



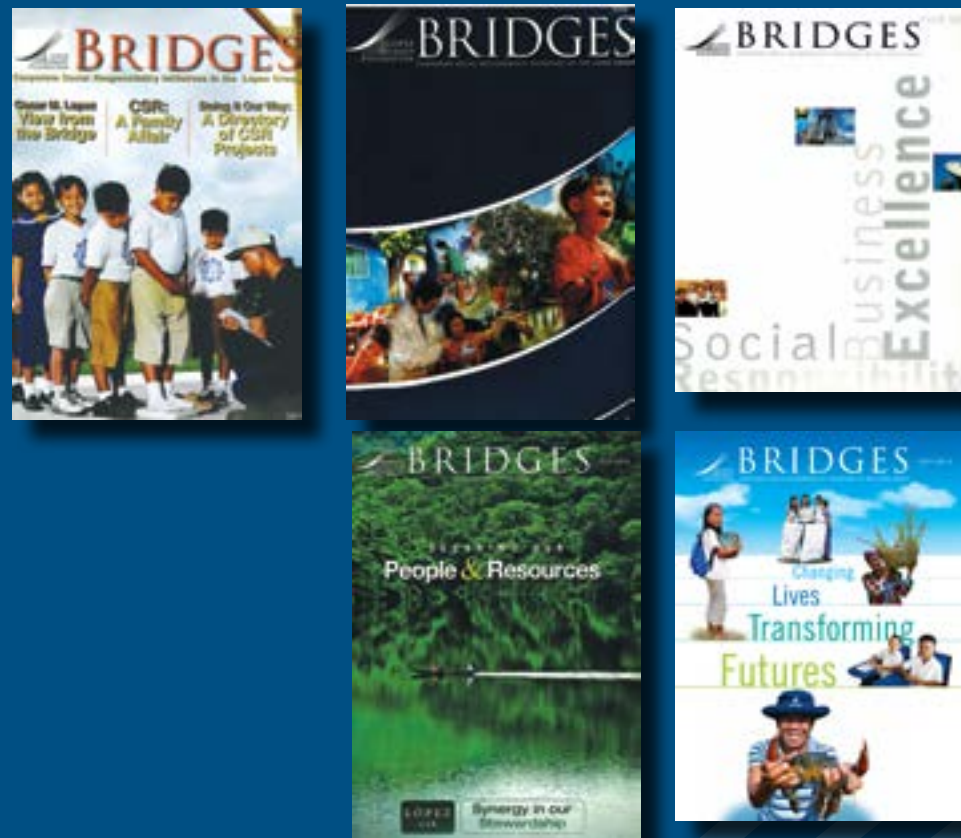
BRIDGES

VOLUME 6

CORPORATE SOCIAL RESPONSIBILITY INITIATIVES OF THE LOPEZ GROUP

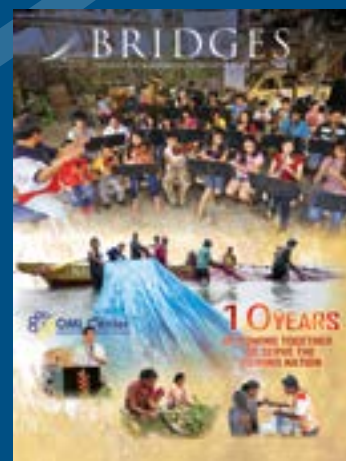


10 YEARS
OF COMING TOGETHER
TO SERVE THE
FILIPINO NATION



S ometime in October, we started preparing for a shoot of the Youth Symphony Orchestra, whose truly talented young musicians could "graduate" to the ABS-CBN Philharmonic Orchestra. We wanted to show that an orchestra constitutes a non-traditional expression of CSRI which, like the Lopez Museum and Library in its promotion of Filipino culture, is not your plain vanilla variety of CSR. And then, some weeks later, Super Typhoon Yolanda came, and the unprecedented calamity brought forth a convergence of local and global efforts to rescue victims and rehabilitate the devastated areas. The elements of our cover illustrate convergence and our theme on LGFI's 10th year, "Coming together to serve the Filipino nation."

OUR COVER



"AS A MANAGER, I WANT TO DIALOGUE, TO KNOW WHAT OTHER PEOPLE FEEL. I BELIEVE IN A LOT OF TEAMWORK, WORKING AS A TEAM AND AS A FAMILY. I BELIEVE IN LETTING EVERYONE KNOW WHAT PROBLEMS WE'RE DISCUSSING, AND THEN TOGETHER TRYING TO SOLVE THESE PROBLEMS."

OSCAR M. LOPEZ

BRIDGES 2014 VOL. 6

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TABLE OF CONTENTS



28

- 06** OML MESSAGE: TOUGH TIMES TEST OUR COMMITMENT TO SERVE
- 10** MML MESSAGE: TO REBUILD LIVES, WE START FROM THE HEART
- 13** COMING TOGETHER TO IMPROVE PEOPLE'S LIVES
- 16** FPH: DOING GOOD THE LOPEZ WAY
- 20** TEN YEARS OF UNWAVERING COMMITMENT
- 24** LOPEZ GROUP MDG REPORT ON CSR
- 34** FROM POACHERS TO PROTECTORS OF MARINE ECOSYSTEM
- 50** LIGHT AMIDST THE YOLANDA TRAGEDY
- 56** SCIENCE-BASED SOLUTIONS TO RESILIENT COMMUNITIES
- 62** KCH: BRIDGE TO KNOWLEDGE AND EMPOWERMENT
- 74** SEVEN YEARS OF WALKING THE TALK
- 76** FOSTERING CULTURE AND ARTS IN THE COMMUNITY
- 86** HALAD SA GUIMARAS
- 90** FROM MICROFINANCE TO ENTERPRISE DEVELOPMENT
- 94** FAREWELL, MR. CSR



67



76



44

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MESSAGE

OSCAR M. LOPEZ

Chairman

Lopez Group Foundation, Inc.

TOUGH TIMES TEST OUR COMMITMENT TO SERVE

*"THERE IS MUCH WE CAN DO,
SHOULD DO, AND ADMITTEDLY
THEY DO NOT COME CHEAP OR
EASY. BUT NOT DOING THEM,
AS WE HAVEN'T, IS MUCH MORE
EXPENSIVE FOR EVERYONE AND
PLACES MORE LIVES AT RISK,
ESPECIALLY AMONG THE POOR."*



In the past several years, monstrous typhoons, floods, earthquakes and other natural disasters have dealt punishing blows to our economy and collective spirit. First, "Ondoy," then "Sendong," then "Pablo," and when we thought we had already seen the worst that nature could dish out, along came "Yolanda." And if we have begun to understand anything at all about climate change and the phenomenon we call "global warming," then we know that fierce typhoons are the new normal.

The destructive potential of nature's irresistible power to man and to what man creates is something our country is all too well acquainted with. Our geographical location makes us particularly vulnerable to typhoons and to heavy seasonal monsoon rains, on the one hand, and to earthquakes and volcanic eruptions, on the other. But we need not totally be at the mercy of nature's wrath, for we have the intelligence and creativity, if, perhaps, not yet the political and collective will, to develop better adaptation mechanisms to cope with nature's forces.

More advanced forecasting tools and models of typhoons coming our way already exist and some of them have been put into action by initiatives such as "Project Noah." Doppler radar stations are in place and are already being operated by Pagasa and by a number of private entities, but coverage is incomplete and additional stations have to be put in place to provide 360-degree coverage of the Philippines.

There is also the obvious but widely ignored responsibility of getting homes and buildings out of geo-hazard zones and building green and resilient structures, particularly in heavily populated areas where our people live, study, work, or transact business.

There is much we can and should do, and, admittedly, they do not come cheap or easy. But not doing what we ought to do is much more expensive for everyone and places many more lives at risk, especially among the poor and less fortunate. This is where the political and collective will needs to be mobilized for the good.

Some two years before Yolanda, I had the good fortune of having the support of the Lopez Group of Companies and a number of key individuals and institutions in the academic and scientific communities for the establishment of a center for excellence that would promote scientific studies and information-sharing on climate change adaptation and disaster risk management. The studies funded or supported by the center would become the basis for practical and effective strategies and actions that could ultimately help the country deal much better with catastrophes.

It is a new center, led by a distinguished staff, that reaches out to scientists and experts from leading universities and other institutions here and abroad and that supports research initiatives. It is also a partnership with the University of the Philippines, the Ateneo de Manila University, and De La Salle University. Its goal is to have science-and-engineering-based knowledge shared among policy-makers, government agencies, investors and developers, and particularly local government units and communities, so we can all improve our capability to brace for, and survive, natural calamities, and then rebuild our lives and our communities after any major calamity.

As we mark the second decade of Lopez Group Foundation, Inc. (LGF), we think of the major changes in the strategic thrusts of the Lopez Group as it visualizes and confronts new opportunities and challenges. The world is much changed from what it was 10 years, and the rate at which our

world is changing continues to accelerate. Consider, for instance, the quantum shift in economic and political power from the West to Asia, a change marked by China's muscle-flexing exercises and the palpable clout of the region's emerging economies. But this shift is also marked by an equally major increase in the percentage of natural resources that our region now consumes, and the effect of that increased consumption on our environment.

Driven by much wider access to education, information technology, social media and the new-found voice of increasingly empowered citizenry, peoples now demand from their governments and the private sector a greater accountability and sense of responsibility to the planet and its people. This shift has had an overwhelming effect on the conduct of business, and consequently, on the practice of corporate social responsibility. All over the world, individuals and communities have withdrawn their support from those businesses which, because of their single-minded pursuit of revenues and profits, ignore or merely pay lip service to their responsibilities to their communities and to the environment.

This shift also compels us to re-think our practice of corporate social responsibility. Fifty years ago, CSR meant producing safe and quality products honestly, advertising them truthfully, and making them more accessible to those with lesser means. It meant compensating employees fairly, ensuring that their workplace was safe and comfortable and providing them and their families the means for quality education, healthcare, sports and leisure. In the more recent past, CSR programs began to address issues that were wider and that extended beyond the corporation, issues like poverty alleviation, mass education, good governance and environmental responsibility and protection. Now, we talk in terms of "strategic CSR," or activities that promote and ensure the sustainability and long-term preservation and development of our environments.

It is important, then, to understand how we in the Lopez Group have practiced CSR and the changing, evolving nature of our CSR. There is a natural tendency to stick with what has always worked and been successful for us in the past. But as a former chairman of Coca Cola once said when "Coke" was the world's number one brand, "the world belongs to the discontented." If we are to grow much faster than we have, and if we are to become a bigger player in the global arena, then we must let our discontent lead us where we have not been before. We must never permit past successes to lull us into complacency, where we become vulnerable to sudden shifts in our technologies and markets, the so-called "disruptive" technologies.

Witness what has taken place in just the last five years or so. We have had to yield control of Meralco, and as a result, the core of our business has shifted from power distribution to power generation. In its market, Meralco was a monopoly. We now operate in a market where there are many strong competitors and where no single player dominates the market. In media, the essence of our business has likewise shifted from distribution to production of content. Fortunately, our nationalism, pioneering spirit and commitment to CSR have been distinguishing features in the history of the Lopez businesses across generations. They will continue to serve as our guides, our "true north", as we move forward and as we bequeath our businesses to new generations of leaders and managers.

It is noteworthy that in the global effort to bring succor and support to the countless people who have borne the brunt of the monstrous typhoons and other calamities, our contributions are second



LOPEZ GROUP EMPLOYEES ENJOY THE HEALTHY OUTDOORS AS THEY PARTICIPATE IN A CSR ACTIVITY OF THE CORPORATION.

to none. With the reach afforded by ABS-CBN, we have been able to raise or mobilize millions of pesos in basic goods and community assistance, and field thousands of volunteers in relief and reconstruction. Even now, we continue to do so. We are thankful to all who help us in sustaining the work and continue to pray for all who suffer long after the headlines are gone.

Bridges is one instrument that could and should help us sharpen the profile of our CSR work and project it farther afield. For it chronicles where and how we have accomplished our significant CSR programs and how we have engaged as many employees and volunteers as possible in performing these humanitarian endeavors. For its part, LGFI has been given a fresh mandate because we recognize that the need to reach out to people in need is as compelling as ever, and we remain committed to serving our fellow Filipinos.

A Warming Planet

Typhoon Haiyan, or Yolanda, one of the strongest storms ever recorded — its peak wind speed reached 300 kph (190 mph) — devastated parts of the Philippines at a time when the latest round of un-sponsored climate change conferences was getting underway in Warsaw, Poland.

Government initial estimates say about 7 million people were affected, with 600,000 made homeless, and the total economic cost at \$15 billion. This is low because most of the provinces in the path of destruction were among the poorest in the country.

Many of the victims were drowned by a 16-foot high storm surge, or what may be likened to tsunami except the latter is caused by an undersea earthquake.

"The Intergovernmental Panel on Climate Change reckons that the frequency of cyclones (another word for typhoons) will stay the same or decrease — in a warming world — while their average intensity goes up," said the *Economist*, Nov. 16 issue.

"That is the forecast. But the evidence so far is messy. Meteorological records are of uneven quality, and tropical storms vary widely in intensity, which makes spotting trends tricky.... Worldwide there is no trend in either the frequency or the intensity of tropical storms. And, given the rarity of such storms as Typhoon Haiyan, it will take a long time for any trend to become apparent."

MANUEL M. LOPEZ

Chairman

Lopez Holdings Corporation

TO REBUILD LIVES, WE START FROM THE HEART

"HEALING OURSELVES IS AN INSIDE OUT PROCESS.

HEALING BEGINS FROM WITHIN."

Yoshinobu Fukusawa, the regional director for Asia and the Pacific of the United Nations Human Settlements Programme (UN Habitat), had a candid advice to people who must cope with disaster. He said before people can rebuild their lives, they have to "reconstruct their hearts."

Expressing sympathy with millions who had lost their families, homes, and much of their possessions to recent calamities, he said the process of rebuilding physical structures and properties take a long time. But people need to heal themselves from the inside first — if I understood him correctly — and stop blaming government (and others) for the slow response to rebuilding the devastated areas.

Speaking to Cynthia Balana of the *Philippine Daily Inquirer*, Mr. Fukusawa said that unless the people themselves recover, who needs the reconstruction? "The government only assists the people to let them regain the power and move on. That is very important."

Fukusawa was involved in the reconstruction of Kobe for several years. He admitted that rebuilding takes a long time. He has advocated a transition from the emergency or relief phase to the recovery phase where people are empowered to organize, make decisions, support one another, and take responsibility for the process of rebuilding their own homes and lives.

I was relatively new in my position as Ambassador to Japan when a major earthquake and a series of tsunamis swept through the Fukushima prefecture of northeastern Japan. The devastation — coupled with the fearsome threat of a meltdown in several nuclear reactors — was such that it was said to be the worst disaster to hit the country since the Pacific War.

I saw for myself, and through the testimony of my embassy staff and other witnesses, how the Japanese people maintained their discipline and compassion for others throughout the crisis. There was no panic, no looting, and no insults thrown at their government. They fell in line for food and other basic necessities, and took only what they needed so that the scarce resources available could reach as many as possible of their fellow citizens.

I am aware that comparisons are often not quite fair and reasonable. But my point is that Mr. Fukusawa was right in saying that the process rebuilding cannot happen unless people "reconstruct themselves." In my view, what he meant was that we should pay attention to helping people heal or to fix themselves internally, and often, this calls for their own effort. However difficult, they must have the guts and the spirit to move on, and we can only give them assistance in this.

Healing ourselves is an "inside out" process. Healing begins from within.

Now, my other point is that this is very much like what happens in corporate social responsibility. The initiative and commitment for CSR — or areas where we converge our business objectives and responsibilities to communities — begin in the hearts and minds of our employees and will spring from there as we seek the adherence and support of different stakeholders.



CHAIRMAN MANOLO LOPEZ LEADING RELIEF EFFORTS FOR SUPER TYPHOON HAIYAN (YOLANDA) VICTIMS IN TACLOBAN CITY

CSR begins with values.

Values keep us together, clarify the behaviors we expect and encourage, inspire us and give us continuity and focus even in the most trying times. Our values are not optional add-ons to how we think and what we do. They are integral and essential to our long-term survival and prosperity because they give us clarity of vision, fortitude amid challenges, and strength at institutional and individual levels. We know this from the experience of many decades, which is why we pass these values on as legacy.

This is not to say that they cannot be revalidated and made more relevant through the years, but at core our values define who we are and how we want people to see us. They reflect our conscience and character as company and individuals. Values give us bridges to our most ambitious aspirations, and connections to the people we seek to reach. At the root of our CSR are our values.

Whether it is *malasakit*, *pakikiramay* or *pakikipag-isang tao*, it is our internal beliefs that shape our world view and enable us to empathize and care for others. To care for our surroundings. To care for our country.

I support what LGFI has been trying to do. Instill business discipline and coherent organization to all our CSR programs. To monitor results with objective metrics. To aim for maximum development impact and mobilize resources from kindred organizations and volunteers.

But knowing Cedic and Angela and the other CSR champions in the Lopez companies and foundations, I am confident that values will be at the bottom of it all. In 10 years, LGFI still has a long way to go to achieve its objectives. But it is in good hands. This thought makes my day.



CSR IS WHEN WE ALL COME TOGETHER TO IMPROVE PEOPLE'S LIVES

By Mercedes L. Vargas

In reviewing the Corporate Social Responsibility (CSR) programs of the Lopez Group over the past 10 years, we see certain core principles that run through all of them. Allow me to present three of these.

CSR programs must be conceptualized, strategized, implemented, and followed through like they were a business operation. In fact, the best assurance for sustainability and broad support for CSR projects is for them to be mainstreamed or become an integral part or function of a company's business strategy.

Our CSR programs spring from our values. A company's profitability may be impacted on the short term by its strict adherence to values, but on the long term, its values will make the company a better investment proposition as it will be a company built to last.

CSR is a dynamic concept which continues to evolve, and might be known by many names — charitable work, strategic philanthropy, community relations, corporate citizenship, triple bottom line, shared values, and now inclusive business — but it springs from the same fundamental principles. Do good as you do well, for these actions constitute one karmic continuity.

A happy intersection of business and CSR

These fundamental principles distill what I once explained to a foreign audience of highly respectable businessmen and development leaders. I shared with them that the Lopez Group was primarily in businesses that serve the general public, and along

with that came a great responsibility to do things right and to be accountable for our actions.

The Lopez Group straddles that happy intersection where doing right for our country and for the planet meets with doing what is right for our business. Thus, our CSR efforts actually contribute to a balanced score card and respectable bottom lines.

From the early days, our CSR focus has been primarily invested in the areas of: a) environmental sustainability; b) livelihood and humanitarian assistance; and c) education and culture. We see this continuing in the coming years because they are essential to lifting more people out of poverty and creating a stream of opportunities for everyone.

While our projects and operations are largely internally funded by our business units, we do take note of what seems to be a gradually shrinking pool of traditional funding sources and donors. This can only spur us to seek new and innovative ways of leveraging our CSR programs and engaging employees, volunteers and partner organizations so that we are able to help more communities.

What we are seeing is corporate philanthropy consolidating financial, technical, and human resources to create greater impact and grow towards strategic and more purposeful giving. We

Our CSR programs spring from our values. A company's profitability may be affected on the short term by its strict adherence to values. But on the long term, its values will make the company a better investment proposition as it will be a company built to last.

are seeing as well the continuous striving towards higher standards of social investment assessments, benchmarking and reporting. While in the past, foundations existed separately or independently of the family businesses, there is currently greater impetus towards aligning advocacies and synergizing with business strategies. We are also seeing the increased focus and growth of social enterprise as an upcoming investment or asset class and not merely a form of philanthropic expression.

LGFI as coordinator, capacity-builder, and communicator

I would like to believe that the Lopez Group Foundation Inc. (LGFI) has been partly instrumental in rationalizing and streamlining our CSR activities as a Group. Some may recall that LGFI was established in 2002 as a result of an evaluation by Senior Management of the corporate social responsibility programs of the Lopez companies and foundations, and how these programs could be made more effective.

