



INDICATORS MEASURED

Economic indicators were categorized under:

- a) Direct beneficiaries of EDC, who were either contract workers or beneficiaries of livelihood programs. The study determined the number of beneficiaries by type of project; and their respective incomes.
- b) Indirect beneficiaries through royalty fees paid to LGUs. Measured was the amount of income earned by beneficiaries, and the worth of electric subsidy given to them.

Social indicators studied the stakeholder perceptions on:

- a) Quality of direct or indirect employment and livelihood opportunities, including gender issues, fairness in employee selection, and familiarity and trust between company and community;
- b) Quality and effectiveness of jobs and training provided, including health hazards if any, consultation with the people in the implementation and monitoring of livelihood programs;
- c) Effectiveness of projects to the welfare and security of the community, including overall rating of EDC in terms of its capability and contribution to help develop the people and the larger community where Company operations are based.



The royalty shares received by both sites churned out jobs and additional funds for local livelihood and infrastructure projects.

“Apparently, the livelihood programs initiated by EDC to the host communities are appropriate to promote development and carried out with the larger goal of contributing to the millennium development goals and in synch with a framework for the entire international community to work together towards a common end – that human development reaches everyone, everywhere.

“It appears that EDC has a strong reciprocal support from direct and indirect beneficiaries of the positive effects of its livelihood programs on individual welfare and security as manifested by their testimonies of having more food on the table, sending their children to school, procurement of learning materials, clothing and other amenities such as vehicles and appliances, and more capacity and access to health benefits.”

CONCLUSIONS AND RECOMMENDATIONS

This impact assessment confirmed “a strong affirmation of the positive influences of the initiatives taken to uplift community welfare by the company and its host local governments who are beneficiaries of royalty funds.”

Various enterprises, both on and off farm, were provided with skills training and financial management which contributed to the increase of employment and incomes. “Household incomes, on the average, reached nearly Php 20 million for both sites each year.” As provided by law for host communities of energy projects, both Kananga and Valencia received electric subsidies which ranged from a monthly rate of Php 100 to Php 3,000 per household, reaching millions in a given year.

NEXT STEPS

The study said there should be another attempt to gather conclusive and empirical evidence of company support for the farming and related sectors which are the most common sources of livelihood in both areas. Such a closer scrutiny of programs and their effects will be reflected in a wider social and economic opportunities for target beneficiaries. Impact assessment surveys and other field investigations will determine the appropriate livelihood programs with long-term Next benefits and a long-lasting legacy befitting an organization that attempts to institutionalize participatory approaches to community development and poverty reduction at the local level.





A CASE OF PUBLIC PRIVATE PARTNERSHIP

THE FPIC CSR PROGRAMS

by Dulce Festin-Baybay



LONG BEFORE THE AQUINO GOVERNMENT'S PUBLIC PRIVATE PARTNERSHIP (PPP) INITIATIVES, **FPIC** HAD ALREADY EMBARKED ON THIS AS THE COMPANY'S FOCAL CSR. IT WAS NOT A MATTER OF CHOICE. IT HAD TO BE THAT WAY.

The beneficiaries of FPIC's CSR programs are the municipalities and cities along the right of way (ROW) of the company. These are the areas where the company's pipeline traverses Batangas, stretching to about 150 kilometers all the way to Pandacan, Manila. The ROW covers two provinces – Batangas and Laguna – in the Calabarzon region (Region 4-A) up to the National Capital Region (NCR). The company's CSR – education programs – are mainly implemented in the southward portion of the ROW as these areas are given less educational outreach programs compared to NCR. Areas in the southward direction of FPIC include Batangas City, San Jose, Lipa, Malvar, Tanauan, and Batangas City.

They call it Public Partner Elementary Schools (PPES), this education program of FPIC's. The Lopex-led company is one of the first companies to respond to the need of public elementary schools along the ROW for private sector participation in improving facilities and teacher competencies. The schools sponsored by the social programs of FPIC, called PPES, help maintain the company's social license to operate in the host communities. There are four education programs offered by FPIC to these schools: infrastructure repair and support, donation of books and other learning materials, training and seminars and MS scholarships. In addition, the company conducts an annual one-day activity called "Brigada Eskwela" where all employees do the clean up and infrastructure repair for a PPES together with barangay officials in the community.

The PPP initiative of FPIC seems to be working and has created even an impact to its host community. Take the case of San Roque Elementary School in Sto. Tomas, Batangas.

San Roque Elementary School was one of the PPES adopted by FPIC for infrastructure repair. In 2007, the company restored several physical facilities, including the repair and painting of the school gate and fence, and installation of light bulbs on the mini-stage. In 2009, electric fans, English books and other learning materials were also donated. The following year, fruit trees like calamansi, avocado and rambutan were planted in the school vicinity. Computer units and laboratory equipment were also provided to the school.

Out of the eight resident teachers, three were given trainings while two were granted MS scholarships. Its principal, Angelita Razon, noted a significant 30.4 percent increase in school enrolment in 2010, which she attributed to the improved facilities brought by the education programs of FPIC.

Another indication of the positive result of the PPP initiative is how the students improved in their performance after FPIC intervened. The National Achievement Test (NAT) is a good indicator of the performance of students as well as teachers. The NAT is intended to validate the learning acquired by students enrolled in elementary schools. It also measures the competency of teachers and the effectiveness of their teaching methods.

The students of Luta Norte Elementary School in Malvar, Batangas recorded an increase of 6.9 points in NAT scores while Marcos Espejo Elementary School in San Jose, Batangas posted an increment of 5.9 points after the education programs of FPIC were implemented.

A noteworthy partnership also undertaken by FPIC is with TESDA for its Technical Vocational Education and Training (TVET) considering that vocational-technical education (Voc-Tech) is a major element in the country's development as it addresses the skills training requirements of those entering the labor market and those who need to upgrade or develop new competencies to enhance productivity in the workplace. Also, vocational education is seen as an equity measure or a solution to the enrollment problem as reflected in the tendencies of some students, especially those in the lower class, to drop out of schools without occupational skills. Vocational education hopes to provide a more interesting and job-relevant curriculum. It can re-orient the attitude of students from the rural areas towards their natural preference for urban migration to seek employment. Also, vocational-technical education can prepare students for the global job markets.

First Philippine Industrial Corporation's CSR program has indeed gone a long way, the sustainable way, the private-public partnership way.

KNOWLEDGE FOR NATION BUILDING

by Angela Lopez-Guingona

THE **KNOWLEDGE CHANNEL FOUNDATION (KCFI)** HAS EMBARKED ON A VERY AMBITIOUS GOAL TO IMPROVE THE DISMAL QUALITY OF PUBLIC ELEMENTARY AND SECONDARY EDUCATION IN THE COUNTRY BY PROVIDING ALTERNATIVE BUT INNOVATIVE TELEVISION PROGRAMS TO HELP ENRICH THE TEACHING-LEARNING EXPERIENCE.