As a result of that thorough review by Management, the LGFI was set up and given the mandate to spearhead the following activities:

- a) Promote synergy among the Lopez companies and foundations so that their resources may be

- b) Improve the Group's coordination and collaboration so that their CSR programs would be better managed, cost-effective, and adoptive of best practices;
- c) Initiate or strengthen capacity-building programs so that CSR projects would be more strategic, innovative, and impactful in improving lives;
- d) Create or deepen partnerships with donor organizations and other stakeholders, and help in resource mobilization within the Lopez Group and among employee and external volunteers; and
- e) Lead in the communication to internal and external audiences of the CSR activities of the Lopez Group that contribute to nation-building.

Benchmarking CSR with Asia's best

Consistent with his efforts to make excellence a hallmark of the Lopez Group in whatever it engages in, OML demanded that the Group's CSR champions — given the amount of resources being committed to it and the family's long-standing legacy of humanitarian and nationalistic programs — strive to become a leader for similar undertakings in private sector-driven social development programs in the country and in the rest of Asia.

Through the **Bridges** reports, LGFI seeks to show that all the Lopez Group business and CSR undertakings through the decades had one common denominator: the well-being of the Filipino family... "so that in more ways than one we have become a bridge for Filipino families, whatever they do, wherever they are. We intended to keep this bridge strong and continually accessible to everyone," as we highlighted in various top management messages.

As coordinator, capacity builder and communicator of the Group's CSR, we in LGFI are proud to have seen and to have directly or indirectly participated in these accomplishments we can all be proud of:

1. National advocacies addressing priority needs
 - Watershed protection and biodiversity promotion
 - Pasig River and esteros cleanup and BayaniJuan relocation
 - Climate change scientific studies and adaptation ideas
 - Disaster relief and reconstruction, with volunteerism as major component
 - Social enterprise and micro-enterprises, job-creation and poverty reduction
 - Knowledge Channel and e-TV, now with Kto12 and Muslim Mindanao as focus
 - Employee health and wellness
 - Lopez Museum and Library's promotion of culture and nationalism
 - Governance and citizen journalism empowered by I.T. and social media
2. Leadership in Asian CSR, as championed by the late Fil Alfonso, and linkages with global philanthropies, thereby leveraging our CSR knowledge to form dynamic partnerships
3. Successful mainstreaming and integration of CSR into the business strategies and operations
4. Championing and widespread promotion of the Lopez Group values as the very foundation and driver of our CSR activities
5. Innovative, cost-efficient community relations programs promoting job creation and inclusiveness as we share the fruits and manage the risks of our investments

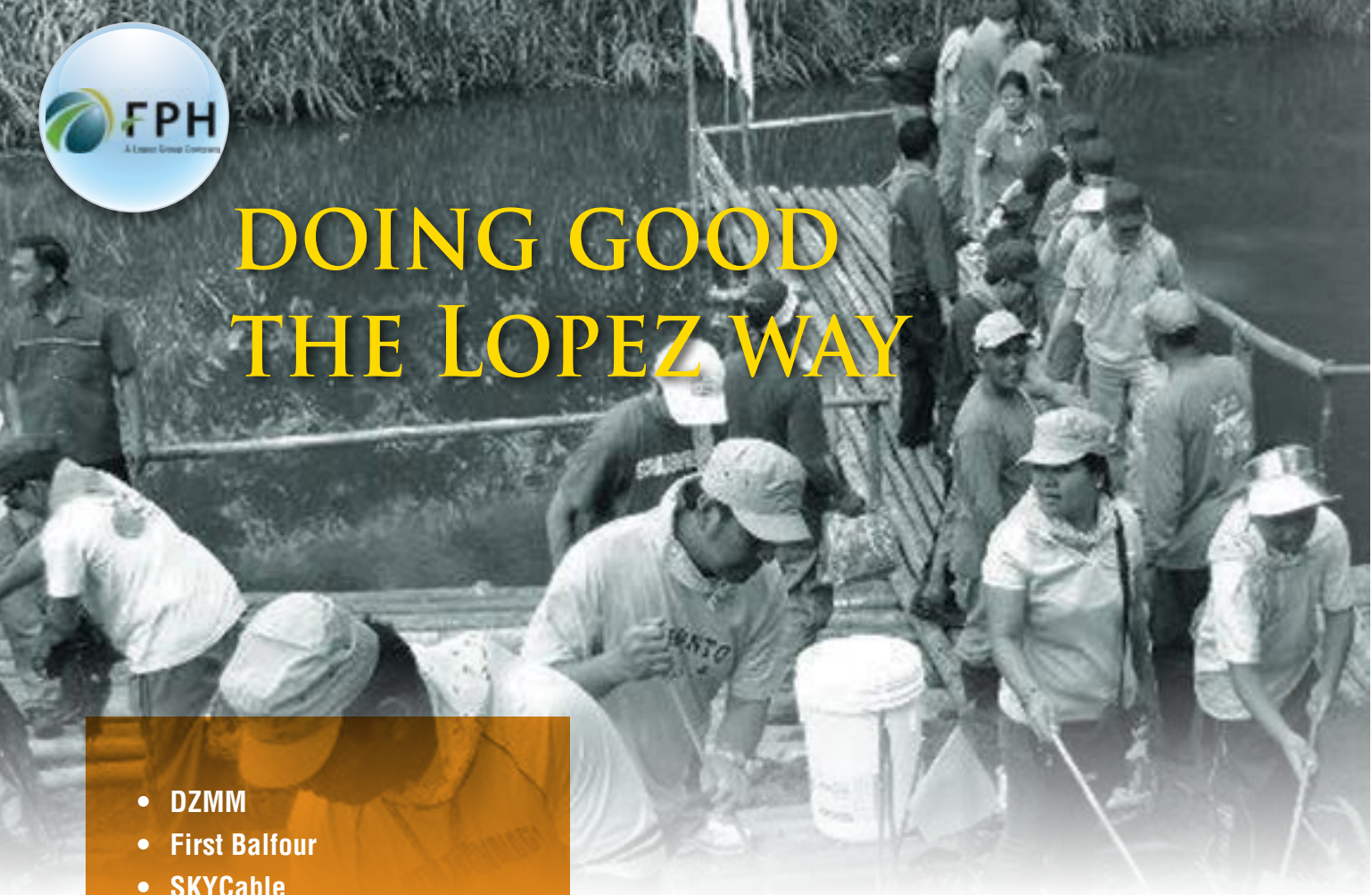
6. Strategic philanthropy in various forms practiced by the Lopez family and by employees and business partners as part of their "personal CSR"
7. Active contributions to the country's share in the Millennium Development Goals (MDGs) and adoption of the GRI metrics to help improve our MDG-oriented programs
8. Involvement of the youth and the Next Gen in relevant programs to train them for responsible citizenship and strengthen their values



We certainly would have much to discuss about these initiatives that continue to energize the practice of CSR in the Lopez Group. We assure everyone there will be many more forums, many more bridges for such exchanges.



DOING GOOD THE LOPEZ WAY



- DZMM
- First Balfour
- SKYCable
- BayanTel
- Adtel
- Lopez Holdings Corp.
- FPIP
- First Philec/ FEDCOR/ FPPS
- EDC
- First Gen/First Gas /FG Bukidnon Power and First Gen Hydro Power
- ABS-CBN Foundation
- ELFI/LMM
- 71 Dreams Foundation
- LGFI
- Bayan Academy
- Knowledge Channel
- PAAFI
- Orchestra of the Filipino Youth

“TODAY, WE LIVE IN A COUNTRY AND IN A WORLD THAT’S BADLY IN NEED OF BIG DREAMS...AT FPH, OVER OUR NEXT 50 YEARS, WE WILL NOT JUST DREAM ABOUT THE KIND OF WORLD WE WANT, WE WILL BEGIN MAKING THAT WORLD NOW.”

*Federico R. Lopez
Chairman
First Philippine Holdings*

Our various CSR initiatives – specifically on education, environment, and health – are supportive of the United Nations Development Programme’s Millennium Development Goals, “a set of eight time-bound, concrete specific targets aimed at significantly reducing poverty by year 2015.”

ENVIRONMENT

Protecting the environment is crucial to the sustainability of our various projects, especially in the Energy Sector. At EDC and First Gen Hydro, we are securing our fuel sources through protection and reforestation efforts to strengthen the existing watersheds.

- We are also planting close to 6.4 million trees over a 10-year period under our reforestation

hectare mangrove: a sanctuary for about 80 species of resident and migratory birds. It also supports some successful volunteer Bantay Dagat teams that protect marine life in the Verde Island Passage

Oscar M. Lopez Center for Climate Change Adaptation and Disaster Risk Management (OML Center).

In August 2012, we signed a Memorandum of Understanding with Ateneo de Manila, De La Salle,



project, Binhi, the greening program of our chairman emeritus Oscar M. Lopez launched in December 2008.

- Our various power plant sites all over the country are also working with the UP Institute of Biology, conducting biodiversity surveys to gain a better understanding of the ecosystems surrounding our sites.
- First Gas rehabilitated and now protects a 10-

and the University of the Philippines to collaborate on research that aims to find creative and innovative solutions that may prevent and mitigate the effects of disasters and calamities that could befall our country in the years to come. We committed startup funding of Php150 million to create the Oscar M. Lopez Center for Climate Change Adaptation and Disaster Risk Management.

The OML Center envisions “a resilient Filipino society, able to cope and prosper in the midst of climate-

related risks and disasters.” The Center will serve as a knowledge center that will mobilize private sector support for research on climate change adaptation and disaster risk management. The first set of research grants were awarded in May 2013. We also supported the launch of three books on biodiversity conservation:

- EDC’s *Rafflesia of the Philippines*, the first book to present the latest taxonomic information on the 10 Philippine species of *Rafflesia*, the largest single flower in the world.
- *First Gen’s Generations*, which features the beauty and majesty of the mountains, natural rivers, streams, volcanoes, as well as the flora and fauna living in various power plant sites of First Gen across the country.
- *The Philippine Native Trees*, a guidebook replete with photos and descriptions of native Philippine trees.

teachers’ program. The project launch, dubbed the “Night of One Thousand,” was held at the National Museum on September 29, 2012. By providing scholarships with stipends, the PBE project seeks to attract the best and the brightest graduating high school seniors to take degrees in education, specifically majoring in English, Math, and Science.

Our affiliate, EDC, has partnered with the local government of Kananga in Leyte, one of its host communities, to establish The Kananga-EDC Institute of Technology (KEITECH). This is a pioneering technical vocational program that aims to transform the unskilled and unemployed young adults in Kananga into a bankable work force.

EDC has also established in Leyte two Schools for Excellence (SFE) that provides quality basic education to elementary students. Through EDC’s investments in hardware and software components, the two SFE have become among the top public schools in Leyte.

ABS-CBN PHILHARMONIC ORCHESTRA AND ORCHESTRA OF THE FILIPINO YOUTH

We joined forces with ABS-CBN Corporation to organize the ABS-CBN Philharmonic Orchestra (ABS-CBN PO) and the Orchestra of the Filipino Youth (OFY) after seeing the opportunity to transform lives and even unite Filipinos through orchestral music.



EDUCATION

In June 2012, we donated Php9 million to the AIM Scientific Research Foundation, Inc., which promotes scientific advancement and pursuits in support of the research, training and development initiatives of the Asian Institute of Management.

We also supported Philippine Business for Education (PBE) with a Php500,000 donation to its 1,000

ABS-CBN PO is a 40-piece professional orchestra that is envisioned to be of international caliber, self-sustaining and to serve as an inspiration for aspiring musicians, especially OFY members, who can then look forward to a solid career path.

The OFY is also a 40-piece youth ensemble inspired by El Sistema of Venezuela, which is a “tested model of how music program can both create great musicians and dramatically change the life of hundreds of thousands of a nation’s neediest kids.” The OFY members, whose ages range from nine to 21 years old, are mostly underprivileged and come from places like Angono, Antipolo, Batangas, Bulacan, Cainta, Cardona, Cavite, Malabon, Mandaluyong, Manila, Morong, Pasig, Quezon City, Taytay, and provinces such as Aurora and Cebu.

Members receive free music education, rehearsal allowances, transportation assistance, meals, uniforms and use of instruments for their rehearsals and performances. Over time, the OFY is envisioned to become a community-led activity, to be supported eventually by countrymen who have learned to love orchestral music.

HEALTH

Asian Eye Institute (Asian Eye)

Asian Eye was established in 2001 as a center of excellence in eye care in the Philippines, with FPH as one of its shareholders. Its growing patient base has reached to more than 100,000, evidence to the institute’s commitment in continuously raising the bar in eye care, on par with the best in the world.

With the addition of new doctors, Asian Eye expanded its menu of services to include treatment of external disease and cornea disorders like corneal infections, limbal stem cell deficiency, conjunctival tumors and inflammation. It also introduced laser treatment for presbyopia or the condition wherein the muscle of the eye loses its flexibility affecting near vision.

Another state-of-the-art technology acquired in the last quarter is the Carl Zeiss i. Terminal 2, which

produces personalized eyeglasses to suit both patients’ lifestyle and visual needs.

In partnership with Cataract Foundation Philippines, Inc., Asian Eye also completed surgery of 150 eyes of more than a hundred patients from indigent communities. Launched in 2011, the Bringing Hope to Life: Cataract Surgery Mission has improved the lives of many seniors and children suffering from congenital cataract.

Aside from foundations and provincial local government units, beneficiaries of this program included sponsored communities of First Philippine Industrial Park, EDC, First Gas, and First Gen Hydro.



10 Years of LGFI An Unwavering Commitment

In 2001, LGFI Chair Oscar M. Lopez brought in Tuck Global Consultancy, a branch of the Amos Tuck School of Business at Dartmouth College, to examine the Lopez Group's CSR activities. As a result of the assessment results, OML established the Lopez Group Foundation, Inc. (LGFI), for the coordination of the conglomerate's CSR initiatives. With the assistance of AIM's CSR guru, the late Felipe B. Alfonso, LGFI's vision-mission was formulated and in 2004, LGFI was established and registered with the Securities and Exchange Commission.

After several workshops, the vision-mission of LGFI was finally decided to be:
Vision—to be at the forefront of nation-building through business excellence, human development and ecological security.
Mission—To bridge the Lopez CSR family and stakeholders through sustainable nation-building partnerships that link business excellence with human and ecological security.

For the past 10 years, as the coordinating hub of the Lopez Group's CSR initiatives and the Lopez family's philanthropic efforts, the following are the highlights of LGFI's 10 years of coming together to serve the Filipino people.

2004—January 28, LGFI was incorporated with members of the Lopez family and Lopez Company CEOs as incorporators. With this new umbrella foundation in place (at that time there were nine Lopez company foundations), OML expressed his expectation that the Group will be "more organized and group-oriented in our CSR activities. We can

come up with strategies to work together to promote better group-wide coordination and synergy."

2005—First edition of **Bridges** Magazine was published, which collated the group-wide CSR efforts for the first time which showed from the macro level, the nationwide extent of the CSR and philanthropic activities of the Group. In the international level, LGFI hosted the Global Philanthropists Circle Summit with Synergos in Manila, which consisted of leading families in the US and the Philippines thereby putting the name Lopez among the leading philanthropic families in Asia.

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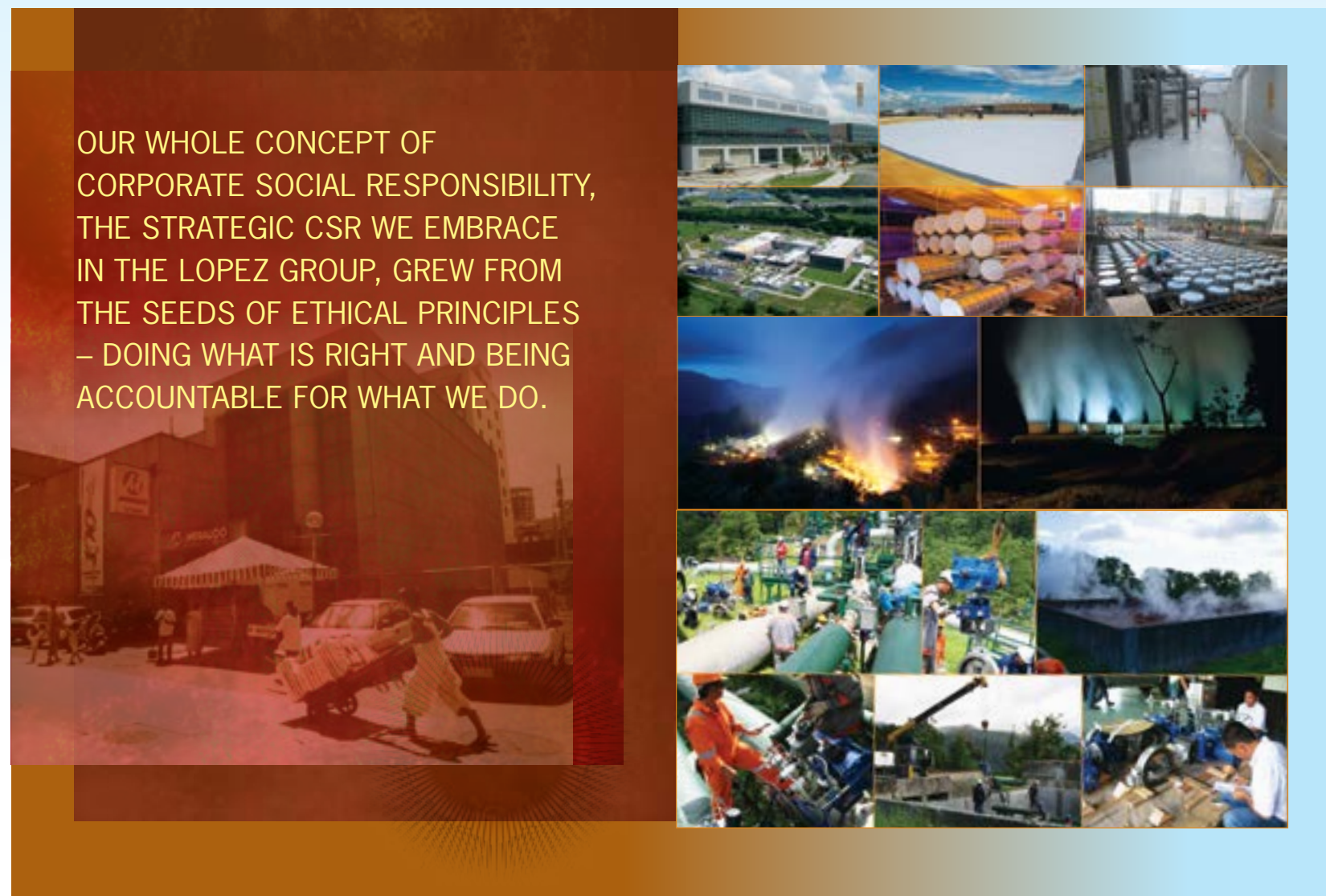
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2013—LGFI renews its PCNC certification for five years and its BIR donee status for five years and re-registered with the DSWD as an auxiliary social welfare and development agency for three years.

2014—LGFI celebrates its 10th anniversary.



10 Years of LGFI An Unwavering Commitment

In 2001, LGFI Chair Oscar M. Lopez brought in Tuck Global Consultancy, a branch of the Amos Tuck School of Business at Dartmouth College, to examine the Lopez Group's CSR activities. As a result of the assessment results, OML established the Lopez Group Foundation, Inc. (LGFI), for the coordination of the conglomerate's CSR initiatives. With the assistance of AIM's CSR guru, the late Felipe B. Alfonso, LGFI's vision-mission was formulated and in 2004, LGFI was established and registered with the Securities and Exchange Commission.

After several workshops, the vision-mission of LGFI was finally decided to be:
Vision—to be at the forefront of nation-building through business excellence, human development and ecological security.
Mission—To bridge the Lopez CSR family and stakeholders through sustainable nation-building partnerships that link business excellence with human and ecological security.

For the past 10 years, as the coordinating hub of the Lopez Group's CSR initiatives and the Lopez family's philanthropic efforts, the following are the highlights of LGFI's 10 years of coming together to serve the Filipino people.