As of February 2011, through cable and satellite systems, KCFI has covered 56 provinces and the NCR, specifically 2,118 public elementary and high schools, with a total student population of 3,039,142 out of a total of 1,468,501 students come from the NCR.

KNOWLEDGE CHANNEL STAKEHOLDERS

Surveys, questionnaires and face-to-face interviews were administered to Principals, Assistant Principals, teachers, parents, PTA officers, community and government officials to realistically capture their level of perception or judgement on the program as a whole.

At least 20-30 students from sample schools were also personally interviewed to gather responses from the direct beneficiaries themselves of their opinions on the programs and their effectivity.

Questionnaires for sponsors and donors were also administered aimed to get data on the level of satisfaction or fulfillment vis-a-vis their role as crucial stakeholders of Knowledge Channel

Also, selected Knowledge Channel staff/employees were interviewed as internal stakeholders with the objective of gaining information on job satisfaction, security and future plans.

DATA INTERPRETATION

The results of the surveys/questionnaires administered to the principals, teachers and local community officials yielded very positive outlook on the work done by the Knowledge Channel. Juxtaposing this general outlook with what it claims, it can be said that KC is, at this point, on the right track. A very strong feeling of commendation, appreciation and gratitude is accorded to them because of the immense help and support it

has provided and its contribution to the enhancement and effective delivery of instruction in the classroom.

The outcome of the face-to-face interviews with the students yielded interesting and very favorable insights on the programs of KC. Many of them look forward to going to school just to be able to watch Knowledge Channel. Despite the inconvenience of putting 50 students in a small room per viewing, it is still reason enough not to be absent from school. For them, learning has become more enjoyable, simplified and practical because lessons are discussed in true-to-life situations. At the same time, certain human values are emphasized.

Both public and private partners and affiliates (donors and sponsors) believe in the crusade to tight poverty, unemployment and illiteracy through KC programs. They continue to commit their resources in helping the country in attaining its national development goals through the programs of Knowledge Channel.

The staff and employees interviewed have all shown a strong sense of dedication and commitment to the mission and vision. It was discovered that despite certain personal and financial constraints, they continue to stay and work in the foundation. They fervently believe that they are able to fully exercise their potentials as professionals and their worth as human beings.

IMPACT INDICATOR ON KC BENEFICIARIES (students):

NAT performance is considered one of the best indicators to measure the level of competence of students. This competence, consequently, defines the set of skills and the nature of knowledge acquired by the students in their learning. These skills and knowledge, as mandated by the Department of Education, are requirements of the professional industry and the international labor force. Thus, high NAT performance scores directly contribute to the attainment of the national development goals of a country.

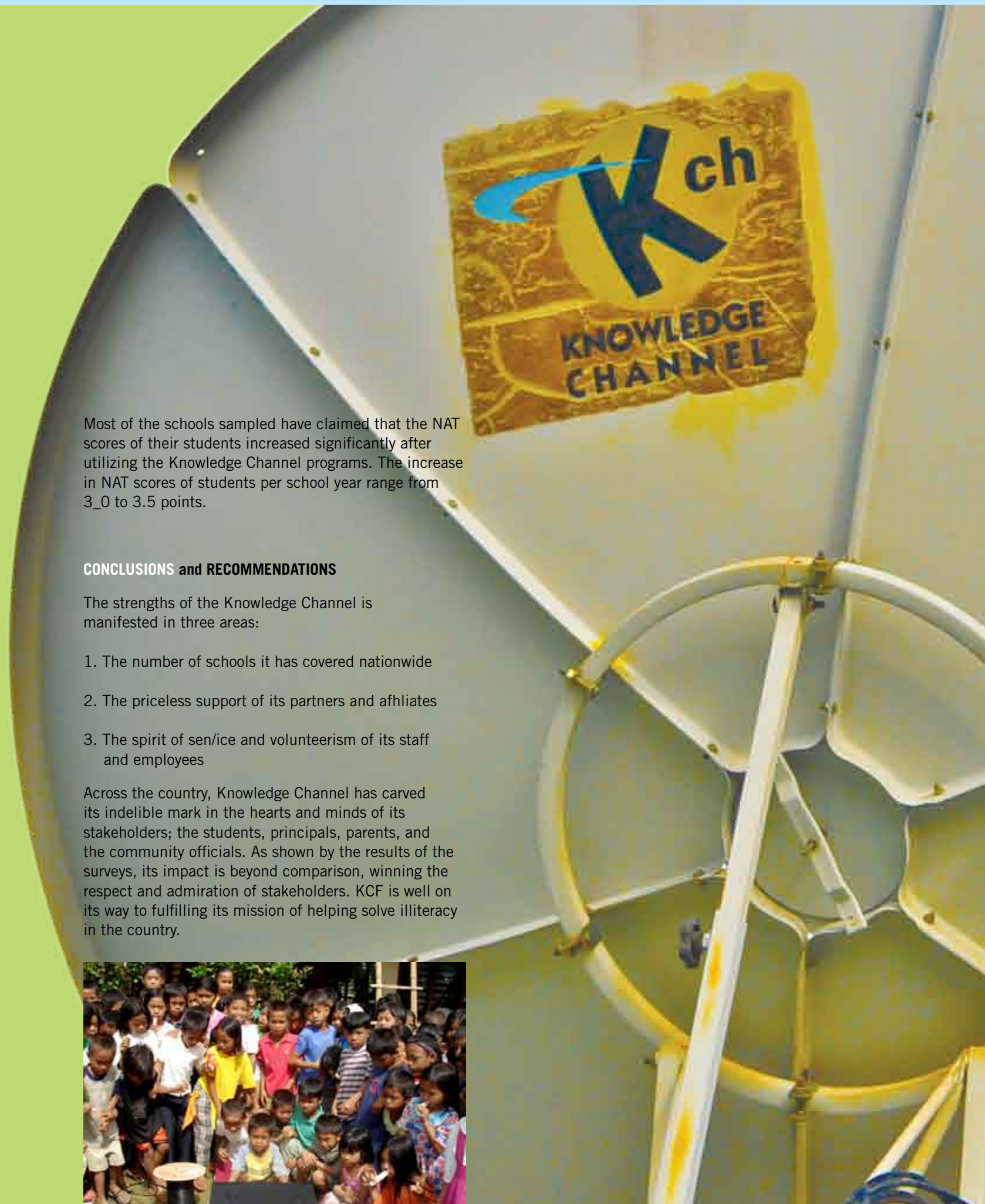
Most of the schools sampled have claimed that the NAT scores of their students increased significantly after utilizing the Knowledge Channel programs. The increase in NAT scores of students per school year range from 3.0 to 3.5 points.