2004—January 28, LGFI was incorporated with members of the Lopez family and Lopez Company CEOs as incorporators. With this new umbrella foundation in place (at that time there were nine Lopez company foundations), OML expressed his expectation that the Group will be "more organized and group-oriented in our CSR activities. We can

come up with strategies to work together to promote better group-wide coordination and synergy."

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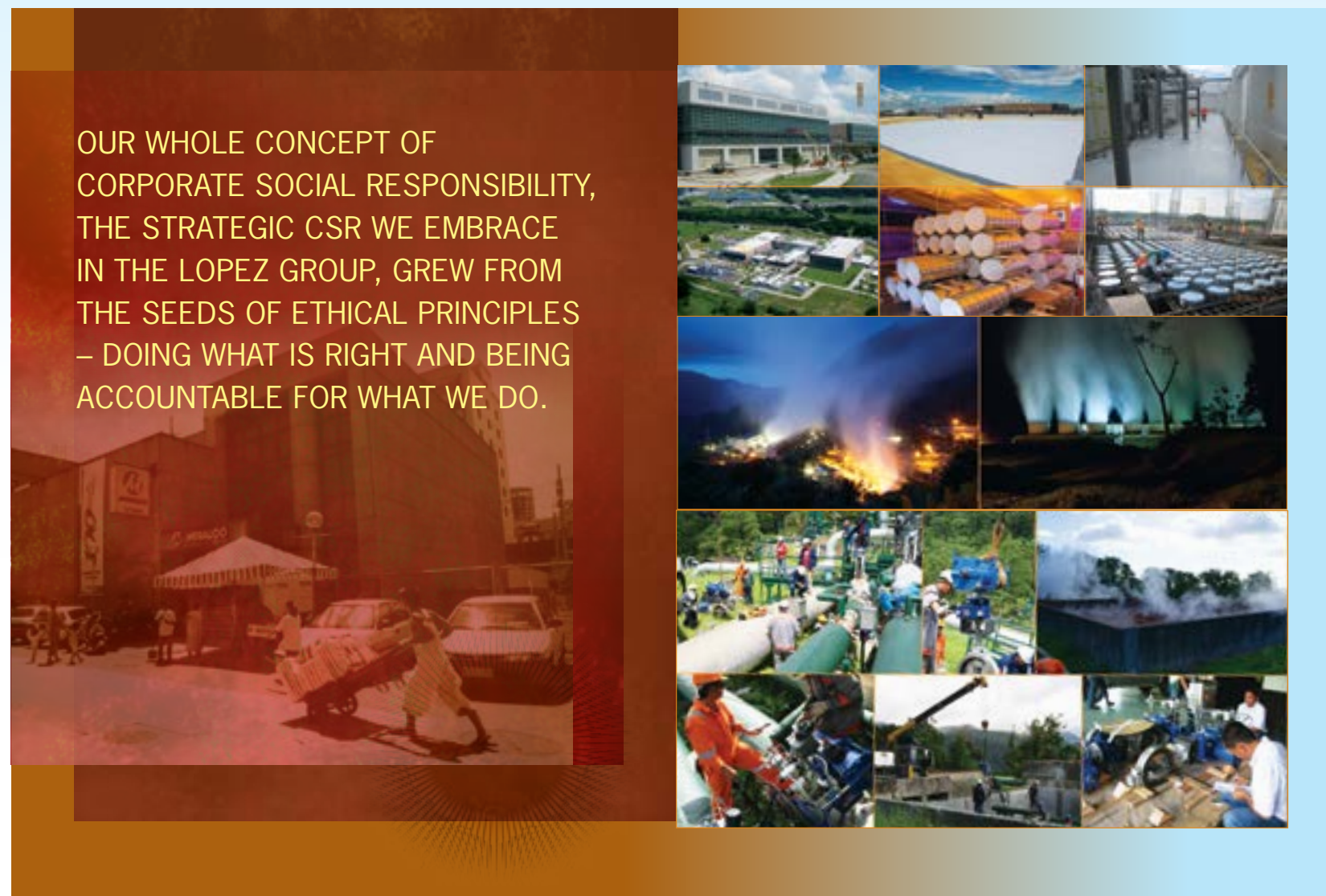
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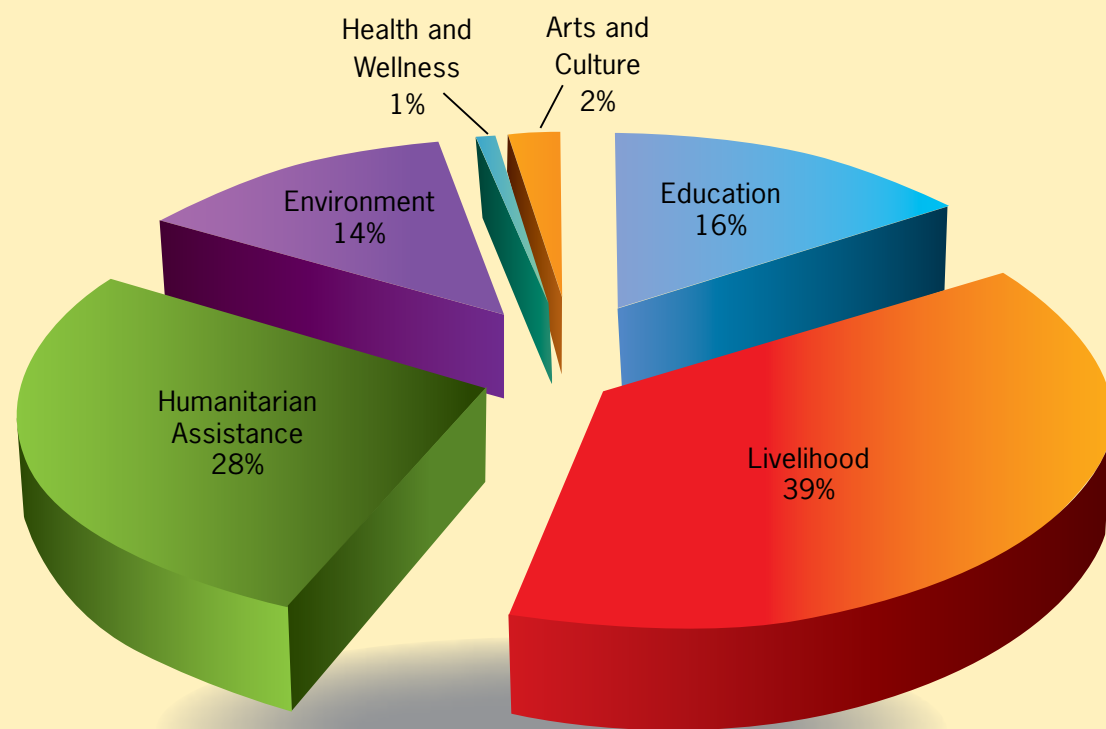
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LOPEZ GROUP CSR THEMATIC PROGRAMS



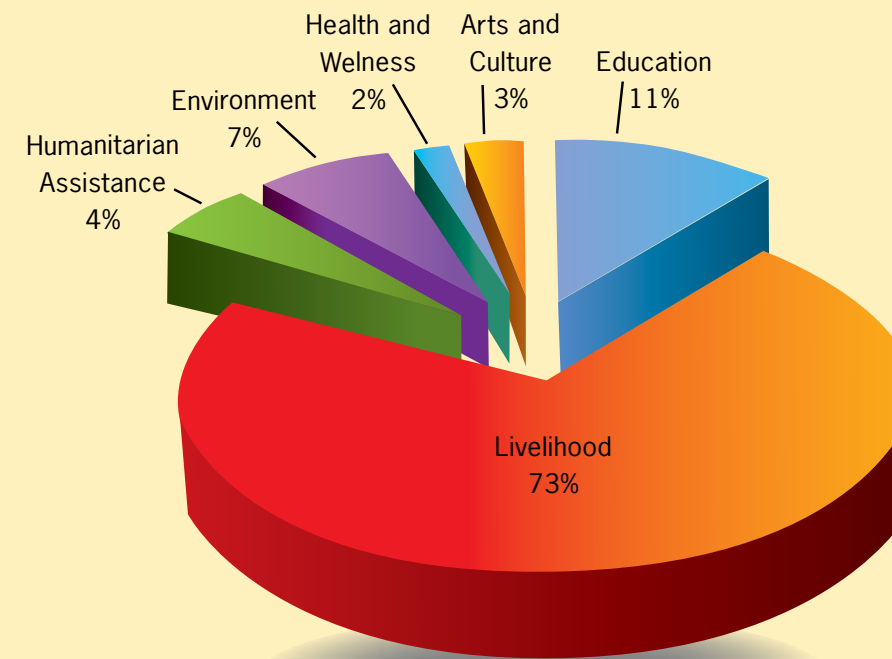
Seen according to themes or categories, the Lopez Group of companies and foundations has poured their resources into six types of Corporate Social Responsibility initiatives. These comprise CSR programs in Poverty Alleviation and Livelihood (39%), Humanitarian Assistance and Community Relations (28%), Education (16%), Environment (14%), Arts and Culture (2%), and Health and Wellness (1%).

The companies reporting their CSR activities were First Philippine Holdings, Lopez Holdings Inc., EDC,

First Gen/First Gas/FG Bukidnon Power/First Gen Hydro Power, DZMM, First Balfour, BayanTel, SKYCable, Adtel, FPIP, First Philec/FEDCOR/FPPS, and Asian Eye Institute. The foundations reporting constituted of ABS-CBN Foundation, ELFI/LMM, 71 Dreams Foundation, LGFI, Bayan Academy, Knowledge Channel Foundation, PAAFI, Orchestra of the Filipino Youth (several of which have had name changes since the report).

As of August 2013 data, which substantially reflect submitted reports for the previous year, the Lopez Group CSR programs have amounted to more than Php

CORPORATIONS



1.35 billion (a rounded off number for the general readership of **Bridges**). A dominant portion of about Php 772 million allocated by the foundations is from internally generated funds while less than a third of the total amount came from external sources.

As was generally true in previous years, the companies have been investing heavily on Poverty Alleviation and Livelihood programs compared to others allocated to other themes of their CSR budgets, while the foundations have focused their resources on Humanitarian Assistance/Community Relations, also a normal allocation of resources brought about by the frequent calamities besieging the country.

The companies' allocation of resources comprised roughly of Livelihood (73%), Education (11%), Environment (7%), Humanitarian Assistance (4%), Arts and Culture (3%), Health and Wellness (2%). For the foundations, the shares were Humanitarian Assistance (45%), Environment (18%), Education (19%), Livelihood (16%), Arts and Culture (2%), and Health and Wellness (nil).

As may be expected, the foundations account for more than half (58%) of the total Lopez Group CSR programs, while the companies contributed a little less (42%) to the total pie.

FOUNDATIONS

THE LOPEZ GROUP OF COMPANIES' MDG REPORT

As the Secretariat of the Business Sector and the MDGs, the Philippine Business for Social Progress periodically monitors and reports business sector's contributions to the achievement of the Philippine targets to the UN Millennium Development Goals (MDGs), which is ending in 2015.

LGFI aimed to account for its members' contributions on the MDGs through its various CSR programs implemented in areas where their member companies and foundations mostly operate.

This Report presents the LGFI members' CSR initiatives that are relevant and aligned with the MDGs. Contributors to this report are AFI, LGFI, KCh, EDC, First Gen, FPIP, Bayan Academy, ABS-CBN – DZMM, First Balfour.

The Eight Millennium Development Goals

1. Eradicate Extreme Poverty and Hunger
2. Achieve Universal Access to Primary Education
3. Promote Gender Equality and Empower Women
4. Reduce Child Mortality
5. Improve Maternal Health
6. Combat HIV/AIDS, Malaria and other Diseases
7. Ensure Environment Sustainability
8. Develop a Global Partnership for Development

OVERVIEW

In September 2000, 189 member states of the United Nations (UN) reaffirmed their commitment to peace, security, and poverty alleviation, setting the roadmap to a better world by 2015 – the creation of the Millennium Development Goals (MDGs).

The interest in achieving these goals is shared by greater society. The business sector, taking interest in a developed society that is good for business, plays a critical role in strengthening the capacity of government to accomplish the targets.

In view of this, the UN tapped the Philippine Business for Social Progress (PBSP) to initiate the Philippine Business and the Millennium Development Goals Program. It aims to encourage the business sector to support the achievement of the MDGs and consolidate the country's business sector response to the MDG challenge.

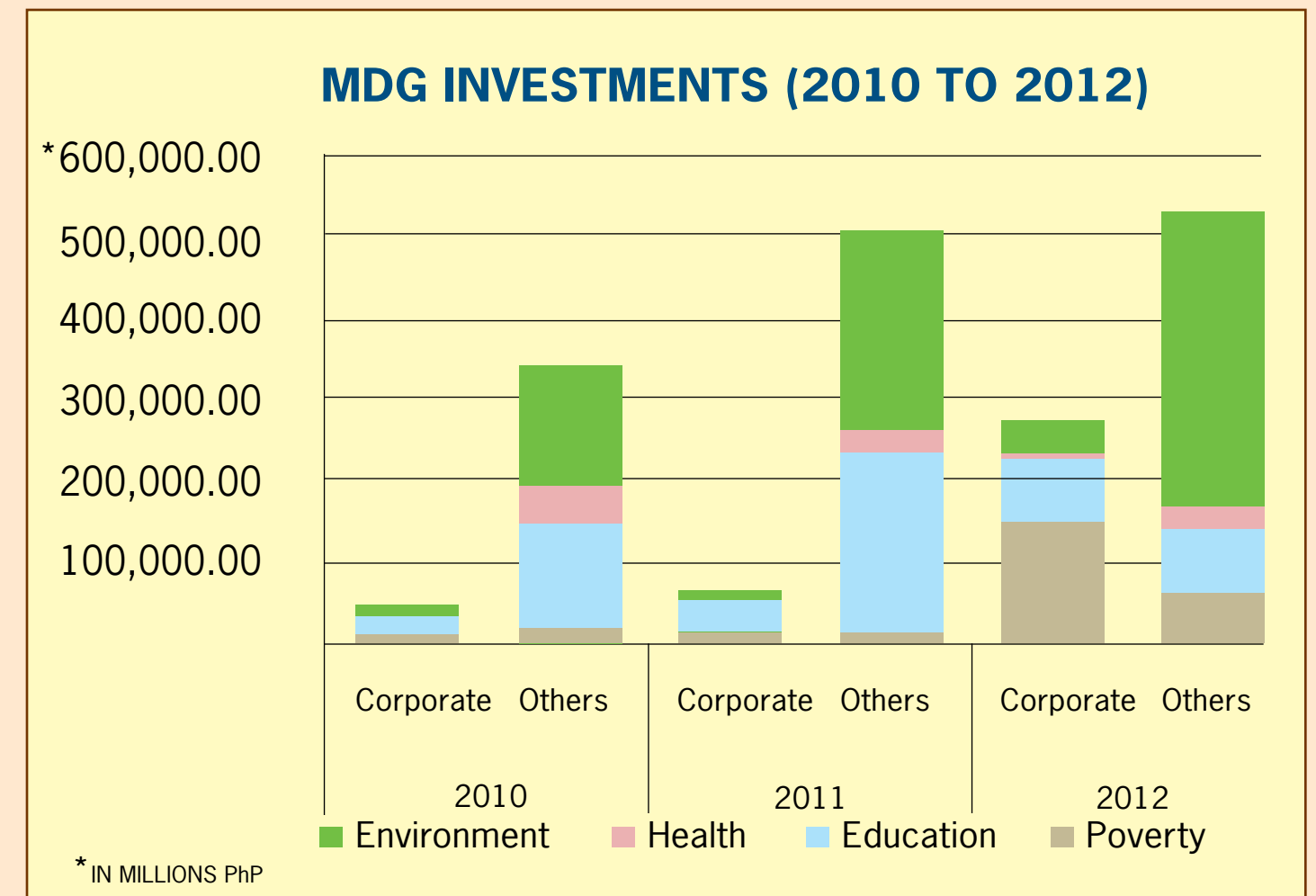
COMPANY SUPPORT TO MDG PROGRAMS FROM 2010-2012

MDG-aligned projects are initiatives on four areas namely: poverty, health, education and environment. Below is a summary of corporate investment on MDG-aligned projects:

From 2010 to 2012, there are 68 MDG-aligned projects undertaken by the Lopez Group. They spent a total of P1.7 Billion in implementing the MDG-aligned projects, of which 22% is Corporate Investments. Environment and Education programs got the highest shares, which comprise 47% and 33% of the total investments. However, Health received the least, which is less than 10%.

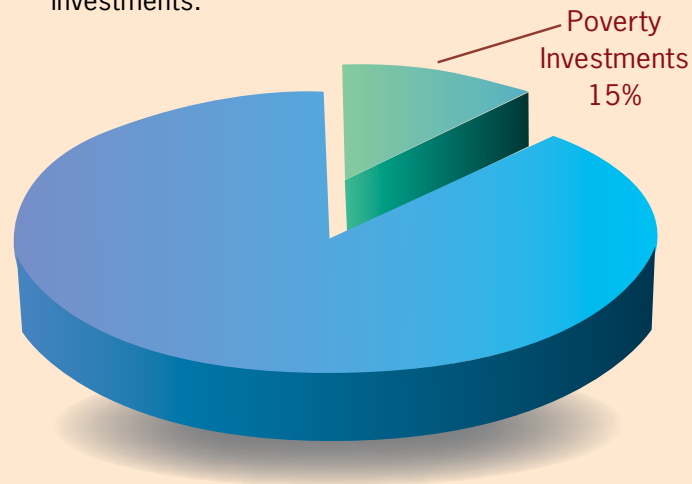
Leverage funds are raised from other sources. These are either counterpart funds provided by institutions like government agencies, international funding organizations, and other development groups. The Lopez Group was able to raise 78% of the total investments from other sources. Environment programs received the highest fund support from other sources.

Flagship programs are established. As a collective, the Lopez Group has the resources and ability to scale-up and replicate some of the flagship programs to achieve better results and more significant impacts.



BUSINESS AND POVERTY

Projects for poverty reduction are heavily supported by the members of the Lopez Group. Among the MDG areas, poverty has the highest amount of corporate investment with 15% of total corporate investments.



Stimulating Local Entrepreneurship is the biggest portfolio. One of the major programs, Bayan Academy promotes livelihood and entrepreneurship development among the poor.

The various poverty reduction projects have reached 31,755 household through the provision of skills training, assistance in setting-up livelihood projects and other services through their flagship programs such as BayaniJuan, SAGIP, as well as the EDC Enterprise Development program for its adopted communities.

The Skills training programs for communities were also integrated in other programs such as Bantay Kalikasan, an environmental flagship program of ABS-CBN Foundation.

As a result, Lopez Group has contributed 3,701 to the jobs target of the government. In addition, the implementation of the various projects created employment for 4,893 people.

Feeding program reached 98,919 children in 8 provinces.

BUSINESS AND EDUCATION

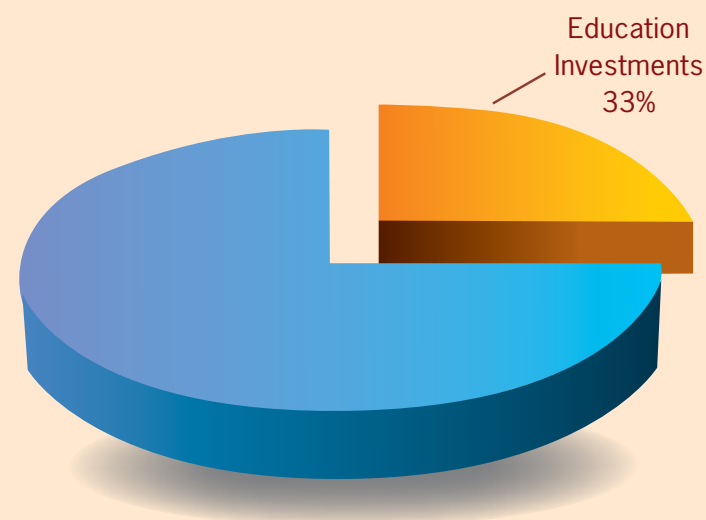
The goal of the Business and MDG Education Cluster is to ensure that there is sustained access to quality education. From 2010 to 2012, the Lopez Group earmarked 33% of its total MDG investments on Education programs.