CONCLUSIONS and RECOMMENDATIONS

The strengths of the Knowledge Channel is manifested in three areas:

1. The number of schools it has covered nationwide
2. The priceless support of its partners and affiliates
3. The spirit of service and volunteerism of its staff and employees

Across the country, Knowledge Channel has carved its indelible mark in the hearts and minds of its stakeholders; the students, principals, parents, and the community officials. As shown by the results of the surveys, its impact is beyond comparison, winning the respect and admiration of stakeholders. KCFI is well on its way to fulfilling its mission of helping solve illiteracy in the country.





INVESTING ON HEALTH FOR BETTER EDUCATION

by Marco Amurao



ON 2009, **FIRST PHILIPPINE INDUSTRIAL PARK** EMBARKED ON A PARTNERSHIP WITH JOLLIBEE FOUNDATION IN A PROJECT THAT WAS INTENDED TO ADDRESS THE HEALTH ISSUES AND IMPROVE THE ACADEMIC PERFORMANCE OF UNDERNOURISHED GRADE 1 AND 2 PUPILS IN THE MUNICIPALITY OF STO. TOMAS, BATANGAS.

Dubbed “*Busog, Lusog, Talino*”, the project aims to alleviate hunger among underweight Grades 1 and 2 pupils, improve their nutritional status, improve their attendance and promote local collaboration to improve the education system in the long term.



Year	Duration	Number of Schools	Number of Recipients	Project Cost
1st 2009	136 days	6	228	PhP 431,088.00
2nd	136 days	12	409	PhP 701,864.00
3rd	136 days	12	362	PhP 631,552.00

Partnerships with other stakeholders were established right from the very start of project preparation. The Jollibee Foundation shouldered all finances and technical resources in the initial year while FPIP took charge of the effective monitoring system which eventually became one of the best practices of the program. The Department of education (DepEd) and Parents-Teachers Association (PTA) of the participating schools took charge of the implementation from marketing, cooking, food preparation, serving, cleaning and dishwashing. The local government of Tanauan City and Sto. Tomas, Batangas provided support through medical check-ups of the recipients, deworming, and weight and height monitoring,

BLT In-school Feeding program pilot implementation was proven effective and successful at six public elementary schools. They were Sto. Tomas South Central School, San Jose Elementary School, San Vicente Elementary School, Santiago Elementary School, San Felix Elementary School and Dona Tiburcia Carpio-Malvar Memorial School. This project expanded to another six schools in Tanauan on the second year, namely: Laurel Elementary School, Ulango Elementary School, Pantay Bata Elementary School, Pantay Elementary School, Sala Elementary School and Pagaspas Elementary School. Total student beneficiaries to date is 362.

Effective program implementation showed very positive results. Attendance of the recipients increased as the students looked forward to going to school where they will not only learn but will eat healthy foods with their friends. Homeroom teachers attest that BLT students fare better in terms of scores and classroom participation. Students became more active in class and most importantly a high 98% of all recipients achieved normal nutritional status at the end of the 136-days feeding cycle.





INSPIRING HOPE, CELEBRATING VISION: ASIAN EYE LAUNCHES 150 EYES CATARACT SURGERY MISSION



“THE HEALTH OF THE EYE SEEMS TO DEMAND A HORIZON. WE ARE NEVER TIRED, SO LONG AS WE CAN SEE FAR ENOUGH.” -- **RALPH WALDO EMERSON**

Asian Eye Institute's commitment to its mission to bring quality eye care services in the Philippines has been evident in its 10 years of existence. Its growth and development in the last decade shows that the institute has not only improved or brought back vision to thousands of patients, but has also championed the health of indigent Filipinos and changed how we view and pay importance to eye health.

The medical mission has reached out to indigents in the Aeta resettlement community in Zambales, resettlement communities of Pangarap Foundation in Dasmariñas Cavite and Pasay City, Philippine Christian Foundation in Tondo, Manila, and Calauan Resettlement Community in Laguna (BayaniJuan). Asian Eye doctors and staff visited these locations to conduct eye check-ups and determine candidates for cataract operation. The effort identified about 90 eyes eligible for surgery.

Asian Eye Institute has long recognized the needs of indigent people who didn't have the means to get quality eye care. Since 2002, the institute has been holding annual medical missions that offered cataract surgeries to eligible patients. Asian Eye, together with foundations, pharmaceutical companies, non-government organizations and local government units, has been able to perform free cataract surgeries on close to 750 eyes since the program's inception. Overall, Asian Eye's corporate social responsibility effort has subsidized treatment of around 1200 eyes over one decade.

Patients who qualified for the cataract surgical procedure were brought to Asian Eye's Rockwell clinic, where they received appropriate treatment for their eye needs. The program is, by far, the boldest social responsibility campaign of Asian Eye.

This year, with the celebration of its 10th year anniversary, Asian Eye aims help this population one step further and give honor to the 150th birth anniversary of Dr. Jose Rizal, an ophthalmologist. Asian Eye collaborated with the Cataract Foundation Philippines, Inc. to launch the Bringing Hope to Life: 150 Eyes Cataract Surgery Mission.



KAPIT BISIG PARA SA ILOG PASIG

ABS-CBN FOUNDATION'S KAPIT BISIG PARA SA ILOG PASIG (KBPIP) HAS TAKEN GREAT STRIDES IN 2010 TOWARDS THE EXTENSIVE REHABILITATION OF ITS PILOT SITE ESTERO DE PACO, A TRIBUTARY OF THE PASIG RIVER.



After 1,268 families were moved to Bayanijuan in Calauan, Laguna, 1,350 linear meters of were laid down, 3,200 cubic meters of dredged materials were removed and five Materials Recovery Facilities were put up, KBPIP – together with the Pasig River Rehabilitation Commission (PRRC) and other partners – advanced the estero rehabilitation by applying different techniques to revive the waters.

Four linear kilometers of Estero de Paco were installed with Coco Tech coco coirs, an indigenous material made of intertwined coconut fibers that filters the contaminated water and stabilizes the river bank from erosion and phytoremediation plants that removes toxic substances from the water naturally.

Scottish company, Biomatrix Water installed three active island reactors to give life to the turbid waters of etero through aeration which increases the amount of oxygen going into the water.

Another significant step into the estero rehabilitation was the reconstruction of the 100-year old Paco Public Market, a major contributor to the wastes that go to Estero de Paco. The Paco Market is being rehabilitated to have proper sewerage system and is envisioned to be a venue of business commerce with proper sanitation to attract tourists. The specialty wing section of the Paco Market has recently been inaugurated with President Benigno Aquino as the guest speaker.

The year 2010 also saw the formation of River Warriors – a group of community volunteers tasked to watch over the river and esteros. 329 River warriors have been trained with the help of the Armed Forces of the Philippines, Philippine National Police and PRRC. The River Warriors now help in community clean-ups, Estero de Paco walkthroughs and the actual guarding of the esteros to make sure no one throws anything into it.

No other advocacy runs were as massive as what was staged on October 10, 2010 with the record-breaking 10.10.10 Run for the Pasig River. A total of 116,086 runners were officially recorded which cinched for KBPIP the Guinness World Record for the “most participants in a racing event.” KBPIP also won an Anvil Award of Excellence and a Bronze Anvil Awards for the 10.10.10 Run for the Pasig River.

Upcoming plans for the project is the monitoring and further improvement of Estero de Paco's water quality in 2011, taking on the rehabilitation of the five esteros behind Malacañang – Estero de San Miguel, Estero de Aviles, Estero de Uli-Uli, Estero de Quiapo, Estero de San Sebastian in 2011-2012, the rehabilitation of Tondo tributaries, Quezon City tributaries and the San Juan River in 2012-2014 and finally, the revival of the Pasig River on 2015-2016.



PAAFI BRINGS HAPPINESS, TOO!

by Fe Beltran



PAAFI sponsors Dr. Agnes Alikpala (left) and Mrs. Connie McHugh (center) with their scholars

PAAFI HAS BEEN PROVIDING ASSISTANCE TO HUNDREDS OF CHILDREN EVERY SCHOOL YEAR SINCE IT WAS FOUNDED BY THE LATE ROBERTO M. LOPEZ IN 1986. IT IS ON ITS 25TH YEAR OF SERVICE TO NEEDY CHILDREN AND THEIR FAMILIES. BUT BEYOND THE MONTHLY SCHOOL ALLOWANCE WHICH EVERY BENEFICIARY HAS BEEN RECEIVING, THERE IS ONE PARTICULAR ACTIVITY THAT THEY WOULD ALWAYS WISH FOR... A CHRISTMAS TREAT!

Christmas Treat is an annual activity that PAAFI organizes which usually falls on the first week of December. Christmas Treat may be a Christmas party or a trip to an amusement park like Star City or just a simple gathering of all scholars. This event is something more special to the kids because it is the only time they are able to meet with their fellow scholars from different places, eat with them, perform with them and have fun together. It is the only time when they can showcase their talents and performing skills. Many of them are good at singing, dancing and even at hosting.

All of the children are also excited about the giveaway...a gift pack that contains a small bag of canned goods and stuffs that they can use for Noche Buena. And for some luckier children whose sponsors also give their personal gift, it is their happiest and most awaited occasion.

It is indeed a simple get-together where the children get to share laughter with each other. It brings a feeling of fulfillment to everyone most especially to the workers and the volunteers of the program. So, PAAFI tries to keep it going every year.

For the past school years, many scholars were gifted with more than just a Christmas treat. They also experienced the most unforgettable moment of their life...to meet their sponsor in person and to enjoy the treat that was personally given to them.

Each sponsor has their own style of making their sponsored children happy. They have different ways of giving them joy for being good children and for performing well at school. It is a sort of a prize for their progress.

Some would bring the children to a restaurant and let them enjoy the specialty of the place; some would take them to the mall and buy them toys and clothes. One would invite his scholars to his house and make some barbeque and have lunch together. Others would take them to educational places like the National Museum, Manila Ocean Park and Rizal Park. And many sponsors would send a note to the child...a simple note full of encouragement, motivation and inspiration.

These are several kinds of "treat" the children get from being PAAFI scholars. They're maybe given in different ways, at different time, by different persons but it only brings one message to the recipients...a message that PAAFI cares and all PAAFI wishes is to bring happiness to the lives of the children.



ART DUO ...AN ART DAY OF FUN!

by Janice Dugan

EMPLOYEE EMPOWERMENT IS ONE OF THE PRINCIPLES THAT **FIRST GEN CORPORATION** SUPPORTS TO PROMOTE CREATIVITY, TEAMWORK, CAMARADERIE AND, MOST ESPECIALLY, VOLUNTEERISM THROUGH THE EMPOWER PROGRAM.



EmPOWER – a contraction of “Employee POWER... Fueled by Passion” – is the employee volunteering program of First Gen under the company’s Corporate Social Responsibility (CSR) portfolio. Under the program, First Gen employees join the EmPOWER Core Group where they serve as members of the EmPOWER Core Team, the group that plans, coordinates and prepares upcoming Empower Program activities.

In May 2011, the EmPOWER Core Team led the conduct of the Art Duo Workshop for the benefit of selected children from the Smokey Mountain. The Art Duo aims to connect children from underprivileged communities with children of First Gen employees; hence, the term duo. Together in a workshop, they learn the value of helping one another, and the joy of sharing. The activity also aims to promote the different programs of the other members of the Lopez Group.

In selecting the beneficiary organization, First Gen coordinated with the Lopez Group Foundation, Inc., which identified kids from the Smokey Mountain Community as beneficiaries. The Smokey Mountain Community is being assisted by the We International Philippines and its partner organization Young Focus under the We International’s LOVE2LEARN Program.

In the morning of the Art Duo Workshop, 31 children, aged 6 to 13, were fetched from Road 10 in Tondo, Manila and brought to the Benpres Building. As it was their first visit, the kids were shy at first; but they soon overcame their shyness by posing for the cameras. Milo Alejo, a First Gen senior manager and member of the EmPOWER Core Team, welcomed the children and the staff of Young Focus.

The activity started by running a Knowledge Channel Foundation film, titled “What are Avians?” The film focused on the characteristics of birds and ways to help



in their conservation, which was the subject of the art workshop. The workshop encouraged the kids to express themselves by including an open forum after the film showing.

Robert Alejandro, a University of the Philippines Fine Arts graduate, acted as workshop facilitator. An award-winning graphic designer, he is a founding member of the *Ilustrador ng Kabataan*, an organization of children’s book illustrators.

Robert prepared a seating arrangement that alternated a child from Tondo with a child of a First Gen employee. The bigger and older participants even acted as *kuyas* and assisted the younger or smaller kids.

Robert explained to the children that there were more than 600 birds in the country. Instead of killing or ensnaring these creatures, it would be best to capture them in illustrations and drawings. He then proceeded to teach the children how to draw and he set an example by painting an egret. After that, he handed out pictures of birds and asked the children to copy them, while he moved around to assist every participant. The kids responded, created their own illustrations and posed proudly with their works for the cameras.