The most common form of education intervention in education is support to systems improvement. It was given the largest amount of financial support, 47% of total education investments. The most significant contribution to education is educational television.

Knowledge Channel complements the educational materials in elementary and high school. From 2010-2012, Knowledge Channel invested in the development of ETV modules and the provision of equipment to schools.

Lopez Group also supported the establishment of schools such as the BayaniJuan Elementary School, a resettlement program undertaken by ABS-CBN Foundation in Calauan Laguna. Part of the funds was allotted for the building and/or repair of 162 classrooms and other school facilities.

There were also efforts in the capacity building of teachers and parents to provide better quality education and guidance to students.

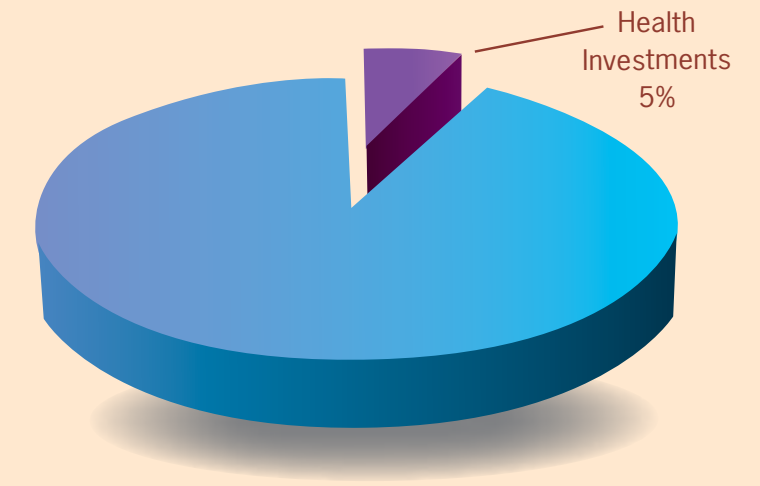


BUSINESS AND HEALTH

The MDG targets for health deal with an array of challenges, such as reducing maternal-child morbidity and mortality, controlling diseases, promoting reproductive health for women, and responsible parenthood program for couples. Business believes that these challenges are best addressed by supporting the delivery of a comprehensive, responsible health care program and by strengthening local capacities to meet health issues.

Medical mission is the most popular initiative supported by the members of the Lopez Group. These allowed them to reach a total of 43,363 patients. On the other hand, the Lopez Group also supported the establishment and improvement of

health centers as well as the provision of equipment and training of 371 health workers. ABS-CBN Foundation, Inc. also embarked on information, education, communication program for pregnant women through the Buntis Congress, which started in 2011. As of date, they are 2,149 mothers educated on maternal health.

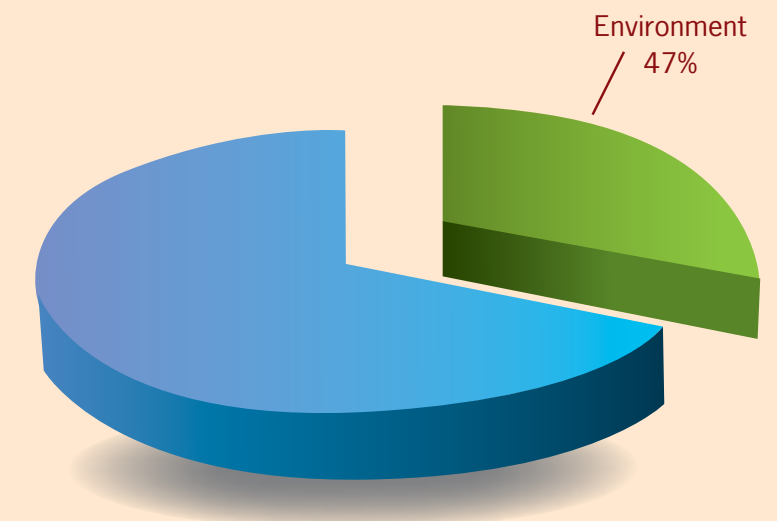


BUSINESS AND ENVIRONMENT

Millennium Development Goal Number 7 aims to "Ensure Environmental Sustainability." Meeting this goal entails, among others, coordinated efforts to rehabilitate and protect the environment and ensure efficient use of natural resources.

Forty-seven percent of the total MDG Investments from 2010-2012 had been devoted to environment projects. Most of the investments (47%) in environment went to slums upgrading. This entailed the provision of housing facilities to 8,164 households.

The single biggest program for the reforestation of 1,058 hectares is BINHI, which is undertaken by EDC.



Conclusions:

- Some MDG aligned programs of the Lopez Group are scalable and replicable.
- The Lopez Group has the capacity to scale-up program to achieve more significant results.
- The Lopez Group is effective in fund raising.
- The Lopez Group should install a systemic way of monitoring and reporting project outputs and outcomes on a more regular basis.

SEEDING GREEN WISDOM AMONG TODAY'S YOUTH LEADERS



The three-day conference is part of the greater “BINHI movement” of the Lopez Group to encourage the country’s youth to initiate and sustain environmental awareness and protection projects within their own schools and communities.

Planting the right seeds

Now on its second year, 50 student-leaders from 26 universities and colleges all over the Philippines participated with the aim of initiating a more strategic, focused and systematic environmental program in their schools after attending the BYC. The two-day conference was held at the Eugenio Lopez Center (ELC) in Antipolo.

The first day of the conference was tightly packed with motivational speeches, expert lectures and practical workshops from various experts on sustainability, environmental education and climate change. Among the BYC’s roster of speakers were Department of Environment and Natural Resources Field Operations Director Dr. Vicente B. Tuddao, EDC Watershed Management Department Manager Atty. Allan V. Barcena and Corporate Social Responsibility Manager Rei S. Medrano; Oscar M. Lopez Center Scientific Director Dr. Rodel P. Lasco; World Wildlife Fund Philippines Project Manager Philline Marie Donggay, Department of Education Senior Consultant Ma. Lourie C. Victor and Dr. Rodolfo “Dups” de los Reyes. BYC Batch 1 Alumni Rell Marc Maquiling was also there to talk to the participants about how joining the BYC helped him gain a different perspective in caring for the environment.

The talks on climate change and environmental conservation became all the more relevant to the students with the conference taking place at the height of Super typhoon Yolanda. Four of the participants who came from Leyte couldn’t help but be worried for their families back home as communication lines were down that weekend.

Tindalo. Mangkono. Yakal. Kamagong. Almaciga.

Apart from being types of trees that often appear in our science textbooks, these are just a few of the premium, indigenous tree species that need to be brought back to abundance to prevent them from vanishing and being reduced to just street names as many of us know them. To achieve this, geothermal leader Energy Development Corporation (EDC) launched its BINHI greening legacy in late 2008.

BINHI is a nationwide reforestation and biodiversity restoration project that addresses the escalating problem of deforestation and vanishing prime rare endemic tree species. A commitment of the Lopez Group to the Clinton Global Initiative and the Philippines’ first comprehensive private sector-led reforestation program, BINHI will plant 1,000 hectares every year for the next 10 years. What sets it apart from the typical tree-planting project is that it uses science to ensure a systematic, sustained and well-designed reforestation program. It has even divided the program into four modules to address the country’s various reforestation needs: Tree for the Future, Tree for Food, Tree for Life, and Tree for Leisure.

In 2012, EDC went on to ensure that the value of BINHI is passed on to future generations by planting the right seeds among today’s youth leaders through the BINHI Youth Conference (BYC).





Sowing trees for the future

Of course, the BYC would not have been complete without the actual tree planting activity that was led by EDC's forester-volunteers. On day two of the conference, each pair of delegates per school planted one premium native tree as part of the BINHI Tree for the Future project at ELC's designated greening area. The BYC Amazing Race followed soon after, allowing the teams a fun and friendly competition as they completed various obstacles that required good use of their analytical skills and agility.

In the afternoon, the students worked on their project proposals which were judged based on their compatibility with BINHI, viability, strategic content, and replicability. The team from the University of Santo Tomas, University of Negros Occidental-Recoletos and University of Southeastern Philippines,

a regional state university in Davao City, emerged the top three winners. Their proposal entitled "Project Roar" is an environmental awareness campaign that is aligned with the advocacy of BINHI and UST. The core topics for this project were reforestation, organization, promoting awareness, and resiliency.

The winning teams received cash prizes for their members, as well as a project support grant from EDC in the form of budgetary provision and technical assistance from the CSR and Watershed management departments for the implementation of their programs.

The teen delegates agreed that all their learnings on day one, the tree planting and Amazing Race and the company of their new-found friends made greening more fun at the BINHI Youth Conference. Each of them promised to keep in touch through the BYC Facebook page if not through group chats. Most of all, they vowed to spread environmental awareness

in their family and communities and to plant more premium, native trees.

UNO-R Bacolod delegate Raxel Ann Gonzales has this to say about her BYC experience: "I thank God for this blessing, and will be forever grateful for the experience. I can't help but think of my life as a huge forest, and my experiences as trees. And what more can I say? The 2nd EDC-BINHI Youth Conference was a new tree in my forest, a tree that will soon grow and foster, one that will definitely make my forest of life, greener."

Growing more seeds of knowledge

To date, EDC already has 91 partner institutions from eight regions across the country (11 parks, 2 villages and 78 schools from 2008-2013) and has planted more than 4,000 hectares since the program started in late 2008. Most of them were schools that partnered with us to plant and take care of mother trees as part of our BINHI Tree for the Future module. These mother trees of premium, rare, indigenous species will then be a source of more seedlings that we can propagate to bring them back to abundance. Moreover, the program has enabled EDC to incentivize the efforts of the farmers and community associations (FA/CA) in our areas of operation to help us maintain and guard our BINHI areas. This emerging called Payment for Ecosystem Services is just one source of livelihood that EDC

gives to them as part of its Community Partnerships Program.

To break the cycle of poverty, EDC has likewise been planting the right seeds of knowledge through its various education programs.

The Kananga-EDC Institute of Technology (EDC) in Leyte is proud to be the only technical-vocational training institution in the region that has a consistent 100% passing rate in all of the Technical Education and Skills Development Authority's (TESDA) certification exams. Now on its fourth year, KEITECH has been building the world's greatest nation builders and will soon be replicated in EDC's other strategic business units (SBUs).

The Schools for Excellence is a seven-year pilot multi-sectoral partnership project of EDC, the local government, the Department of Education, Philippine Science High School, Ateneo Center for Education Excellence and the Parent-Teachers Association that aims to produce quality grade school graduates from the uplands of Tongonan, Kananga, and Ormoc in Leyte. Its first batch of full-term students (those who finished Prep-Grade 6 in SFE) graduated in March 2012.

EDC's College Admission Review and Readiness Project (CAREERS) helps bright but underprivileged 4th year high school students from our host communities in the uplands pass the admission tests in the country's best universities and colleges and get scholarship grants. Now on its fourth year, CAREERS has already been able to help over 40



deserving teenagers take the first giant step to fulfilling their dreams by passing the UPCAT and studying at the University of the Philippines.

Another notable education project of EDC is its 10-year-old Energy Camp, an experiential learning summer camp for qualified incoming 4th year high school students from the company's host communities and from EDC employees' children. The camp teaches them not only about life skills but also about the benefits of geothermal energy and the importance of environmental management. To date, over 2,300 teenagers have already experienced how learning can be fun through the Energy Camp.

Reaping the fruits of corporate social responsibility

For the past 37 years, EDC has been the driving force of progress in all its areas of operation in Bicol, Leyte, Negros Island, and North Cotabato. It has been consistently contributing to the local communities in the form of community investments,



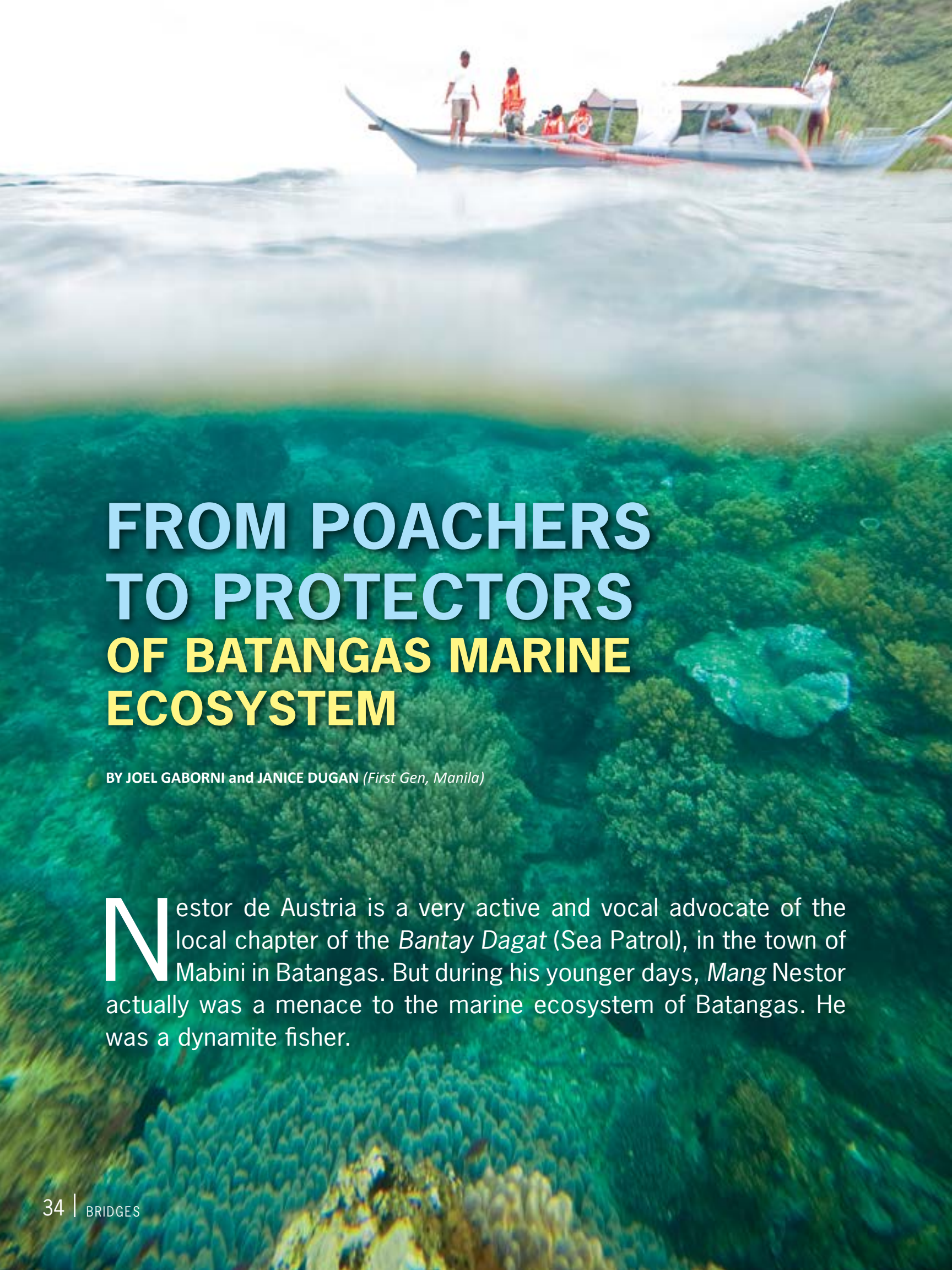
local procurement of goods and services and the company's priority for local hiring of qualified applicants for permanent employment each year. In 2012, EDC's total economic value distributed to its local communities amounted to P24.11 billion.

EDC's Community Partnerships Program has been focused on its host communities' health, education, livelihood and environmental needs. The program has become a catalyst for change that brought about the communities' own development and self-reliance.

All these efforts have taken root as proven by EDC's increasing social acceptability rating in all its SBUs. In 2012, EDC scored an average of 95% for "appreciation" and 94% for "willingness of the community to support the company" versus the 80% standard for high acceptance as indicated in the Guttman scale. Across the SBUs, the scores have exceeded the global standard for high acceptance.

Beyond producing sustainable and reliable green energy that powers the nation, EDC will continue to plant more seeds of progress for a better future each day.





FROM POACHERS TO PROTECTORS OF BATANGAS MARINE ECOSYSTEM

BY JOEL GABORNI and JANICE DUGAN (First Gen, Manila)

Nestor de Austria is a very active and vocal advocate of the local chapter of the *Bantay Dagat* (Sea Patrol), in the town of Mabini in Batangas. But during his younger days, *Mang Nestor* actually was a menace to the marine ecosystem of Batangas. He was a dynamite fisher.



BANTAY DAGAT VOLUNTEERS UNDERGO A SEMINAR ORGANIZED BY FIRST GEN

Mang Nestor, 58, still recalls that in his younger days he watched his elders catching fish with dynamite. “*Sa buong akala ko noong bata pa ako ay okay lang ang dinamita, kasi ang dami sa lugar namin noon na gumagamit niyan sa pangingisda* [When I was young, I thought then it was okay to use dynamite, because many fishermen in our place used it],” he said.

Dynamite did make life easy for *Mang Nestor*, because catching fish was almost effortless. He just blasted and collected them. And *Mang Nestor* never worried then about the consequences of his action, because he thought the rich marine resources of Batangas were inexhaustible. “*Pag wala na kaming huli sa isang lugar, lilipat lang kami sa ibang lugar. Doon naman kami maghahagis ng dinamita* [If there is no more fish in one area, we’d simply move to another area. There, we’d use the same trick to catch fish with dynamite],” *Mang Nestor* said about his early days as a dynamite fisher.

Mang Nestor would later realize that his method of catching fish was not sustainable. “*Binabalikan namin yung mga lugar na nauna ng ginamitan ng dinamita. Napansin ko na wala pa rin bumabalik na isda doon sa mga pinasabugan namin ng dinamita.* [I’d return to

spots where I had earlier caught fish with dynamite. I noticed the areas that were blasted with dynamite still have no fish to catch],” *Mang Nestor* noted.

The seas off the shores of Batangas form part of what is called the Verde Island Passage. Located off the coastal waters of Batangas, Oriental Mindoro, Occidental Mindoro, Marinduque and Romblon, this Passage is more than just a busy sea lane. One study, conducted in 2004 by two prominent scientists – Dr. Kent Carpenter of the World Conservation Union and Dr. Victor Springer of the Smithsonian Institution – described the Verde Island Passage as the “Center of the Center” of global marine shore fish biodiversity. The scientists came up with the description after concluding that the area hosted the highest concentration of diverse marine species in the planet. The marine diversity is deceiving; it could easily be misconstrued as inexhaustible.

Mang Nestor knows better now. The use of dynamite may have made it easy to catch fish, but it also upsets the ecosystem by indiscriminately killing even the young fish and destroying fish habitats and their nurseries, such as the coral reefs, which take decades to regenerate.



WATCHING OUT FOR THOSE WHO WILL HARM THE CORALS

AS A YOUNGSTER, *MANG REY* NEVER THOUGHT MURO AMI WAS DESTRUCTIVE, BECAUSE HE THOUGHT THE MARINE RESOURCES OF BATANGAS WERE INEXHAUSTIBLE. “*KUNG WALA NANG ISDA SA ISANG LUGAR, LILIPAT LANG KAMI SA IBA NAMAN AT DOON NAMAN KAMI MAGBABASAG NG CORALS.*”

The realization of dynamite fishing’s adverse impact has turned *Mang Nestor* into a staunch advocate in preserving the marine ecosystem of Batangas. When *Bantay Dagat* was organized in Mabini, *Mang Nestor* joined the group, which later elected him as chairman. Today, he serves as an active vice chairman of the volunteer group in Mabini.

In Tingloy island across Mabini, *Rey Manalo* also went through a phase in life that was just as destructive to the ecosystem of Batangas. As a teenager, *Mang Rey*, now 48, used to work as a muro-ami diver. Muroami is a fishing technique that is suited for catching fish on coral reefs. It uses an encircling net together with pounding devices, called *sirosga* or heavy blocks of rock or cement tied to a chain or rope.

Mang Rey recalled that, as a muro-ami diver, he would put on a compressor or breathing device so he could stay longer underwater. Once underwater, he’d use the *sirosga* in an up and down motion over the coral reefs. This motion would smash the coral reefs and scare the fish out of their hiding places. Once flushed out, the fish would be caught by an encircling net. Muro ami saved him time waiting or looking for fish hiding in the coral reefs.

But the muro-ami technique is just as destructive as blast fishing because muro ami destroys the very fish breeding ground. As a youngster, however, *Mang Rey* never thought muro-ami was destructive, because he

also thought the marine resources of Batangas were inexhaustible. “Kung wala ng isda sa isang lugar, lilipat lang kami sa iba naman at doon naman kami magbabasag ng coral reefs [if we exhaust the fish in one area, we just move to another area where we pound the coral reefs],” he said.

Like Pangulong Nestor, Mang Rey would also realize later the destructiveness of muro-ami. “Napapansin ko na, habang nawawala ang mga coral reefs, nawawala rin ang mga isda [I noticed that, as the coral reefs vanish, the fish also became scarce],” he said. Worried about the future of the fish from which he draws his livelihood, Mang Rey vowed to help restore and preserve the coral reefs. He is now the chairman of *Bantay Dagat* in Tingloy.

But years after Mang Nestor and Mang Rey gave up their destructive fishing techniques, poaching – now compounded by rapid industrialization and pollution – remains a problem to the ecosystem of the Verde Island Passage. Although dynamite fishers rarely sneak into Mabini and Tingloy; the seas off these towns face an equally menacing threat from new forms of poachers. They include commercial fishers who would encroach closer to the shores and catch even the juvenile fish. Then there are the spear fishers who use “active gears,” such as compressors,

to breathe and stay longer underwater, while waiting for fish to come out from the coral reefs.

Silvestre “Mang Baqui” Baquillos, a former *Bantay Dagat* chairman in Mabini, explains that a compressor is a banned active gear in municipal fishing grounds because it allows a fisher to stay longer underwater. Their extended dives often lead to overfishing. “Yung dapat hulihin nila sa ibang araw ay hinuhuli nila sa ilang sisid lang. Kaya di nabibigyan ang isda ng pagkakataon dumami at nauubos sila agad [With a compressor, a spear fisher can catch fish that otherwise he would have to catch in another day if he would not wear a compressor. So the compressor does not give the fish time to repopulate],” Mang Baqui explained.

Mang Baqui recalls the utter sense of helplessness he felt while watching poachers near the shores. He wanted to drive them away, but there was a problem. *Bantay Dagat* patrol boats did not have enough fuel. “Kung matagal ang habulan, malamang ubos na krudo namin pero di pa namin sila nahuhuli. Minsan hahabulin namin, pero di namin tinutuloy kasi wala na kaming krudo pabalik sa amin [They – or the poachers – knew our limited fuel supply. In a long chase, we’d run out of fuel first before we could catch them. Sometimes we’d give chase but we’d break off, because of fear our fuel would not last for our trip



BANTAY DAGAT VOLUNTEERS

back to base],” he said.

This sorry situation changed after First Gen Corporation committed logistical support for *Bantay Dagat*. First Gen’s assistance for *Bantay Dagat* is part of the company’s commitment under a long-term activity that got its name from the description of the Verde Island Passage coined by Drs. Springer and Carpenter. It’s called Project Center of Center – The Verde Island Integrated Conservation and Development Program, or “Project CoC.”

First Gen, along with Conservation International-Philippines (CI-P), First Philippine Conservation Inc. (FPCI) and the Province of Batangas, drew up Project CoC back in 2004. The original scope of Project CoC had several components that included community organizing, research, training and capability building, and marine protected area identification.

While First Gen joined Project CoC in 2004, the company assumed in 2010 the role of direct implementer of the project with a single-minded focus on marine law enforcement in Mabini, Tingloy and a third Batangas town. With the new focus, First Gen extended support for the *Bantay Dagat* volunteers in the form of fuel, honorarium and food allowance, new equipment, training, and even educational and legal support, among other forms of support.

First Gen’s change in tack appears to work. “Ngayon dumidistansiya na kahit mga commercial fishers kasi alam nila kaya ng krudo namin makipaghabulan [Nowadays, even the commercial fishers stay away, because they know we have the fuel to last even in a long chase],” Mang Baqui chuckles.

The renewed vigilance is helping the marine ecosystem in Mabini and Tingloy recover, said Mang Nestor who continues to fish in Mabini. He cites no quantitative study, but Mang Nestor attests that a number of fish varieties that earlier disappeared or dwindled in Mabini have returned or have increased their population. “Bibihira kami noon makahuli ng katulad ng tuna, pero ngayon ang dami at ang lalaki ng tuna na nabibingwit namin [For a while we missed catching fish, such as tuna, but now we catch not only many but big tuna],” he noted.

It took some time before others in the community of Mabini supported the drive of *Bantay Dagat* against illegal fishers. This is especially true with its crackdown on commercial fishers. Even Mang Nestor encountered a problem getting support from within his community.



Under Republic Act No. 8550 (otherwise known as the Philippine Fisheries Code of 1998), fishing vessels weighing more than 3.1 gross tons are classified as commercial fishing boats. The law in general prohibits these boats from fishing within municipal waters or within 15 kilometers from the shoreline of a municipality.

Once assured by First Gen of fuel and equipment, *Bantay Dagat* in Mabini intensified its campaign to arrest or drive away commercial fishers that would stray into the 15-km. exclusion zone. But some small fishermen from within Mabini itself resented the campaign. That's because, for a time these small fishers found it easier just to ask for the extra catch of encroaching commercial fishers than to go out and catch fish for themselves. Driving the commercial fishers cut the supply of easy money and food for the small fishermen.

"Nasanay na ang ibang mangingisda dito na manghingi na lang ng isda sa mga commercial fishers. Kaya nagalit sila noong hinuhuli namin ang commercial

fishers. [They – or marginal fishers – became used to just ask for dole-outs from commercial fishers. So they got mad at us for running after the commercial fishers]," Mang Nestor said.

But Mang Nestor waged his own campaign to explain the situation. He told his neighbors: *Ang dagat natin ay parang bahay na rin natin kung saan nagtatago tayo at nag-iipon ng puhunan na gagamitin natin para sa ibang araw. [Our seas are like our homes where we save money for future use],* he would tell the small fishers in Mabini. He then would ask his fellow fishers: *"Ano ang mararamdaman niyo kung pagkatapos niyo mag-iipon may papasok na magnanakaw na hahakot sa ipon niyo, tapos titirahan lang kayo ng kaunti [How would you feel, if after you saved enough money, a thief would break into your house, cart away your savings and leave behind just some of your money]?"* he would ask.

Local residents in Mabini eventually got his point; they now support the drive against commercial fishers and other poachers.

SIKAT II TAPS SUN'S CLEAN POWER



A 14-man team of Filipino mechanical and electronics engineering students and teachers from De La Salle University (DLSU) returned to Manila on Friday, October 18 2013, after successfully fielding their own solar-powered racing car, called SIKAT II, in a grueling yet friendly race across Australia.

Members of the DLSU team, called Team Sikat Solar Philippines, were greeted by officials of Sikat Solar Challenge Foundation, Inc. (SSCFI) and other Sikat II sponsors when they arrived at the Ninoy Aquino International Airport from their participation in the World Solar Challenge (WSC) edition of 2013. The WSC is a race among solar-powered cars across the Australian outback from Darwin in the Northern Territory to Adelaide in South Australia. The latest edition of the biennial race ran from Oct. 6 to 13, 2013.

In six days of racing at the WSC, SIKAT II traveled a total of 2,487 solar kilometers, or the distance traveled by a vehicle relying solely on the sun's energy. The performance of SIKAT II was better than its counterparts from Hong Kong, Turkey, USA, and two teams from Japan. It was also the best performance of the DLSU team since it first joined the WSC in 2007.

Sponsors of SIKAT II expressed satisfaction not only over the car's performance at the 2013 WSC but also over the car's effectiveness as a platform for



creating awareness about the need to promote and develop renewable energy sources. A Google search on SIKAT II draws close to two million results, an indication of the car's high level of public awareness.

The DLSU is the first – and so far the only – academic institution in the country to accept the challenge of the Australian race. During the 2007 Australian race, DLSU fielded Sinag, the first solar-powered car that the school designed and assembled. In 2009, DLSU assembled SIKAT I as solar-powered roadshow car. An earlier version of SIKAT II competed in the 2011 WSC race.

First Gen, acknowledged as the country's leading clean and renewable energy company, also supported both earlier SIKAT solar cars of DLSU.



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Kapit Bisig Para sa Ilog Pasig

LONG JOURNEY BACK TO LIFE

By Michael C. Rubio

The Pasig River was once the commercial center and lifeblood of Manila. The river was a clean water source, full of flora and fauna, and perfect for a swim. Unfortunately, rapid urbanization without proper infrastructural development led to the tragic biological death of the river by the 1990s.



LAUNCH OF ABS-CBN FOUNDATION'S KAPIT BISIG PARA SA ILOG PASIG IN 2009

To restore the Pasig River is to revive an economic and environmental treasure at the heart of the Philippines. ABS-CBN Lingkod Kapamilya Foundation, Inc. (ALKFI) is doing just that, estero by estero. Prior to Kapit Bisig Para sa Ilog Pasig (KBPIP), the work on waterway rehabilitation concentrated on the main river, without cognizance of the esteros or creeks draining into it. After a lot of effort and expense, the

Pasig River remained biologically dead. Back then, the rehabilitation of the Pasig River seemed like an impossible task.

After five years of transformative work on the esteros and the surrounding communities, it would seem that there is hope. With the help of the Pasig River Rehabilitation Commission, Metro Manila

Development Authority, Department of Public Works and Highways, Department of Environment and Natural Resources, Manila Water, Maynilad, the local government units, and the generosity of donors such as Goldilocks, Pilipinas Shell, PAGCOR, ICTSI, Metrobank, Tanduy, PLDT-Smart Foundation, and so, so many others, Estero de Paco experienced a dramatic transformation. This led to the ongoing expansion of rehabilitation activities to 15 other of the 47 tributaries of the Pasig River.

Its Former Glory

Kapit Bisig Para sa Ilog Pasig is the waterways rehabilitation program of the ABS-CBN Lingkod Kapamilya Foundation. Its specific goal is to put into motion the foundational work and effort to bring back the Pasig River to its former glory, to give future generations of Filipinos a river that can be part of their national character and heritage, beyond being a functional commercial artery that carries the lifeblood of business throughout the metropolis. Its specific role is to develop and deploy innovative interventions on the estero and community level that, should these meet performance objectives, can be replicated and scaled to the other open tributary projects in the overall rehabilitation effort.

The Pasig River Rehabilitation Commission (PRRC), from the Office of the President, is the primary organ that implements these interventions. KBPIP has a very close partnership with it, allowing rapid deployment of resources and materials that make for faster learning cycles on what works and what doesn't in the waterways and the surrounding communities.

This partnership best exemplifies the overall strategy of KBPIP that is literally spelled out in its name. It is through cooperative relationships such as this that the Pasig River can be saved. The image of lines of people, arms locked, marching forward to create meaningful change in the nation has become part of the Filipino cultural identity for almost 30 years. It is in this spirit that KBPIP intends to carry out its work.

The Method

First there is development, and then there must be sustainability. The principal source of pollutants to the waterways is from household waste. In many cases, the tributaries of the Pasig are choked with solid waste from informal settlements that are built

on the very top of the creeks. In some parts of Estero de Paco prior to KBPIP's intervention, one can walk from one bank of the creek to the other walking on garbage without sinking. It is clear that something must be done to address this first.

The principal work is to reclaim the easements of the waterways. The Water Code of the Philippines requires 3-6 meters of easement from the banks of canals and creeks, and 10 meters from the banks of rivers. KBPIP must first recover these from formal and informal settlers legally, humanely, and while preserving the dignity of all involved. A thorough process is followed, with the help of Local Inter-Agency Committees that involve entities as diverse as the Metro Manila Development Authority, the National Housing Authority, the Department of Social Welfare and Development, and the Commission on Human Rights.

Once the easements are reclaimed, the infrastructure development begins: construction of pedestrian walkways, linear parks and other green spaces; while the dredging and solid waste removal from the water commences. Once the water is clear of solid waste, technology is deployed to treat the water quality. The KBPIP and the PRRC are always experimenting on finding the best and most cost-efficient method to treat the water quality.

In parallel with the infrastructure development, the foundations of sustainability are laid. KBPIP identifies volunteers from the community who best exemplify the spirit and value of environmental transformation and care and then train them to be the very guardians of the rehabilitated waterways. These are the River Warriors: ordinary members of the community that display extraordinary levels of commitment to environmental and social good.

What needs to be done is to not only inform, educate, and communicate to the community and allied government entities on the urgency and importance of the work, but to all other advocacy partners or would-be partners: especially in the private sector. The Pasig River and its tributaries, when rehabilitated, can result in a massive difference in the environment within which Philippine businesses can thrive in. Partnering with KBPIP isn't merely a matter of corporate social responsibility; it can also be simply a matter of sound business strategy.

BRINGING A HUMAN SPIRIT TO URBAN RENEWAL

By Faizza Tanggol



Transforming the community behavior is a long task to complete, but KBPIP empowered community members to become environmental guardians, and then created support structures around them that allow them to do the work of maintaining the development in the tributaries.

Anna Mae R. Isaac is such an example. She is a River Warrior, part of the second batch of trainees in 2010. She is a 22-year-old undergrad who leads a team of utility service personnel that maintain the cleanliness of Paco Public Market; identified as a major source of waste that impacts Estero de Paco in Manila.

Anna Mae completed two years of college, and displayed a high aptitude for knowledge on how to do the environmental work in Estero de Paco. Still a teenager when she joined the ranks of the River Warriors, within a few months she was asked to lead a team of her peers, most of them older adults.

KBPIP, in partnership with the Pasig River Rehabilitation Commission, the Philippine National Police and the Armed Forces of the



RIVER WARRIOR

ANNA MAE LEADS A TEAM THAT KEEPS THE ESTERO DE PACO CLEAN

As the rehabilitation of the Pasig River requires a long time, the progress made in the first tributaries need to be sustained. Kapit Bisig Para sa Ilog Pasig adopted community integration and poverty alleviation as strategies. The idea is that if the community owns the environmental conservation, and if economic activity directly benefits from it, then the environment around the tributaries will be conserved.





Philippines, trained hundreds of River Warriors from communities in Paco, San Miguel, San Juan, Uli-Uli, Aviles, and Santibañez. Together with other project partners, these volunteers underwent training, law enforcement, ecological solid waste management, leadership seminars, estero rehabilitation and livelihood programs.

hindi ko malimutan kung gaano kadumi, kahirap, at kadelikado manirahan dito. Napakadaming basura. Nakakatakot kapag baha. Nakatulong po kami sa pagbabago dito sa Estero de Paco. Masarap po yung pakiramdam."

"Naging mahirap din po," Anna Mae said, describing the challenge of having to lead a team of people

much older than she was. "Yung staff po ang nagpapagalit sa boss."

But she credits the expertise in the work they were all trained for as key to gaining the respect of her team. Nearly four years later, her team joined her in the Paco Market working out of Prime Power Manpower Services.

When KBPIP took on rehabilitating Estero de Paco, it realized that without cleaning and managing the Paco Public Market, so much of the work in maintaining the Estero de Paco will be futile. By 2012 the ABS-CBN Lingkod Kapamilya Foundation entered into a Management Contract with the City of Manila, taking on the administration and rehabilitation of the Paco Market.



THE NEW CLEAN LOOK OF PACO MARKET

Anna Mae joined the River Warriors program with her mother, Ludy. She wanted to share with her daughter the value of service to the community, which is important to get while still young. For quite a few individuals, being a River Warrior is a family affair.

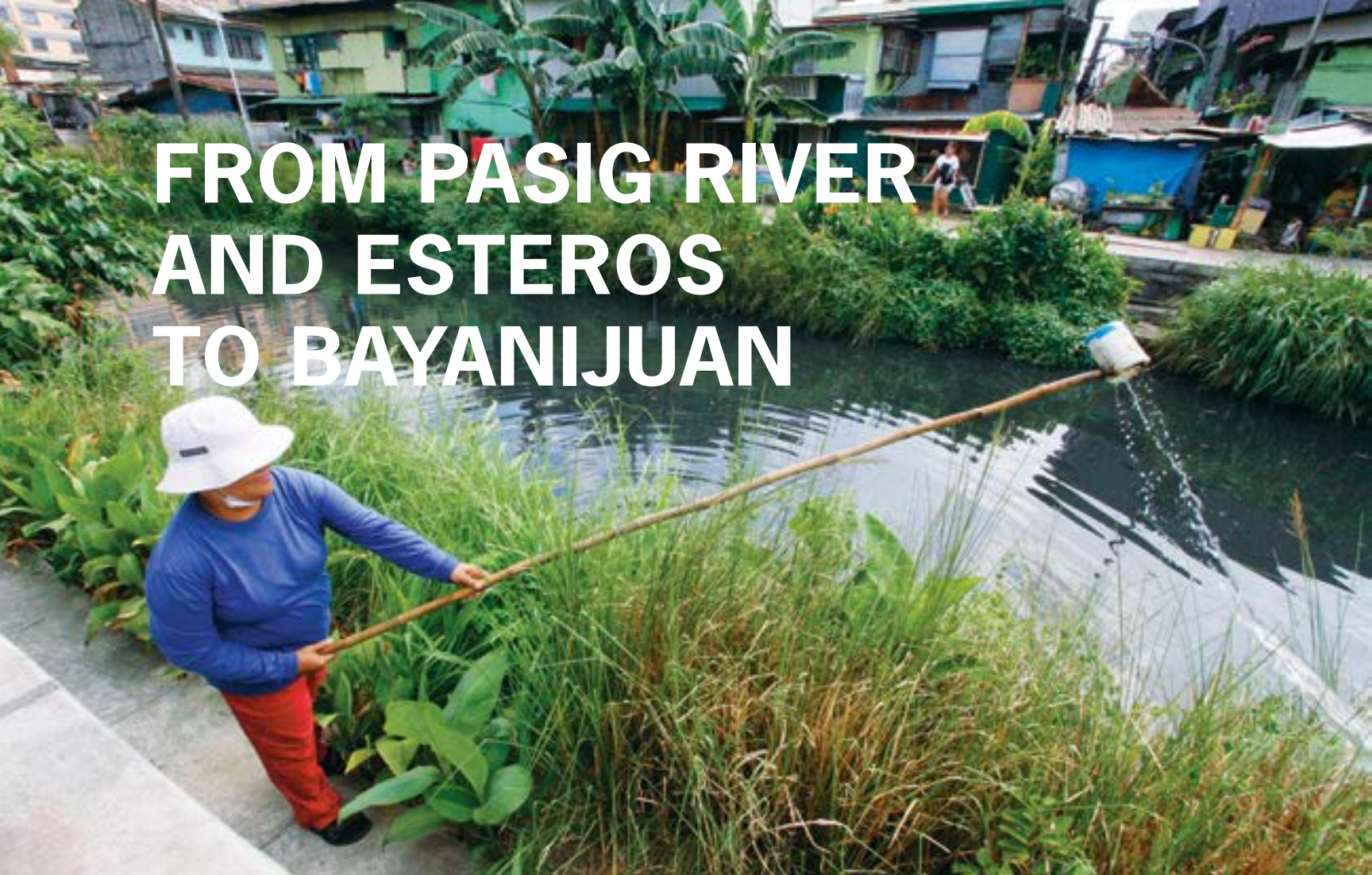
Anna Mae says that while serving the community and the environment is important, they joined the River Warriors also to find opportunities for a better life. The River Warrior program is a volunteer organization, but through it people get access to learning new skills that can lead to employment and livelihood opportunities later on. While Anna Mae became employed as a utility services worker in Paco Market, other River Warriors have formed a catering service, after they learned the culinary arts from TESDA.