After lunch, the children were given a tour of the Lopez Museum where they were shown the works and belongings of our national hero, Dr. Jose Rizal, together with paintings of Filipino artists. The Lopez Museum waived the museum fee from the participating kids and volunteers.

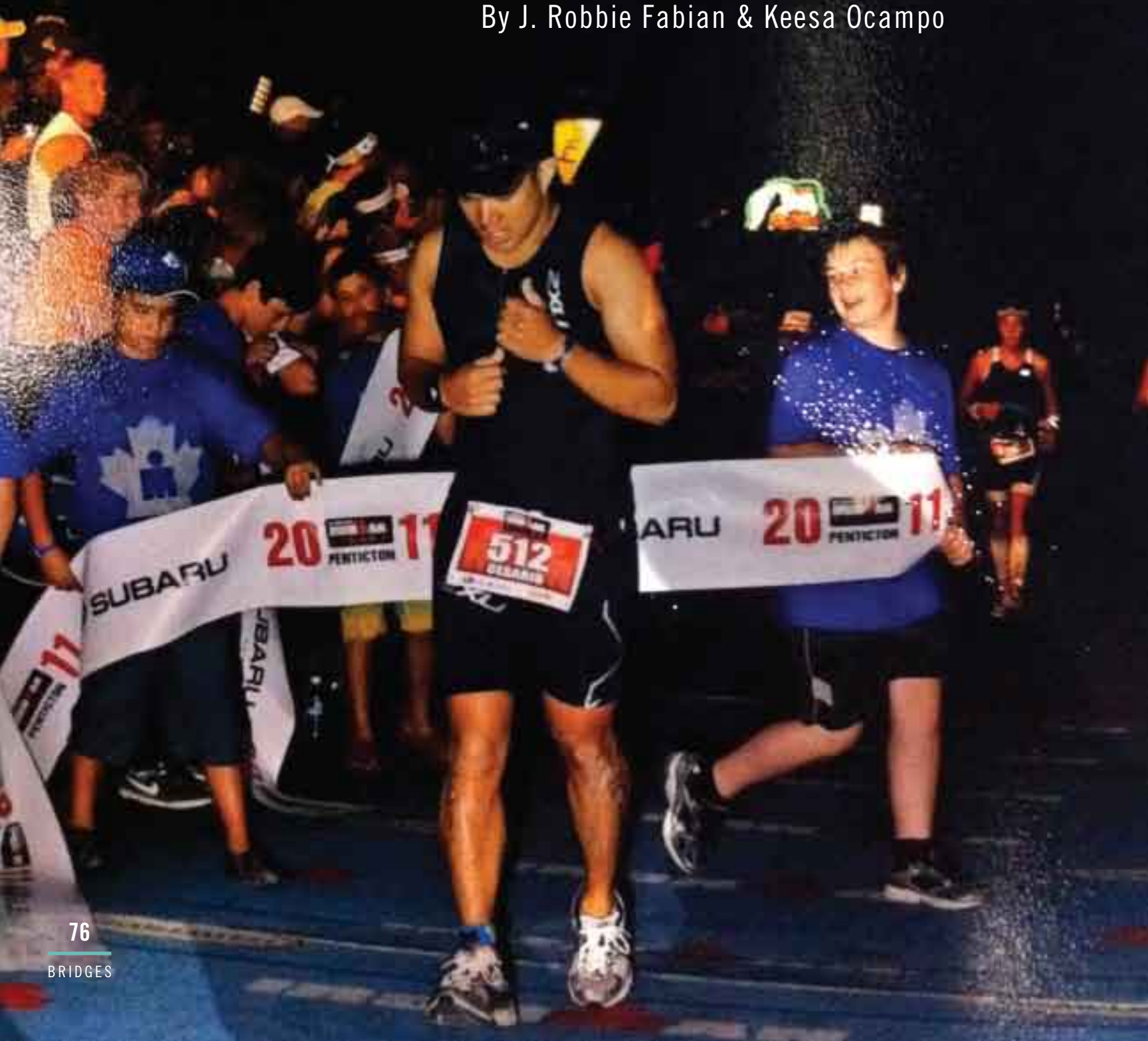
The children brought home the art supplies for the workshop which were donated by First Gen employees. As Young Focus teacher, Ms. April Acedo puts it, “We are very grateful to First Gen for letting us experience that wonderful and memorable activity. The kids indeed had so much fun and so did we. That was also the first time they visited a museum and they were so amazed of the things they saw. Until they got home, they were still talking about it.”



ABS CBN FOUNDATION INTERNATIONAL:

REDEFINING DIASPORA PHILANTHROPY

By J. Robbie Fabian & Keesa Ocampo



THE ABS CBN FOUNDATION INTERNATIONAL, WITH HEADQUARTERS IN NORTH AMERICA, SPEARHEADS THE INITIATIVE OF GLOBAL PHILANTHROPY IN REGIONS OF ABS CBN INTERNATIONAL. THE EFFORT TO STIMULATE AN ENVIRONMENT OF GIVING FROM GRASSROOTS COMMUNITIES DIRECTED TO CAUSES IN THE PHILIPPINES AND IN FILIPINO COMMUNITIES AROUND THE WORLD HAS TAKEN TOP PRIORITY. HERE ARE SOME HIGHLIGHTS OF ITS ADVOCACY AND ON-GROUND CAMPAIGNS.

SAGIP KAPAMILYA SA JAPAN

In response to the needs of Filipinos that fell victim and suffered tremendous loss from the March 2011 Tohoku earthquake and tsunami in Japan, ABS CBN Foundation International and The Filipino Channel (TFC) Japan turned over a total of over Y1.5M in disaster relief. Because of the donations from Filipinos around the world and the philanthropy of singer Martin Nievera, support was extended through two Filipino organizations in Japan – Filipino Music Artists of Japan and Chubu Philippine Friendship Association – and the Japanese Red Cross Society.

Martin Nievera headlined in a Las Vegas fundraiser, “The Knockout Concert,” which began the star-studded weekend at the MGM Grand Hotel & Casino, preceding the Manny Pacquiao-Sugar Shane Mosley fight. Martin was joined on stage by his father, Bert Nievera, and the Society of Seven, a Hawaii-based all Filipino group. Filipinos who traveled from all over the world to watch the Manny Pacquiao fight arrived in Las Vegas one day early to lend their support to *Sagip Kapamilya sa Japan*.



**SEE JR RUN FOR BANTAY BATA
IN PENTICTON, BRITISH COLUMBIA,
CANADA**

Every year the small, sleepy town of Penticton, British Columbia becomes the site of the one of the most grueling triathlons in the world. This summer a 33-year-old Filipino American, JR Calanoc, placed this struggle between body and mind to test as he swam, biked and ran a total of 140.6 miles within 17 hours for the children of *Bantay Bata*. And he finished in record time! Equally important, he raised enough donations and pledges to feed 1,000 hungry and malnourished children in the Philippines through *Bantay Kalusugan*, ABS CBN Foundation's feeding program.