In the end, it all comes back to bringing the rivers to life. "Nakatira po ako dito sa tabi ng Estero de Paco,

KBPIP constantly attempts to integrate efforts to keep the waterways clean. It understood well that the best people to keep the market clean are those who are part of its immediate community; that the best way is to give opportunities to those who have the most at stake. These are the River Warriors, and KBPIP and Prime Power's leader, Bernardino Caramba, understood that the best way to serve the market is to train and employ River Warriors: a committed workforce who have ties with the community and already have the discipline of environmental upkeep.

As employees of Prime Power, as service professionals, Anna Mae and others like her don't stop being River Warriors. As they grow with new skills and in life, so does their ability to make a difference in the effort to rehabilitate and protect our waterways, in their own communities and beyond.





FROM PASIG RIVER AND ESTEROS TO BAYANIJUAN

Amidst the relief and rehabilitation efforts in response to Typhoon Haiyan (Yolanda), companies and employees in the Lopez Group strongly supported a school supplies drive for the students of Dayap Elementary School in BayaniJuan, Calauan, Laguna, a relocation site managed by ABS-CBN Lingkod Bayan Foundation Inc. and Phil-Asia Assistance Foundation Inc. (PAAFI) scholars in 16 parishes.

Close to 2,000 writing kits were distributed. The kits were prepared and packed in partnership with National Book Store Foundation Inc. (NBSFI).

BENEFICIARIES OF LGFI'S SCHOOL SUPPLIES DRIVE



The school supplies drive is part of LGFI's efforts to promote synergy in the CSR initiatives of the Lopez Group as well as company/employee engagement. It was conducted mid-way into the school year to address the need for recurring school supplies.

The Calauan folks expressed their gratitude to Adtel and STSI for their donations as well as to the employees across the Lopez Group who supported the drive.

Monica Tan



TWO YOUTHS EARN A BRIGHTER FUTURE IN THEIR NEW HOME

James Vincent San Miguel

He is a very soft-spoken boy. Originally settling in Makati, they've decided to transfer here in Calauan seeking for better opportunities. James' biological father died years ago due to cardiac arrest. His mother did her best to support her children. She was fortunate enough to become a caretaker somewhere in Makati. There she met her second partner who was then a construction worker. He embraces the role of all the responsibility to the family. He accepted wholeheartedly James Vincent and his brother. The family was contented living in the metro when bad news came. A demolition will soon happen in their area. The family asked the government for relocation somewhere in Manila. And there were none. The family was then relocated here in Calauan. Christian, James' second father, stayed in Manila to work. He just sends money for his family here. He goes home once or twice a month only to see his beloved family.

James, as described by his parents, was very responsible. He is obedient, diligent and perseveres towards his studies. He is a consistent honor student. James was also actively participating in school activities especially quiz bees and journalism competitions. He was also the editor-in-chief of the school paper and president of the school's student government. It is not surprising that he is well-liked by his teachers and classmates. With all of that achievements and affiliations, James received the highest honor during their graduation rites. He was their class valedictorian and also received various medals and awards. James mentioned in his valedictory speech that he was very thankful to the people around who supported him all throughout. He is thankful to his family, his teachers and classmates and especially to his sponsors, LGFI. He shed tears of joy and gratitude that he emerged victorious even if they were not that privilege. He also promised

that he would continue to make every effort to his studies. Now, James is trying his luck to enroll in Laguna Science High School. A school of honor students and I'm sure, James is a good fit there.

Angelique Ogaya

She is timid and proper. The family was victim of Typhoon Ondoy. Two years ago, Angelique's father suffered an accident that made him paralyzed. Their economic condition became even worse. All of the Ogaya siblings were studying. The family only relies on monthly SSS pension of Jerry, Angelique's father, worth P1, 700 pesos only. It is very insufficient to support all the family needs. Sometimes, the family fails to eat once or twice meals a day. In spite of all of these scarcities, the family remains positive.



OML WITH LGFI SCHOOLARS

Angelique and her parents were really very happy when she was accepted as Bantay Edukasyon scholar of BB 163 Laguna. She can now buy her projects and pay necessary school fees. Angelique is now more motivated to study. She is more confident and sociable. Angelique is now participating in community activities like dancing during cheer and dance competitions. The family will be forever thankful to their sponsor, LGFI, for all the love and support it pours out on them. Without it, Angelique is uncertain if she will finish her elementary. They are also thankful to BB 163 Laguna for giving them such opportunity to improve their lives here in Calauan.

Randolph C. Manalo



A LIGHT AMIDST YOLANDA TRAGEDY

"Here in ABS-CBN, we don't call it corporate social responsibility; we call it public service. For us Kapamilya, public service is not a task, it is a commitment."



SLOWLY BEING REPAIRED

This is how head of ABS-CBN Integrated Public Service (IPS) Jerry Bennett described ABS-CBN Corporation's efforts in empowering the nation.

Living up to its slogan "In the Service of the Filipino," ABS-CBN has always been among the first to offer a helping hand to the Filipino people in times of need. More than providing news and entertainment to its audience, ABS-CBN's core has always been and will always be about public service.

This was vividly seen right after the onslaught of the historic Super Typhoon Yolanda, where ABS-CBN was one of the first organizations nationwide that responded to the needs of the helpless victims. ABS-CBN was among the most active groups in gathering cash and in-kind donations from the public thus, in some hardly accessible areas, it was also the first to send aid and distribute relief goods.

Furthermore, ABS-CBN has served as a light to the entire nation that gathered the people as one strong force in mutual mission of helping fellow Filipinos in Visayas.

"The victims of any tragedies have the belief that we will always come to help them, and we can't turn them away," Bennett said.

Spearheaded by ABS-CBN Foundation Inc.'s Sagip Kapamilya, the network's employee volunteers and celebrities were the first to conduct a telethon where call regarding donations as well as inquiries about lost loved ones were received.

As of December 5, 2013, ABS-CBN has collected a total cash donations of P442,542,334.86 and donations continue to come in as of this writing. The arrival of in-kind donations was also



"THE VICTIMS OF TRAGEDIES HAVE THE BELIEF THAT WE WILL ALWAYS COME TO HELP THEM, AND WE CAN'T TURN THEM AWAY."

SPEARHEADED BY SAGIP KAPAMILYA, THE NETWORK'S EMPLOYEE VOLUNTEERS AND CELEBRITIES WERE THE FIRST TO CONDUCT A TELETHON WHERE CALLS REGARDING DONATIONS AS WELL AS INQUIRIES ABOUT LOST LOVED ONES WERE RECEIVED.

overwhelming as every designated drop off points was seen full with clothes, goods, and medicines.

"We received a massive pile of clothing donation. We even had to look for new venues when Sagip Kapamilya warehouse was full. So we opened the PBB House and the Bayan's Regalado Fairview Warehouse," Bennett shared.

Apart from accepting donations, ABS-CBN initiated other fund raising efforts generally



dubbed "Tulong Na, Tabang Na, Tayo Na," in which proceeds have been added to Sagip Kapamilya's calamity fund. The campaign includes two sold-out concerts at the Araneta Coliseum and the selling of Tulong shirts, which have instantly become a phenomenon as Filipinos from all walks of life have worn it as a gesture of solidarity.

"We thought then that maybe we would do 10,000 T-shirts but it has gone beyond that. In many locations, the revenue of the shirts was about 10 percent higher than the number of T-shirts we have sold, so it turned out that most of the buyers were not claiming their change. It just shows how people trust us," ABS-CBN chairman Eugenio "Gabby" Lopez III told employees at a recent "Chat with the Chairman" internal event.

About 100,000 ABS-CBN mobile SIM cards were also given away for free to the survivors to help them connect and communicate with their loved ones. Each SIM card includes free P50 prepaid load, 15 free texts to all networks, and 5MB of Internet.

According to Bennett, ABS-CBN is into reinforcing the culture of collective public service even among Kapamilya employees, who have been visible during the recent relief operations of the company. Most of them, regardless of rank and title, went beyond what their job entails them to do and rendered services crucial for the relief operations.

Following the relief operations, the next phase to be done is the recovery, restoration, rehabilitation, and reconstruction phases, which aim to revive and create sustainable caring communities through projects on health, education, livelihood, food security and shelter.



SCIENCE-BASED SOLUTIONS FOR CLIMATE RESILIENT COMMUNITIES

By Perlyn Puhin

While 2013 left painful memories to many Filipinos who were affected by Super Typhoon Yolanda (Haiyan), we also saw how we transformed as a nation – hoping, recovering and taking collective efforts to restore what has been lost.

Shielding the Filipino people from similar situations in the future becomes more challenging as the Intergovernmental Panel on Climate Change (IPCC) recently reported that continued emissions of greenhouse gases will cause further warming and changes in all components of the climate system.

No lone organization can ever solve the problems that are being faced by our society today. We need to join our hands to achieve shared goals and as a contribution, the Oscar M. Lopez Center for Climate Change Adaptation and Disaster Risk Management Foundation, Inc. (The OML Center) affirms its



OML CENTER'S DR. RODEL LASCO



“WE RECOGNIZE AND UNDERSTAND THE VALUE OF RESEARCH AND SCIENCE IN DRAWING LONG-TERM AND SUSTAINABLE SOLUTIONS TO ISSUES”.

OML CENTER PRESIDENT
RICHARD B. TANTOCO

commitment to become a leading catalyst for generating science-based solutions to climate-related risks and disasters in the country and the developing world.

affected more than 4.28 million people in 270 towns and cities, according to the Philippines Social Welfare and Development Department (data recorded in November 2013). While not included in the top six most deadly typhoons that struck the country, Milenyo in 2006 is particularly memorable to those living in Metro Manila as it was the strongest typhoon to directly impact the Philippine capital in 11 years.

The Challenge

The Philippines is one of the most disaster-prone countries worldwide. Based on the 2012 World Risk Report, the country ranks third most disaster risk country and the 2013 Global Climate Risk Index places the country fourth among 190 countries that suffered the most extreme weather events such as flooding and typhoons. We also experience other disasters, like earthquakes and volcano eruptions.

We have 20 typhoons on the average every year, the highest in the world, with eight or nine making landfall. The top six most destructive typhoons in the Philippines occurred in the last five years, from 2008 to 2013, suggesting that the effects of climate change maybe upon us. Pablo, Pepeng, Pedring, Frank, and Ondoy extracted a total of more than P100 billion in damages to infrastructure, agriculture and private properties. In November 2013, Super Typhoon Haiyan, one of the worst storms ever recorded, tore the Philippines. This super typhoon

Our Response

It now becomes more pressing than ever to increase our understanding of these disasters and their impacts, along with the vulnerabilities and potential adaptation to current and future climate-related risks. While billions of pesos are being allocated by the government and other sectors of society to build the resilience of communities to climate-related risks, there is less support for generating scientific information that could lead to long-term, practical and sustainable solutions to weather- and climate-related disasters and future changes. To address this challenge, the Lopez Group of Companies, one of the largest business conglomerates in the country on energy, real estate, manufacturing and construction, had provided a seed money to establish the OML Center in 2012.



Awarding of Research Grants

The OML Center awarded research grants last May 2013 to the country's top universities — University of the Philippines (UP), Ateneo de Manila University (ADMU), and De La Salle University (DLSU) — amounting to a total of P13 million to fund seven projects on climate change adaptation (CCA) and disaster risk management (DRM).

The project of Ateneo de Manila University aims to reduce risks by developing and setting up evidence- and space-based decision support for climate change adaptation-disaster risk reduction management in Davao and Iloilo.

De La Salle University's first project is putting up flood detector system in three vulnerable areas and developing a guidebook to outline the impacts of climate change adaptation and mitigation measures that are applicable to the agriculture sector. The Manila-based institution's second project involves the design of a car flotation system, while a third project involves designing a mathematical model that can predict the economic consequences of man-made and natural disasters.

The Center recognizes that science and technology have a crucial role to play in enhancing the resilience and coping capacity of various sectors of society.

By supporting researches and initiatives that will add to the body of practical knowledge and know-how, the Center aspires to enable every Filipino to cope and prosper in the midst of climate-related risks and disasters.

The OML Center President Mr. Richard B. Tantoco emphasized, "We recognize and understand the value of research and science in drawing long-term and sustainable solutions to issues. We will support applied research with practical outcomes to help the most vulnerable deal with the impacts of climate change and natural disasters," OML Center chairman Mr. Federico R. Lopez said. Messrs. Lopez and Tantoco, together with the Scientific Director, Dr. Rodel D. Lasco and the rest of the Board of Directors are overseeing the activities of the Center.

A couple of major initiatives after a year of its operations are highlighted in the succeeding sections. More details are available on the OML Center website (www.omlopezcenter.org) including copies of publications it has produced to date through its ongoing projects and activities.



OML CENTER OFFICIALS WITH INITIAL BATCH OF GRANTEES

The University of the Philippines' WHATSUP is three projects combined into one program. It aims to develop a weather and hazard alert and tracking system for urban areas through the use of mobile applications. The first component will help reduce forecasting error through actual observations and user feedback. The second project will gather, verify, validate and correct data from the Internet in order to increase resilience through a local community alert system for disaster risk assessment. The last component aims to facilitate information exchange and partnership between experts and community through information and communications technology.

The Center is also offering financial assistance for Masteral and Doctoral students through the Thesis Grant Program to further encourage studies and research consistent with the goals and mission of the Center.

Partnership Approach

After a year since its establishment, the Center has forged strong links with the following local and international institutions and organizations: three academic institutions of higher learning (ADMU, DLSU, UP); Climate Change Commission (CCC); Department of Science and Technology-National

Academy of Science and Technology (DOST-NAST); DOST-Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA); Philippine Tropical Forest Conservation Foundation (PTFCF); Commonwealth Scientific and Industrial and Research Organization (CSIRO), Australia; global change SysTem for Analysis, Research and Training (START), USA and World Agroforestry Centre (ICRAF), Kenya. Collaboration is on top of the Center's priorities and it encourages synergy between multiple agencies, organizations and institutions to help optimize efforts as well as to foster learning, sharing and replication of research outcomes. This kind of framework by which the private-supported organization is taking a pivotal role to translate knowledge into action could make a difference in making our communities more resilient.

Partnership with a number of key organizations mentioned above has strengthened the implementation of The OML Center's in-house research. To mention a few, the Center and PAGASA ventured into a collaborative project entitled Climate Change Projections for the Philippines, which aims to build the resilience of the Filipino people under current and future climate. It addresses the need for actionable, local-scale information and knowledge about observed and projected climate change and its potential impacts that have been rapidly



ATTY. ANTONIA YULO-LOYZAGA, EXECUTIVE DIRECTOR OF MANILA OBSERVATORY WITH MR. TANTOCO AND OML.

increasing. The OML Center and PAGASA recognize that effective decision making requires usable and application-appropriate information about climate variability and change.

Through the project, the partnership hopes to replicate the few initiatives that have been done to provide climate scenarios and projections at the national, provincial, and local (watershed, municipal) scale. For example, climate scenarios for the future and their potential impacts for crop production and land use have been generated but there has been little effort to get these results across to the users.

By establishing the Climate Knowledge Portal for the Philippines (www.omlopezcenter.org/portal), the project ensures that the scenarios will be useful for the Filipino community.

The Portal was launched at the 2nd National Climate Conference: Linking Climate Knowledge to Action co-organized by the OML Center and DOST-NAST at the Traders Hotel, Manila on September 26 2013. This Portal provides access to knowledge and information on climate change and disaster risk management for users such as local government units, nongovernment organizations, researchers

and other government agencies. It serves as a one-stop shop that links users to more localized rainfall, temperature and other data that can be used at the provincial level. Additional resources, including copies of international and local publications on relevant topics are also available on the site for download.

The OML Center in collaboration with the DOST-funded Disaster Risk and Exposure Assessment for Mitigation (DREAM) Program of the University of the Philippines, kick-off activities for the project entitled Flood Inundation Mapping Using Light Detector and

Ranging (LiDAR) and Geographic Information System: Assessing Suitable Areas for Submergence-Tolerant Rice Varieties in Pampanga. The main objective of this study is to assess areas suitable for certain rice varieties based on flood depth, extent and duration through highly accurate flood inundation maps using LiDAR data. This project will help rice farmers enhance their cropping activities and rice yield and also aid in the development of varieties that can withstand future flooding conditions

LEARNING TO BUILD BACK BETTER

(Excerpts from the speech of Federico R. Lopez at the OML Center Experts Forum on Rebuilding after Yolanda, Jan. 23, 2014, at the Asian Institute of Management)



With Yolanda last December, EDC had more than 700 employees who were themselves victims of the storm. But barely a few days after, when we found and accounted for the safety of every one of them and their families, they rapidly transformed into the backbone of our relief efforts not only in Kananga and Ormoc, but also all other devastated areas of the island as well. Our heavy equipment, all fuelled up and ready before the storm, quickly cleared more than 15 kilometers of impassable roads between Kananga and Ormoc City.

Within the first week, when it was apparent that transport logistics were the real bottleneck of relief efforts, we hired barges and aircraft to bring in a significant amount of food, gensets, and diesel fuel to power up the Ormoc water district plus two of its hospitals and City Hall. We also airlifted about eight tons of medicines and solar chargers/lamps and shipped tarpaulins, mosquito nets and vital relief goods, initially into Ormoc, but later via the Philpos port in Isabel, Leyte. This port later proved quite vital to our relief efforts but to get it working we had to

transport several of our 60 – 160 ton capacity cranes there as well.

Our barges, trucks, and aircraft mobilized more than 1,107 tons of relief goods that were either bought by us or secured through a working partnership with sister company ABS-CBN's Sagip Kapamilya. We also transported more than 1,751 tons of DSWD relief goods from their National Relief Operations Center and Manila Port warehouse to the Isabel port in Leyte. We arranged for the goods to be repacked and assisted in its distribution to those most in need.

All told, we conservatively estimate that those efforts mobilized an estimated 10.7 million meals for over a million affected lives in the last two months since Yolanda hit.... These experiences tell me that although being at the heart of a storm is dangerous, it also provides an immense opportunity to learn and help others build their own resilience as we share that learning...

(For) the OML Center for Climate Change Adaptation and Disaster Risk Management Foundation... our energy companies under First Gen and EDC committed Php 150 million in seed funding and



we subsequently engaged Dr. Rodel Lasco to head the center as its Scientific Director... Dr. Lasco is one of the 60 eminent scientists who make up the prestigious National Academy of Science and Technology... and on the Inter-governmental Panel on Climate Change who with other scientists around the world shared the Nobel Peace Prize with Al Gore in 2007 for their work in bringing climate change to global attention.

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A BRIDGE TO KNOWLEDGE AND EMPOWERMENT

Knowledge Channel Foundation, Inc. (K Channel) envisions a world where children and learners have access to quality basic education and where teachers are equipped with skills to teach better. Through various efforts locally and even globally, K Channel continuously provides quality educational content to learners, teachers and educational leaders.

By making a difference in the lives of individual learners, it is apt to say that K Channel is truly making a difference in the Philippine education system. K Channel serves as bridge to knowledge by bringing it even to far-flung places. Through its efforts, it is empowering Filipino teachers and learners alike and making them globally competitive and able to lift themselves, their families and communities out of intergenerational poverty through quality education.

The following efforts are K Channel's testimony that it persists in coming up with ways to save the Filipinos from poverty and lead this nation to inclusive growth:

Production of Resources

K Channel provides learner-centered and socially relevant content that adhere to the curriculum of the Philippine Department of Education for both formal and alternative learning systems. K Channel is proud to announce the new shows it produced for the Day Care, K-12, Alternative Learning System and Technical Vocational programs.

1. Day Care

With the support of the Department of Social Welfare and Development, the Council for the Welfare of Children, Adarna House, and ABS-CBN Animation, K Channel produced *Kwentong Pambata (KP)*, an animated series of 52 *Adarna Storybooks*. *KP* will help young children enjoy stories and learn at the same time. These videos were produced for the children in Day Care centers around the country.