The *See JR Run for Bantay Bata* campaign was launched in the early spring with on-air spots on The Filipino Channel shown around the world. In particular, the spots sparked the interest of Filipinos in Canada where the triathlon was held and in the U.S. where JR Calanoc was based. Donations poured in from Filipino communities in both countries.



In Stockton, California, 100 Filipino-American cyclists heard of the challenge and rode 68 miles to support JR Calanoc's campaign. The fund raiser brought together Filipino-American cyclist groups from all over Northern California – the Tracy Riders, Filipino American Cyclist Team (FACT), Siclista, Sacramento Pinoy Riders, Adobo Velo and the LUZVIMIN Racing Team.

**SAGIP KAPAMILYA SA AMERICA:
A SCHOLARSHIP AND JOB RETRAINING
INITIATIVE**

The state of California is home to the largest number of Filipinos in the U.S. In recent years, the state's 12% unemployment has affected many Filipinos. Since the start of the U.S. recession in 2009, ABS CBN Foundation International has partnered with the Northern California-based American College of Nursing to provide scholarships for Filipinos to enroll in the Certified Nursing Assistant (CNA) program and board certification. The program is offered only to Filipinos in the fall who have been laid off from their jobs within the last 12 months. Job and placement assistance with various healthcare providers in Northern California are also part of the initiative.

In two years, 45 new, Filipino Certified Nursing Assistants have entered the workplace through Sagip Kapamilya sa America. This job retraining program has helped them and their families during these difficult economic times.



ABOUT ABS-CBN FOUNDATION INTERNATIONAL

ABS-CBN Foundation International is a U.S.-registered, 501 (c)3 non-profit organization dedicated to improving the lives of disadvantaged Filipino children and their families in the Philippines and around the world. Its flagship program, *Bantay Bata* (Child Watch), is a child abuse rescue operation that responds to an average of 15,300 calls for assistance a year. The program assists more than 21,000 children and families in relocation communities and feeds at least 4,400 severely malnourished children a year. Its education program serves 4.2 million elementary school children and their teachers.

In the United States and around the world, the organization partners with Filipino-American organizations and associations in addressing issues in Filipino communities – youth truancy, housing, issues affecting the elderly, health and emergency needs. For more programs and information, visit www.abscbnfoundation.org.

NELSON'S TAHO

A UNIQUE EVERYDAY
FAVORITE AT THE
FASHIONABLE
POWER PLANT MALL

SELLING TAHO IS A PEDESTRIAN PROFESSION, RIGHT? AND HAWKING STREET FOOD UNDER THE SCORCHING SUN IS NO FUN SINCE IT'S "POOR MAN'S FOOD."

To Nelson Dugayo, however, it's a precious, sweet blend and a lucrative livelihood. After all, this taho vendor is not your regular sweaty fellow selling the soya-based product on street corners. He used to be like that, yes. But he isn't anymore.

The tall, soft-spoken Nelson is the proud owner of the highly popular and well patronized taho stall at the Concourse Level of the Power Plant Mall.

How's that again? A vendor selling taho at Power Plant Mall? Yes. And how he turned his life around from simple street hawker to young entrepreneur is the stuff of big dreams coming true, thanks to industry, perseverance. And perhaps a lucky star out there.

Nelson started selling taho at the age of 18. He and his brother-in-law started their little business with a small investment, sourcing out their taho from a distributor, then peddling this in the streets of Makati every day, rain or shine.

Nelson plied the JP Rizal route, but found himself gravitating more and more to the Power Plant Mall area. "It was my favorite spot and I grew some loyal customers there. For two years I sold taho at the corner of Waterfront Drive and J.P. Rizal. Then one day an official of the mall invited me to sell my taho at a food event at the Concourse. Life has never been the same since," Nelson recounts.

"It felt so ordinary, but somewhere at the back of my mind, I felt it was a special moment," Nelson says, with some sense of disbelief, looking back. "I always made it a point to be cordial with all my customers and I earned some loyal ones because of that. One day, a man bought taho from me and asked me if my taho business was doing well. I excitedly said, 'Ok na ok po!' Then he surprised me by inviting me to his office to talk about my business. I couldn't believe it. I had no idea that the man I was talking to was Mr. Nestor Padilla, the president of Rockwell himself. He really changed my life," Nelson said.



Then, he used to work day and night so he could provide, no matter how simply, for his wife and two kids. "There were times when I would stay awake for 48 hours, selling taho in the morning, then working as a part-time waiter for a catering service at night. It was very exhausting but I needed to do it. Making good use of your time is very important for business and your personal life."

Now Nelson still sells taho, but he already has employees working under him. He owns a permanent stall in the mall which has become a certified mall attraction.

"I did not think that my taho would become such a big hit. I didn't think rich people would like it. Then the buyers came, one after the other. Even foreigners would buy my taho. Parents and their children would fall in line for my taho too. My customers tell me they are glad to find a magtataho inside the mall because it used to be their favorite snack when they were kids, and now, they also want their kids to experience it as well."

Nelson says there is nothing really extra-special about his product. "It's the same taho that we all love and continue to crave for now and then. My product is really ordinary, but I make it special by preparing it with so much passion and discipline."

"Time is very important in the taho business," Nelson explains.

"The product has a short shelf life – five to six hours and that's it. You must sell it within that time because after that it will begin to spoil. You also have to be very, very gentle with it. Taho breaks easily and you can't sell it anymore if it's broken up. I make it a point to teach to my employees the right way to handle taho."

Business is good, Nelson says. Now he has taken in his siblings to assist him in the business because he no longer buys taho from a distributor. He prepares and cooks the taho himself because his earnings have allowed him to buy his own grinding machine for the soybeans.

His earnings have gone up from his usual Php 400-700 daily to the Php 2,300 he earns daily per container. There are days when he is able to sell up to 3 containers, which enables him to earn almost Php 7,000 on good days. He is able to afford life's good things -- like a washing machine and a personal computer, which he uses to prepare his monthly reports to the Retail office of the mall.

Now 22, Nelson remains humble and still describes his life as simple. What is important to him right now, he says, is how he can pay it forward to other people.

"I have been blessed with good fortune so I want to share my blessings with others. My taho business is now the main source of livelihood for my family and because of it, I am able to support my mother, help my siblings and even afford to send my nephew to school. I wasn't able to finish my schooling because times were really hard then and I only reached Grade Four. But by sending other people to school, I feel I am making a major contribution and fulfilling something within myself".

"I have been really lucky to have been given an area in the mall to sell taho, and for that I will forever be grateful to Mr. Nestor Padilla. I will never forget his kindness to me, and that is why I always work hard every day. I'll always remember Mr. Padilla's wise words to me: 'stay focused on your business'. And I will. I won't let him down because if it weren't for him and Rockwell, I wouldn't be able to experience this," Nelson adds.



Nelson's Taho continues to be a main attraction at the Concourse level of the Power Plant Mall. The "poor man's food" blends excellently into the colorful mix of shops and eateries at the eclectic mall, intriguing even sophisticated patrons with its simplicity and nutrition-filled goodness.

Because of its success it is evident that Nelson's surefire formula of mixing passion with dedication, hard work, discipline, enthusiasm and a good-natured disposition really works. It inspires us all. As for Nelson, never again will he need to take to the streets to shout "Tahooooo!" come rain or come shine. Now it's the taho-lovers who seek out his shop at the Power Plant Mall.

PITTOY MORENO

GIVEN TRIBUTE
IN SHOW FOR
LGFI-ASSISTED
COMMUNITY PROJECTS



PITTOY MORENO, “FASHION CZAR OF ASIA” WHO TURNED LOCAL FASHION DESIGN INTO SERIOUS ART AND AN AUTHENTIC EXPRESSION OF FILIPINO CULTURE, WAS GIVEN TRIBUTE FOR HIS LIFETIME ACHIEVEMENTS IN A SHOW WHOSE PROCEEDS WILL GO TO BENEFICIARIES OF PROJECTS ASSISTED BY LGFI.

The show was organized by Binibining Pilipinas Charities, ABS-CBN, Metro Society Magazine, and Lifestyle Network. Among the major donors for the benefit show were First Philippine Holdings, Lopez Holdings, First Gen, Energy Development Corporation, and Rockwell. Corporate support came from Ayala Corporation, Bank of the Philippine Islands, Meralco, and SGV.

Pitoy is one of the best known Filipino fashion designers or couturiers not only in the country but in major cities abroad. His elegant gowns with his original beadwork, embroidery and hand-paintings were worn by some of the most prominent women executives and First Ladies of many countries in Asia, the US, and Europe. His fashion designs were exhibited in the World’s Fair in Seattle, Washington DC and New York, and appeared in the pages of the top magazines, such as Vogue, Harper’s Bazaar, and Le Figaro.



He brought the Maria Clara style gown to haute couture and introduced Philippine *jusi*, *piña*, and *lepanto* to the fashion capitals of the world. Pitoy and his outstanding contemporaries, and the dozens of talented Filipino fashion designers who came after them, put the country into the consciousness of globally recognized fashion houses.

The show was an inspiring tribute to Filipino artistry and craftsmanship.



CREATING SHARED VALUES

IT WAS ANOTHER INSTANCE OF HOW THE LOPEZ GROUP COMES TOGETHER TO SERVE A NATION, AS THE THEME OF THE LGFI BOOTH INDICATED, DURING THE RECENTLY CONCLUDED 10TH ASIAN FORUM ON CORPORATE SOCIAL RESPONSIBILITY HELD AT ED SA SHANGRI-LA HOTEL IN MANDALUYONG.

Francis Giles Puno, President & COO of First Gen spoke on CSR and Environmental Sustainability while Agnes de Jesus of EDC shared how their company Assesses/Manages Operational Vulnerabilities in High Risk Areas. For her part, Regina Paz Lopez of ABS-CBN Foundation spoke on how Working Together to Save Palawan can do wonders to save the environment. Former LGFI President Rafael Alunan III moderated the session on "Leveraging on Public-Private Partnerships and Multi-Company collaborations. Fil Alfonso, Vice-Chairman of LGFI was AFCSR Conference Executive Director, AIM RVR Center. Important learnings particularly from plenary speaker Dato Timothy Ong, Chairman, Asia Inc. Forum of Brunei Darussalam are that: "to do well is to give well", and that "businesses should share its success with society" but that "the business of business is business" and most of all, creating shared value, which was also the theme of the conference is now the trend. LGFI, with First Gen Corporation, was a silver sponsor of the conference with ANC as one of the media partners.



In photo are the participants to the conference taken in front of the LGFI booth: Left to right: LGFI's Dario Pagcaliwan; Dulce Festin-Baybay; EDC's Agnes de Jesus; First Gen's President/COO Giles Puno; LGFI's Angela Lopez; Russel Aleta F. Solitario; Christine Benosa-Gammad; First Gas' Mon Araneta; Adtel's Toni Tadeo; First Gen's Janice Ortanez-Dugan; Sam Digma; and First Gas' Darby Garcia.



After fulfilling various legal requirements, two Certificates of Land Ownership Award (CLOA) title were turned over on November 28, 2011 to the Halad sa Guimaras Cooperative members by LGFI Chairman Oscar M. Lopez. The CLOAs included parcels of agricultural land in Barangay La Paz, Municipality of Nueva Valencia, Province of Guimaras, with an area of 15 hectares. Also present during the turnover ceremony were Guimaras Governor and Mrs. Felipe Hilan A. Nava, M.D

A SOLAR-POWERED PARTNERSHIP

SunPower Philippines Manufacturing Limited

SunPower Philippines Manufacturing Limited (SPML) donated the company's high-efficiency solar panels for the construction of the solar roofs for the Tan Yan Kee Elementary School in Sta. Fe, Nueva Vizcaya. SPML is a subsidiary of SunPower Corp., a Silicon Valley-based manufacturer of high-efficiency solar cells, solar panels and solar systems. SPML has a partnership with the Department of Education, the Tan Yan Kee Foundation, Lopez Group Foundation and First Philec Solar Solutions in the construction of solar roofs to support better education through well functioning schools.

SPML has been in the Philippines since 2004, with its first site located at the Laguna Technopark in Sta. Rosa, Laguna. The second site was installed in 2007 and is located in First Philippine Industrial Park (FPIP) Sto. Tomas Batangas. Today, the two sites have an annual solar cell production capacity equivalent to 580 MW. SunPower is committed to making clean, renewable solar energy available worldwide.

SunPower's high-efficiency solar panels produce the most power for the same roof or ground space, making its solar panels more cost effective than conventional solar panels.

First Philec Solar Solutions

While SunPower provided the solar panels for the Tan Yan Kee (formerly Balate) Elementary School, First Philec Solar Solutions Corporation engineers designed and installed the solar panels for the school. Established in June 2010, FPSS is engaged in the design, engineering, assisting in financial and construction of solar system solutions for various corporate and industrial customers in the Philippines. They do EPC – engineering, procurement and construction - all the way to offering operation and maintenance to its corporate customers. It focuses toward "end of line" applications on both the utility and commercial scale photovoltaic systems.