2. K to 12

Starting in 2012, the Foundation continues to reshape its elementary and high school programming to align with DepEd's new K to 12 program. Shows were produced to support this new curriculum. Aside from Science, Math, English, Social Studies, Values and Art, the roster of K-12 programs on the K Channel include shows focused on population and development, environment and forest conservation, and water forms, processes and preservation.

Having undergone testing through quantitative and qualitative measuring variables on appeal and



WORKSHOP WITH TEACHERS



BRO. ARMIN, OSCAR LOPEZ, AND RINA LOPEZ-BAUTISTA DURING THE LEEP LAUNCH



K CHANNEL LAUNCHES LEEP

comprehension, K Channel programs received positive findings from its student participants. Responses have shown that the videos are effective, successful in teaching concepts and are entertaining as well.

K Channel has also produced interactive online modules and games, extending and enriching the students' learning process beyond classroom walls.

3. Technical Vocational Education

Through a partnership with the Technical Education and Skills Development Authority (TESDA), K Channel produced an edutainment television series entitled "Pamilya Masigasig." Composed of skills training and entrepreneurship videos and corresponding e-learning modules, the aim of the series is to teach livelihood and entrepreneurial skills. It is based on TESDA's units of competencies and the modules on food processing, commercial cooking, bread and pastry production, food and beverage servicing, and horticulture.

Delivery of Resources

K Channel's Connect-A-School program provides elementary and secondary pupils with Knowledge Channel educational TV programs through satellite dishes or through cable TV connections in the schools. In keeping with the times and the clamor for such, K Channel has come up with an *On-Demand Package* that allows teachers to use its videos and games anytime and anywhere.



TEACHING DEMO WITH STUDENTS

Since its creation in September 2012, through the generous support of various donors including the Lopez Group Foundation Inc. and the Energy Development Corporation, K Channel has already awarded On-Demand packages to 70 schools nationwide.

K Channel On-Demand includes a netbook loaded with more than 400 educational videos and games; including a teacher training video, optical mouse, LCD projector with projector screen or an LED TV, and speakers. The On-Demand package is available for the K-12 Formal School, Alternative Learning System and Day Care.

Support for Adult Learners

It was the Out-of-School youth and Mature Learners Alternative Learning Institute (OMLALI) that jumpstarted K Channel's initiative to help ALS. OMLALI is the brain child of Dr. Oscar M. Lopez, Chairman of the Lopez Group of Companies.

This year, Knowledge Channel, in cooperation with ABS-CBN Bayan Academy and Department of Education's Bureau of Alternative Learning System (BALS), strengthened the OMLALI program through a "KCh for ALS Roadshow." The kick-off in Baguio City held in April 2013 was in conjunction with the 83rd birthday celebration of Dr. Oscar M. Lopez. KCFI organized a mini-relaunch of OMLALI where the



Alternative Learning System (ALS) implementers in Baguio were presented with a *K-Channel On-Demand for ALS Package*.

In July, through the generous support of various individuals and donors, the Quezon City Jail (QCJ) inmates were presented with the *K Channel On-Demand for ALS Package*. It will supplement the lessons given by the QCJ ALS Mobile Teacher and will also enable the inmates to learn better through educational media. The QCJ is the first detention facility in the Philippines to receive the K Channel for ALS package.

Today, more than 1,500 ALS implementers from 60 cities and provinces are using the K Channel videos in their lessons.

Support for Teachers and Educational Leaders

K Channel believes that effective educators are one of the most important school-based influences on student learning. It is because of this belief that KCFI assists educators in their steps along their career by providing programs and trainings that aim to strengthen their capacity to help students meet academic standards.

1. Superintendents' Leadership Program (SLP)

– This is a doctoral program for DepEd superintendents, which K Channel initiated

with Bro. Armin Luistro and Dr. Oscar M. Lopez. This is designed to specifically help them better manage their divisions and the changes implemented by the DepEd as well as the new trends in education, specifically transitioning schools to K to 12, learner-centered learning, school-based management and 21st century education imperatives.

K Channel launched the first batch of 47 superintendents last October 2012 and the second batch of 60 started in July of this year. The SLP participants are housed at the Lopez Center in Antipolo once a week per month, for 12 months.

2. Learning Effectively Through Enhanced Pedagogies (LEEP)

– The newest training program of K Channel was developed by Dr. Fe Hidalgo, former OIC Secretary of DepEd. This training program aims to train teachers and principals in the application of the new K to 12 curriculum in the classroom while using K Channel materials. With the LEEP training program, schools are provided with a hard drive that has K Channel content, such as videos, games, and session guides.

K Channel started the pilot run of LEEP in Guimaras last June 20 to 21 where they trained 213 teachers and principals from 71 schools; and the second training was held from August 4 to 10 in Occidental Mindoro where they trained 690 teachers and principals from 232 schools.

K Channel has grown and evolved into what it is today using not just one platform, but by approaching education through various media technologies. This year, K Channel continued to produce quality educational materials, innovated the way to better deliver these materials and, more importantly, expanded its reach to new groups of learners—day care children, teachers and even educational leaders.

Through its various efforts, K Channel continues to bring improvements to Philippine education. Studies revealed that public schools that use K Channel regularly attained an increase in their National Achievement Test scores, a decrease in drop-out rates and an increase in graduation rates.

By committing to the mission of improving the quality of education in the country, K Channel is well on its way to empowering more and more Filipinos.



ORCHESTRA

of the Youth

THE STAGE LIGHTS GO ON TO FEATURE 44 MUSICIANS POISED WITH THEIR INSTRUMENTS AND EYES FIXED ON THEIR CONDUCTOR.

The Rockwell Multi-Purpose Tent is right away transformed into a mini concert hall with the beat of Johann Strauss' Radetzky march.

What makes this classical performance different though is that the musicians are mostly teenagers coming from different parts of the Philippines. It took most of them three hours to get to this first class performance venue.



Criselle Estanero (16 years old), for instance, had to ride a carabao, a jeepney and then an FX to get there from her home in Baras, Rizal.

Rojette Ignacio (15 years old) took a four-hour bus ride from Bulacan with his trusty trumpet in tow. Kelly dela Torre (12 years old) took a tricycle and the MRT from her base in Malabon.

Together with their 41 newly found friends — they form the Orchestra of the Filipino Youth (OFY). A music ensemble under the auspices of ABS-CBN



Corporation and First Philippine Holdings. The program is called “Ang Misyon” and seeks to uplift their lives and that of their community through a rigid yet fulfilling music program.

Every Saturday, these young teens travel from their homes to Benpres Building with their dreams of becoming professional performers, composers, teachers, diplomats, and social entrepreneurs someday.

Some make use of the travel time to do their school works while some pore on music sheets in preparation for the days activities. Some try to catch up on sleep as the previous week in school has left them drained.

Daniel Estrallado explains why they auditioned for OFY and why they go through the pains. “We want to positively affect other people’s lives through classical music. If we don’t pay tribute to the traditional way of symphonic music and pay homage to the great composers such as Mozart, Bach and Lucio San Pedro ... how can we move forward?”

Monic Cuevas (18, viola player) elaborates in Tagalog: “Dahil sa OFY at Ang Misyon, nakakalabas kami sa kinasanayan na ugali tulad ng ‘puwede na’ at ‘hindi natin kaya yan.’”





From the original 44 members, the youth ensemble has expanded into yet a more junior orchestra consisting of less seasoned and much younger children such as six-year-old Saimon Bautista.

“Masaya po dito sa OFY, madami kami natututunan mula sa mga teacher at pati na rin sa isa’t isa,” gushes 13-year-old Michaela Lazaro from Cavite.

“Ang maganda kasi sa classical music at traditional instruments, hindi kailangan ng electricity. Kahit sa parking lot lang kami ng Benpres mag practice, tutugtog parin kami.”

And play they do. In just over 16 months of operations, the group has had 23 performances consisting of solo performances, chamber group serenades, and full orchestra productions.

“Hindi ko akalain makaka tugtog ang anak ko sa Dolphy Theater.” exclaims proud mother Minie Sta. Ana from Taytay.

Back to the performance at Rockwell Tent ... another thing that made the event more special was the fact that these underprivileged children who are barely in college all agreed to waive their performance and transportation allowances for that performance and donate their allowances to the victims of Typhoon Yolanda.

The kids are not all Catholics, but they very much know what sharing what little they have is all about. They think that with their music, they can make the world a better place for themselves, their families, their audiences and eventually, their country.

ABS-CBN PHILHARMONIC ORCHESTRA

The ABS-CBN Philharmonic Orchestra is a joint venture between First Philippine Holdings Corporation and the ABS-CBN Corporation. Together with its Music Director Gerard Salonga and Managing Director Mickey Muñoz, the 42-piece ensemble aspires to be the Orchestra for every Filipino, serving as musical ambassadors of the country and providing performances that meet the highest artistic standards to the widest possible audience base.

Since its formation in April of 2012, the ABS-CBN Philharmonic Orchestra is on a steady track in accomplishing its Mission — to present concert seasons that represent the great classical tradition as well as modern and popular genres and create off-season, affordably-priced or free concerts — performing in numerous events, some of which include collaborations with local

and international artists such as Martin Nievera, Lea Salonga, Aiza Seguerra, British vocal group Blake, and the award winning tandem of Alain Boublil and Claude-Michel Schönberg who are well known for their work in *“Miss Saigon”* and *“Les Misérables”*. In their drive to give the usual concert-goers an alternative avenue of shows, the orchestra has also produced

ABS-CBN
Philharmonic Orchestra





its own series of concerts providing audiences new and out of the ordinary concepts. Their first concert was a tribute to legendary American Composer John Williams, a celebration of his music that made a mark in the Film and TV industry. Five months after their outstanding performance at the Meralco Theater, the musical ensemble had a repeat of the same show due to insistent public demand. On the last quarter of 2013, audiences became reminiscent of their childhood memories when the orchestra performed music from Disney's timeless animated classics. Bringing them back to the scenes when Simba was presented to the Pride Lands in *Lion King* or that emotional part where Ariel wished to be a part of the human world in *Little Mermaid*, all the way to the flying nanny scene of the 1964 musical fantasy *Mary Poppins*. Aside from major

concerts, the ABS-CBN Philharmonic Orchestra was also able to join forces with various malls to co-produce symphonic-based concerts for special occasions like the Valentines concert at Trinoma entitled "A Symphony of Pop," Rockwell's Christmas event entitled "A Christmas Gift," and the inauguration of Shangri-La's East Wing with "Some Enchanted Evening: A Song for Every Generation" to name a few.

On its second year, the ABS-CBN Philharmonic Orchestra has also enhanced its educational outreach program, introducing and propagating symphonic music to today's generation through "Musicoveries." Musicoveries is the orchestra's fundamental commitment in their effort to make a mark in the Filipino community. Holding concerts for schools, it focuses

in bringing orchestral music to the community in an entertaining way while giving students an enriching musical experience. Last February 11, 2014, the orchestra staged a free concert at the Aliw Theater for public school students gathering 5,000 attendees in one day.

The ABS-CBN Philharmonic Orchestra is also proud to announce that it will produce four major concerts for 2014 under its "Spotlight Series." The first among the four shows will be a feature on the works of Maestro Ryan Cayabyab; it will be a celebration of the maestro's music in the 43 years of his career. Entitled as "The Music of Ryan Cayabyab," the concert will be an all-star cast show that includes the best and the brightest in the music industry, they will pay homage to the

man whose contribution to the local music scene has made a deep impact, paving way for the emergence of new and creative talent. The other two concerts in the lineup are geared towards classical enthusiasts, setting a balance on the orchestra's comprehensive range of performances. Andrew Simon, the principal clarinetist of the Hong Kong Philharmonic Orchestra and Richard Bamping, the principal cellist of the Hong Kong Philharmonic Orchestra will perform with the orchestra in a concert that will showcase their talent as first-class musicians in the international classical music scene. The fourth concert for the year will be a treat for the young and the young at heart as the orchestra brings to the country the music of Disney for the second time around. "Disney In Concert: Tale as Old as Time" is something to look forward to as the concert will feature video portions of favorite Disney films combining the

For many years, the Lopez Group of Companies has always espoused to each and every one of its employees several values which would benefit, not only its workforce, but also the institution, as well as the nation as a whole on a larger scale.

Among these values, “Nationalism” and “Employee Welfare and Wellness” barely appears in most companies out there, which, fortunately, the Lopez Group has successfully instilled on its constituents in order to guide them in their continued service to the Filipino people.

Incidentally, way back 2006, the Lopez Lifelong Wellness team launched the Lopez “Walk The Talk”

(WTT) series, which was concocted by Lopez Group Chairman Emeritus Oscar M. Lopez.

This is a wellness activity, done every one Saturday of the month, which aims to gather hundreds of Lopez Group employees, together with their family, friends, and relatives, to interact with one another, which promotes harmony in the workplace and at home.

SEVEN YEARS OF WALKING THE TALK

By Germaine De Castro



Actually, wellness goes beyond physical health, because it aims to create an environment conducive to the holistic pursuit of wellness — of mind, body, and spirit.

The WTT is an inexpensive, yet effective way of helping achieve this noble goal, which also provides the well-wishers the opportunity to discover various places connected to the Lopezes as well as tourist attractions and nature-driven venues in the island of Luzon.

Enhancing employee pride that they all belong to the Lopez Group, coupled with acquiring new knowledge of the whereabouts of certain wonderful areas in the country, provide them more “spunk” of being a Filipino.

This wellness undertaking starts early in the morning at 6:00 am with the registration process, wherein after the end of a WTT season, the Lopez Group would be feting employees who have attended all the walks in a given period of time, as well as those companies who have greatly supported this Lopez advocacy.

Before any walk commences, all attendees would first undergo a 10-15 minute aerobic warm-up, with stretching exercise, accompanied with energy-jolting dance music. The length of the walks would cover at least six kilometers in distance and followed by a simple breakfast, courtesy of the food sponsor.

Backtracking the year 2013, a total of seven WTT undertakings were implemented, namely: Forest

Hills Subdivision (Cogeo, Antipolo), La Mesa Nature Reserve Park (Fairview, Quezon City), Eugenio Lopez Center (Santa Cruz, Antipolo), Santa Rita Power Plant (Aplaya, Batangas), Subic (Zambales), Clark (Pampanga), and last September 21, 2013, the Lopez Group celebrated the 7th Anniversary of the “Lopez Group HR Council-Lopez Lifelong Wellness Walk The Talk” at the First Philippine Industrial Park (FPIP) in Sto. Tomas, Batangas.

In addition to the “walks” mentioned previously, this enthusiastic throng of wellness advocates even supported fellow Kapamilya wellness projects such as the “DZMM Takbo Para Sa Karunungan,” which raised funds to help continue the scholarship of 50 students, who were devastated by Typhoon Ondoy and the Habagat, and ABS-CBN Foundation, Inc.’s “A Run For The Pasig River,” that benefited, not only the continuous rehabilitation of the Pasig River, but also other various environmental projects as well.

Some notables who have graced these monthly activities last year were Cedic Lopez-Vargas (Head, Lopez Group HR Council and Executive Director, Lopez Memorial Museum and Library), Benjamin Lopez (President, INAEC), Ricky Tantoco (President/COO, EDC), and Edwin CoSeteng (President, FPIP).

From a paltry average of around 30 walkers more than a decade ago to a skyrocketing average of 400-450 participants these past few months, we could proudly say that this OML initiative, which has been overlooked by many, is definitely worth a one-Saturday half-day contribution of your weekend time.

LOPEZ MUSEUM AND LIBRARY

FOSTERING CULTURE AND ARTS IN THE COMMUNITY

By Gianpaolo Arago

Three years after the celebration of its 50th anniversary, the Lopez Museum & Library continues in its efforts to inspire and cultivate a deep and abiding love of country through its role as steward to one of the country's richest Filipiniana collections. Today we see an institution steadfast in its commitment to the preservation of cultural heritage, the pursuit of knowledge, and its duty to engage and foster learning amongst its audiences.



Last year, the museum extended its reach beyond Metro Manila through a national workshop in partnership with UNESCO, entitled “Establishing Community Museums.” Alongside its fellow members of Zero-In, the Lopez Museum & Library lent its expertise to the public and private sector toward developing cultural institutions throughout the nation. With a particular strength in the care of collections, the museum has also conducted art handling and collections management workshops on a local and national level, and continues to extend the services of the Roberto M. Lopez Conservation Center to private collectors whose objects are in critical care.

Centering on its own collection, the Lopez Museum & Library continues to further the research and scholarship of its holdings, deepening an understanding of the past and its relevance to the

present and future. Last year’s probe focused on the museum’s pre-colonial pottery collection, where an enhanced study of its origins brought to light the rarity of a Philippine earthenware jar. To date, the library’s acquisition program has given rise to over 21,000 titles enjoyed by enthusiasts students, and scholars alike, maintaining its reputation as an important research center. And the museum’s exhibition program continues to surface new dialogue and interpretation through both traditional and contemporary engagement.

In the exhibit Liberal Streaks, the museum explored representative democracy and notions of liberalism in the 1812 Cadiz Constitution on the event of its bicentennial together with the Embassy of Spain in the Philippines, University of the Philippines, and Metropolitan Museum of Manila. Trajectories mapped



A FUNDRAISER OPERA CONCERT AT THE MUSEUM



PASIG RIVER WARRIORS UNDERGOING AN ART WORKSHOP

the history and development of the Lopez Museum & Library’s vast collections, unveiling jewels ranging from rare books and maps to paintings of 19th and 20th century masters alongside visual vignettes of pre-colonial pottery and memorabilia of Jose Rizal. Context celebrated the late Dr. Rod Paras-Perez, art historian, critic, and artist, whose great contribution to Philippine Arts and Letters includes the critical and in-depth study of Philippine masters through books published by the Eugenio Lopez Foundation.

The exhibits Beat, Grounded, and Complicated feature contemporary artists. As in previous years, the museum invited select participants to delve into the Lopez collections and interact through temporary exhibitions where their work –many created specifically for the occasion– is displayed



OML WITH COLUMNIST/HISTORIAN DR. AMBETH OCAMPO

BULLET SLIPPERS ART INSTALLATION BY ARTIST JOSEPHINE TURALBA DURING THE 2013 EXHIBIT

if not incorporated with pieces from the collection, making its treasures come alive. Beat touched on the exploration of wordplay, summoning expressions and acts of ultimate defeat, even violence, alongside rhythm, music and movement in our history, with attention to war and the socio-politics of ancestral lands. Grounded became a platform to explore tensions and contradictions of groundedness in a person’s propensity to take flight yet remain anchored on who they are and what they value. Complicated situates post-colonial critiques and the many upheavals of Philippine history, focusing on the complicated relationship of the Philippines with its colonial pasts.

The inquisitive and experiential explorations of the Lopez Museum & Library’s exhibition program toward deepening an understanding of the Filipino have seen an influx of visitors from young students to established artists,



STUDENTS VISITING THE ROBERTO M. LOPEZ CONSERVATION CENTER

professionals and enthusiasts. Also garnering attention is the museum's public programming, reflecting a stronger engagement with diversified audiences.

The museum produced the lecture series, "Understanding Philippine Visual Arts," which provided a rare opportunity to survey the breadth of Philippine Art History through leading scholars in the field including Dr. Esperanza Gatbonton, Ambeth Ocampo, Alice Guillermo and Ino Manalo. The museum was host to a Small Press Expo supporting the production of handmade books, comics, anthologies, and magazines by Filipino youth. The museum also provided a venue for artist talks, poetry reading, astrology, travel writing, and art classes. Of particular success, was the museum's move to welcome music into its galleries through concerts and performances, whose features include the ABS-CBN Philharmonic Orchestra and Orchestra of the Filipino Youth.

With public programming, the museum has also strengthened its commitment to its audiences through developing its internship and volunteer programs, as well as its membership program, which offers free entrance, advanced notice to programs, and discounts on library services. An added feature is a growing lending section where over a hundred books on various topics can be enjoyed at home.