FPSS designs and installs solar solutions for either ground mounted or roof top mounted systems. They work with local as well as foreign partners and suppliers.

First Philec Solar Solutions Corporation in partnership with First Philec Solar Corporation and First Philec Renewable Energy Technology Center has successfully completed its first commercial scale solar photovoltaic installation at the FPSC building rooftop in Bgy. Ulango, Batangas. 73 peak kilowatts are currently being generated by the installation, although expansions for the plant's capacity are expected to increase power generation up to 180 peak kilowatts.

First Philec Solar Solutions will soon offer a continuous monitoring system for the generated electricity of its clients. Hourly data for the system will be generated and plotted over daily, weekly and monthly charts. This system can be observed in real time, online.



ADTEL AIDS THE PEOPLE IN PAMPANGA

Adtel Inc responded to the needs of the people who had no access to safe drinking water last October 14 in Brgy Sagrada Familia, Masantol, Pampanga, one of the municipalities that were heavily affected by typhoons Pedring and Quiel. Weeks has passed after the typhoons hit the country, there were still houses submerged in floodwaters and people in dire need of drinking water.

In line with Adtel's corporate social responsibility and through the help of Lopez Group Foundation Inc., Adtel was able to respond to the needs of Brgys Sagrada Familia, Nigui and Bagang through the use of the Adtel Aquasol. The system uses ultrafiltration and is capable to supply 10,000 liters of clean drinking water per day coming from sources such as deep well, rainwater, river, spring.

As soon as the team arrived, people immediately started falling in line carrying their water containers. Adtel was able to serve 125 families at that time. The people and

the barangay captain were grateful and requested Adtel if a follow up operation could be done.

Heeding such call, a second batch of Adtel volunteers went back to Pampanga last Nov. 9. This time, approximately 140 families were served with clean, drinking water.



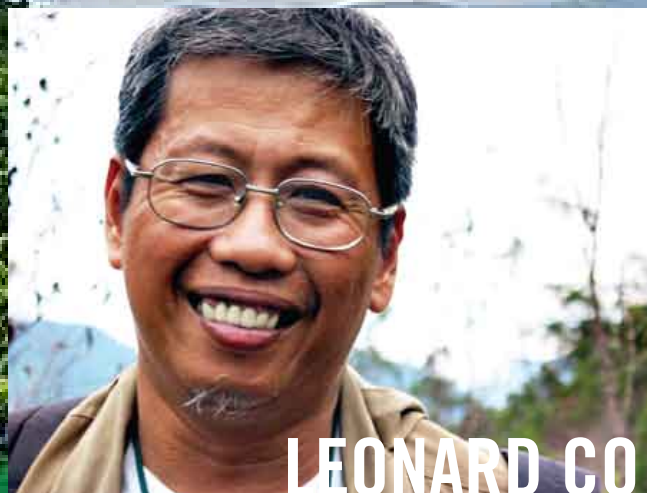
TRIBUTE TO HEROES

by Angela Lopez-Guingona

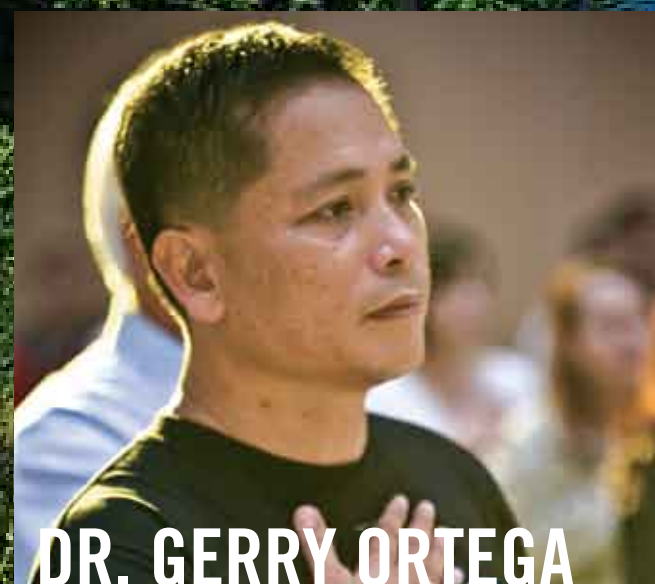
LEONARD LEGASPI CO, 56, HAILED AS ONE OF THE MOST PASSIONATE SCHOLARS AND PROTECTORS OF OUR COUNTRY'S FORESTS AND ONE AMONG A RARE AND ENDANGERED BREED OF SCIENTISTS FOR THE FILIPINO PEOPLE WAS FIRED UPON WITH HIS TEAM AS THEY WERE DOING RESEARCH IN THE FORESTS OF KANANGA, LEYTE ON NOVEMBER 15, 2010.

Co, a botanist and plant taxonomist was working as a consultant for a reforestation project in Leyte headed by the Energy Development Corporation (EDC) at the time of his death.

He is survived by his wife Glenda and their eight-year old daughter Linnaea Marie, who incidentally is named after Carl Linnaeus, the Swedish botanist known as the father of modern taxonomy.



LEONARD CO



DR. GERRY ORTEGA

47 YEARS IS TOO SHORT FOR A MAN WITH A MISSION. GERARDO VALERIANO ORTEGA, OR DOC GERRY AS HE WAS MORE FONDLY CALLED WAS SHOT BY A LONE GUNMAN WHILE SHOPPING FOR CLOTHES IN A SMALL SECOND HAND STORE NEAR HIS WIFE'S CLINIC IN PUERTO PRINCESA CITY, PALAWAN. THE GUNMAN WAS IMMEDIATELY APPREHENDED BUT THE MASTERMIND STILL REMAINS A MYSTERY UP TO THIS DAY.

Doc Gerry was a veterinarian by profession, but better known in the island of Palawan as a politician, journalist and environmental activist.

A Kapamilya, Doc Gerry was program manager of the Philippine Ecotourism Palawan project of ABS CBN Foundation working very closely with Ms. Gina Lopez. Together they also rallied against the greed and corruption that allowed mining to proliferate in the island. An industry which they felt would bring further damage and destruction to one of the country's last frontier.

Gerry Ortega dedicated his life to protecting and preserving Palawan's environment. He died working for his cause, just like Leonard Co, he is now lauded as a Philippine environmental hero.



COMING TOGETHER TO SERVE A NATION. CSR – THE LOPEZ WAY.

It takes more than simple loving and caring to change the world. It takes hearts, hands, and minds all working together for a common goal, a shared dream of improving the lives of others.

It's how we do CSR, The Lopez way. We strongly believe that, as diverse as our CSR interests are, working together will make the biggest difference of all.



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