TUBBATAHA ARTWORK TITLE SHIP, SHIFT, STRIP BY ARTIST TOYM IMAO



ART EXPLORATION FOR KIDS

Three years after its 50th Anniversary, we see a dynamic institution committed to the stewardship, preservation, enrichment, and promotion of its museum and library holdings, with a vision to contribute meaningfully to the education and cultural fulfillment of its various audiences. In the words of its director, Mercedes Lopez Vargas, the Lopez Museum & Library strives "to share with a larger public its sense of responsibility for a nation's patrimony," thereby encouraging and sustaining pride in the country.

With Margarita C. Villanueva



CHILDREN OF THE FILIPINO CHANNEL (TFC) PAINT TO RAISE FUNDS FOR ABS-CBN FOUNDATION INTERNATIONAL'S FLAGSHIP PROGRAM

KIDS heART BANTAY BATA

ABS-CBN Foundation International believes that charity starts at home and starts early. Hosting **Kids heART Bantay Bata**, the nonprofit partners with Filipino-American artist Paolo Mejia whose work and advocacy supports emerging artists and designers to raise awareness and increase support for the foundation's flagship program, *Bantay Bata* (Child Watch Philippines). The art classes, attended by children of the employees of The Filipino Channel (TFC), are a venue to create original art that will be reproduced on cards, made available with minimum donations to the charity. Its proceeds will support the multi-awarded initiative that rescues and rehabilitates impoverished, abused, and neglected children in the Philippines.



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The program is inspired by *Bantay Bata's* first rescue in 1997, Jessie, a then 6-year-old boy found under a kitchen sink, pale and severely malnourished that his arms were no thicker than ladles. The lives of thousands of children like Jessie who suffered from abuse were changed with rescue, immediate medical attention, and recovery at the Children's Village where love, care, and healing proved a potent formula for rehabilitation. Now 21, Jessie's gift of artistry with remarkable perspective and proportion has brought him solo art exhibits and global support for awareness on children's rights.

Having grown up around ABS-CBN, the Philippines' largest broadcasting network, Jessie's art has consistently focused on towers, OB vans, and the station's ringed logo, with a focus on the cube: a healing homage to the box from which he was rescued.

The corporate social responsibility arm of ABS-CBN International and The Filipino Channel (TFC), ABS-CBN Foundation International engages the children of the global network's employees in a campaign to support Filipino children whose lives have yet to be turned around.

"Our philanthropy starts at our home, at TFC," says **Jo Ann Kyle**, Managing Director for ABS-CBN Foundation International. "The children are deeply engaged and understand that they paint for a purpose. Knowing that kids as young as four years old create art with the less fortunate in mind gives a more layered and solemn beauty to their raw talent." Notecard reproductions of their art will be available at the Philippine Independence Day Council, Inc. (PIDCI) parade in New York on June 2, 2013 and at all Island Pacific stores starting August 2013.

YOUNG ARTISTS PAINT FOR PHILANTHROPY LED BY FILIPINO-AMERICAN ARTIST PAOLO MEJIA



GREENFUND PHILIPPINES REFORMING COMMUNITIES THROUGH ECOTOURISM

ABS-CBN FOUNDATION INTERNATIONAL'S NEW PROGRAM TIES IN ENVIRONMENTAL PROTECTION AND ECOTOURISM TO ALLEVIATE POVERTY IN THE PHILIPPINES

Redwood City, Calif. (March 11, 2013) – Despite being home to lush islands and what the world regards as the ocean floors unmatched in biodiversity, the Philippines still finds itself struggling with poverty. The tackling of many social issues has been long entrusted to ABS-CBN Foundation International whose work in the fields of child care and disaster relief made it a global brand for philanthropy. Now expanding its public service, the nonprofit launches Greenfund Philippines, a 360° program that addresses livelihood, environmental protection, education, and sustainability. With a string of successes in pilot locations, it aims to replicate this treatment in multiple provinces and islands around the country.

By working towards a green economy to avert the worst consequences of global warming and the degradation of the ecological environment, Greenfund Philippines begins its noble endeavor.

“We began to pilot this program several years ago, trying to find a formula that works. We found that in order to provide the optimum environment for growth and wellness of the Filipino child, it was important to provide their families with a means of livelihood that did three things: become a sustainable source of income, utilize and protect our natural resources, and ultimately, restore dignity to the lives of the least among us,” said Gina Lopez, founder of ABS-CBN Foundation, Inc. in the Philippines, beneficiary to the United States-based organization. “The great news is that we found that formula. We will replicate this all over the country and leave no stone unturned.”

Some successful projects include the reforestation of

Greenfund Philippines stepped in and helped them form a firefly watching spectacle, replete with paddleboats and visitor centers. This particular model was a breakthrough in ecotourism and earned it the gold award at the Pacific Asia Travel Awards in 2010.

“When I visited the projects in the Philippines, I saw more than hidden treasures of our country that all the world should see. I was amongst our countrymen who once lived in abject poverty and now, they held their heads up high with pride and dignity,” narrates Jo Ann Kyle, Managing Director for ABS CBN Foundation International. “We’ve seen what we can do on a smaller scale and the impact that it has on the economy, our people, and the environment. Our dream is bold — to alleviate poverty — but we will do it, one community at a time.”

Targeted upcoming projects include work in Sibuyan Island in the province of Romblon, tagged as the world’s densest forest and site of 34 discovered waterfalls.



the La Mesa Dam in Metropolitan Manila, which serves as the main water source for the area. Today, it is a visitor’s haven for euphoric escape from urban living. In the southwest, Palawan, also known as the Philippines’ last frontier, boasts of Ugong Rock — an 18 million-year-old rock formation that is now a destination for spelunking and ziplining. Its Bacungan River, once at the hands of aggressive mangrove cutting now showcases a floating restaurant and river cruise that supports locals, who in turn, safeguard their river. Along a nearby river called Iwahig, families lived in unimaginable destitution until

The Filipino child remains at the core of ABS CBN Foundation International’s philanthropy. With Greenfund Philippines, the service expands to ensure that not only will every child be afforded with an education and provided necessary social services, but also that he has a dignified environment to live in. And by empowering local families to engage in a dynamic economy with an environmental consciousness, it guarantees a quality of life for generations to come. One community at a time.



HALAD SA GUIMARAS: A GIFT CHANGING LIVES

By Dario J. Pagcaliwagan

With the damages from the oil spill in August 2006 affecting the lives of fishing communities along the shorelines of the island province of Guimaras, the Lopez family, and LGFI were presented with the challenge of making their philanthropic assistance contribute to enabling families of victims eventually rise from the disaster and move on towards achieving their aspirations.



At the outset, the Lopez family agreed to a donation of land located near the coast of one of the hardest hit areas at Barangay La Paz, municipality of Nueva Valencia. Together with donations mobilized by the member foundations and companies in the Lopez Group, these valuable gifts were considered by LGFI as supportive of strategies beyond relief and could be entry point to the attainment of multiple outcomes seen as relevant by the many stakeholders.



HALAD PROJECT — PAPAYA GROWING

Those included improvement in the beneficiaries' well-being, building resilience and reduction of vulnerability given the long term threat to the coastal and marine resources, safeguarding food security, and more sustainable use of the natural resources. There were early doubts and concerns about the project's contribution to these goals, since transforming fisherfolks to become farmers took even some generations in the history of mankind.



VERMI COMPOSTING

However, for the project implementers, the significance of the philanthropy and the possible direction the philanthropy could take on and the type of change or impact that it could generate were important and relevant to LGFI's mission. The Halad Sa Guimaras Project was started as a strategic philanthropy project of LGFI ever since and now it is at its third phase.

selected number of marginalized beneficiaries who had no history of groupings. The cooperative subsequently set the directions of the members' participation in contributing to the outcomes. The interventions were driven by values and the norms of a cooperative organization. These left out of the activities those members who did not share these values and drove forward the members who wanted to become active participants of their new community.

Project resources expanded in 2007 when LGFI obtained the funding support of AusAID's Philippine-Australia Community Assistance Program (PACAP) and partnered with Iloilo Caucus of Development Non-Government NGOs Inc. (ICODE) for the on the ground technical assistance. The early phase of Halad was completed in 2010 and was later capped with the formal turnover by the Lopez family of its donation of 15 hectares of land.

Measures of impacts had indicators such as number of hectares cultivated, number of individuals and households served, the number of products and service provided and financial performance. By the end of Halad Phase I, results of the evaluation pointed to the openness of many beneficiaries to adopting new ways with some trends indicating improvements in conditions such as establishment of alternative livelihoods and sources of income and enrichment of self confidence and sense of responsibility and accountability. There were positive impacts to the surrounding communities especially among the school children who benefited from the farm produce. There were

The strategies addressed contextual issues affecting basic needs and filling major gaps in capacities. A major milestone was the organizing into a cooperative in September 2007 called HALAD SA KAUSWAGAN SANG GUIMARAS, Multi-Purpose Cooperative (Halad MPC) by a



A FARM ROAD PROVIDES ACCESS TO MARKET TO COOP MEMBERS

gaps identified in expanding the reach of the cooperative among non-members and ensuring integration in the greater area planning of the local institutions.

The second phase of Halad demonstrated the cooperative's capability for collective action to raise their own resources. Responding favorably to its proposal, AusAid PACAP and LGFI agreed to fund the construction of a building facility. By the completion of this phase in 2011, the members while growing on their farm skills chose to pilot some 17 farm livelihood activities including growing organic vegetables, production of papaya and various fruits, rice trading, livestock and tilapia raising, vermicomposting, and services like lending and training.

Under the third phase of Halad, LGFI has set its exit plan based on a strategy enabling the cooperative to become sustainable. Establishment of sustainable livelihood as a central theme is in response to the need of the beneficiaries to prioritize income generation among other concerns. The members who chose to be involved in the cooperative and its farm activities were mostly women, and these livelihoods have affected their own households as

culled from their stories, a monitoring tool used to qualitatively capture project impacts on their lives.

Already the many livelihoods earlier established have created their own particular impacts. For these livelihood to be sustainable, LGFI has been assisting in the project monitoring and evaluation. The issues that are being explored have considered the impact that the livelihood has on various key elements essential to the project's success which are issues relating to: the assets — financial, physical, natural, human and social capitals; the multiple livelihood activities; the beneficiaries priorities and preferences; the natural environment; external influences especially coming from the surrounding communities and non-cooperative members; and sustainability of the cooperative after the exit of LGFI.

Monitoring during the third phase involves reviewing progress to improving the organization's operational situation and conditions. Indicators were reflecting accomplishments and order in systems and processes, although with difficulty in complying to the rigid rules of the government on cooperative organizations. This situation which burdens many cooperatives in the country has indicated to LGFI

there could be a need for reform of existing government policies. There are links and contacts they have established and evidences of marketability of produce and the resulting improvement of the financial status. Progress is indicated by the establishment of livelihoods/enterprises and increased income generation and distribution.

LGFI approach to its strategic philanthropy has been to maintain a careful understanding of the priorities and choices of the participants, since they have been defining their own outcomes. The project constrains and opportunities are attended to by seeking connections between the project and the overall enabling environment that influence the outcomes. LGFI has listed for accreditation in the Provincial Development Council of Guimaras to strengthen its support and has established links to academic and research networks to widen and deepen its influence of core institutions.

The government's thrust to promote public-partnerships led LGFI and the cooperative to establish a partnership in 2011 with the Department of Agriculture Region Field Unit 6. From this, a livelihood raising native chicken was supported, a pilot which the cooperative had earlier initiated and subsequently expanded. Enhancement of a vermicomposting pilot was also pursued in concert with the government's promotion of the use of organic fertilizers. In response to the cooperative's request to help reduce the burden on the women of processing the dry leaves that go into the production, LGFI has provided access to the cooperative to mechanized equipment.

More attention is being given on the inherent potential of the members and their affiliations in the community in terms of skills, and other resources for possibilities of livelihoods in crafts and artisanal works.

LGFI's exit plan encompasses further assessments during the remaining life of the project of the short



LGFI OFFICERS IN ONE OF THEIR VISITS TO HALAD

and long-term impacts. The course of the project may be affected by decisions regarding the impact on the stakeholders who are non-members coming from the surrounding communities. Depending on the amounts of available funding resources LGFI may identify or raise, more contextual factors affecting relationships may be explored moving beyond the livelihood sector and to other sectors contributing to changing people's lives.

BAYAN ACADEMY EDGE PROGRAM

FROM MICROFINANCE TO ENTERPRISE
DEVELOPMENT



"Wealth creation relies on a strong entrepreneurship and enterprise development strategy centered around capability building, business advisory and technical assistance programs." Such was the premise of Dr. Eduardo A. Morato, Jr., Chairman and President of Bayan Academy.

Realizing that microfinance by itself could not sustain the growth of entrepreneurial clients and consequently the improvement of their socio-economic condition, Bayan Academy shifted to honest-to-goodness enterprise development as one of its primary advocacies. In enterprise development, the microentrepreneurs are no longer treated as borrowers but rather they are given advice and

assistance on how they could further improve their enterprises. To ensure that the goals of this initiative are made concrete, Bayan Academy focused on retooling the key movers who hold the program's most critical function, the loan officers.

In 2009, Bayan Academy launched the Enterprise Developers, Growers and Evolvers (EDGE) program,



"BAYAN ACADEMY IS IN THE BUSINESS OF BUILDING THE NATION FROM BELOW. IT REALIZES THAT THE ONLY WAY WE COULD ALLEVIATE THE LIVES OF MANY FILIPINOS IS THROUGH WEALTH CREATION WHICH COULD HAPPEN THROUGH ENTREPRENEURSHIP EDUCATION."

DR. EDUARDO A. MORATO, JR.
CHAIRMAN & PRESIDENT

an intensive retooling course for loan officers of microfinance and social development organizations aimed at developing their competencies in Assessing, Advising, and Assisting entrepreneurs and their enterprises. Graduates of the EDGE program are expected to be equipped with the knowledge, skills and tools to help microfinance borrowers evolve into micro entrepreneurs, and small entrepreneurs into medium-size enterprises.

After the training, the EDGEs, who can now be referred to as "business consultants," are now able to grow the net worth of their clients' enterprises, thus increasing family wealth and generating employment. Ultimately, the growth and development of family enterprises should manifest in social outcomes such as: better education for the children, better health and nutrition for the family, better housing and work environment, better family relationships as they work together for their brighter common future, and better values instilled in both the parents and the children.



BAYAN'S ENTREPRENEURS IN ACTION

The following are the milestones of the EDGE Program:

OUTREACH AND IMPACT

The EDGE program was piloted with the NCR operations group of then ABS-CBN Bayan Foundation, Inc. A total of 48 EDGEs completed 25 days of the Assessing and Advising modules of the EDGE program. After this, the course was rolled out to the South Luzon and North Luzon regions with 45 and 37 successful EDGEs, respectively. Aside from teaching them how to assess their clients' enterprise external and internal environment and give advice on enterprise marketing, operations, HR and finance, the EDGEs also went through an effective business writing course to help them generate enterprise reports for their clients. Palawan?

As of June 2013, the EDGE program of Bayan Academy has created the following impact:

Enterprise Evolution: 36 enterprises have evolved from micro to small, five from small to medium and three from micro to medium.

Job Generation: 2,907 jobs across industries are generated thereby effectively feeding 11,628 family members.



Wealth Creation: 370 enterprises (39%) have increased their net worth from a minimum of 36% to a maximum of 298%.

Bayan Academy Outreach

(as of September 2013): 956 clean clients

The Center for Community Transformation, being an avid partner and supporter of Bayan Academy's directions, has also decided to embark on enterprise development. In 2012, 42 members of its management committee as well as its regional, area and branch managers completed the whole slew of the 14-day Triple A Training on Assessing, Advising, and Assisting. In the latter part of the year, it immediately rolled out the course to 33 of their regional, area and branch managers in



Mindanao. Year 2013, it has started conducting the course to 24 managers in the Visayas region. After training the managers, the course is scheduled to be taught to all CCT's loan officers. Aside from the EDGE program, CCT also sought the help of Bayan Academy in developing their organization towards enterprise development. This includes the development of new systems and policies in support of the new direction. To date, it has intensified its Growth Enterprise Loan (GEL) Program that focuses in developing the high potential clients of CCT.

CCT Outreach

(as of September 2013): 140,925

In 2013, the Tulay sa Pag-unlad, Inc. (TSPI) followed suit in the transformation of its organization towards enterprise development. Though it plans to maintain its microfinance operations, it has already begun supporting the enterprise development needs of its high potential clients. To be able to do this, they availed of a 25-day EDGE program, dubbed as Araling Pag-unlad to train 60 of their people composed of the central management team, regional heads and sector managers as well as branch managers from Luzon and Mindanao.

On top of the triple A, they included self mastery and organizational development topics in the course. During their commencement exercises in July 2013, TSPI's clients themselves expressed their gratitude

on how their mentors (then loan officers) have helped them solve several problems in their enterprises.

TSPI Outreach

(as of September 2013): 248,000

Ms. Estelita C. Catacutan, Deputy Director for the EDGE Program, recollected her experience in playing the most critical role in this strategic shift. "It has been a tough call for our people to change mindset and upgrade competency in order to transition from the comfort zone of purely micro lending to the EDGE Triple A program. We are relentlessly shaping our people to be truthful to our positioning that we are a professional corporation with a heart of a social enterprise. As a servicer of servicers, we have earned the trust of the big players in the microfinance industry such as CCT and TSPI to learn from our technology.

ABS-CBN Foundation has also engaged us to be the Fund Manager of ADB Grant for the benefit of BayaniJuan community. We may not have the biggest outreach as the other industry players, but we have established strong client relations that made our clients loyal with us despite the tough competition and the change of our brand name from a high profile "ABS-CBN Bayan" to now "Bayan Academy."



FAREWELL, MR. CSR

By Angela Lopez - Guingona



The Fil Alfonso I knew would not be a definitive portrait of him, for I knew so little compared to others who had been his close friends and associates. But I remember him clearly and share in the fond recollection of what he was to LGFI and to the Lopez companies, and to our family.

What I remember most about Fil was his loud and resonant laughter. I have not heard many men laugh as loudly and as often. His laughter filled the corridors. One could not help laughing with him even if one didn't fully understand what the funny thing was that provoked such amusement or glee. Hearing Fil laugh was like standing beside a roaring waterfall.

He walked into a room and, with the commanding professor-executive voice he had, he would get everybody's attention and energize the conversation. He had a penetrating look, peering at you through his eyeglasses, and you knew he didn't suffer any fool or allowed a sloppy kind of logic to encumber your judgment.

He was somewhat of a beacon to the Lopez Group for some 15 years. He served as Chair of Meralco from 1994 to 2001, which included some of its most challenging years, and sat in various senior capacities in Lopez Holdings, Knowledge Channel, and LGFI until his passing late last year.

Fil was acknowledged as one of the main driving forces in the fields of business education and corporate social responsibility in the Philippines and Asia. He was a founding professor of the Asian Institute of Management, where he later served as President from 1990 to 1999, a full decade during which AIM rose to become one of the top business schools in Asia. The school, whose building and

facilities were built and donated by our family in 1968, would later win the Ramon Magsaysay Award for International Understanding, an award considered the equivalent to the Nobel Peace Prize.

Shortly after he stepped down as President of AIM, Fil was invited to become the first Executive Director of the AIM-Ramon V. del Rosario Center for Corporate Social Responsibility. In this position, he sharpened the philosophies behind CSR and championed its wide acceptance among local and regional corporations.

His vast understanding of CSR became a major pillar for the establishment of LGFI in 2004, and he served as member of the LGFI Board of Trustees and President from that year until 2009, when he became Vice Chairman of the Board. To all of us, he was Mr. CSR in person.

I am sure it would be impossible to put together here the many achievements of Fil Alfonso, his greatness in large and small things, the color and texture of his splendid character, the countless people he had touched and who had admired him and respected him highly.

He was dearly loved, and as dearly missed. We were so fortunate to have known and worked with Fil, and have been guided by the light he had lifted to help others find laughter and wisdom in their lives.

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 structures and processes to ensure consistent measurement of performance indicators; and incentive and reward systems aligned with these indicators.

Internal & External Collaboration

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

Report Outcomes and Measure Impacts

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

Instilling and sustaining the Lopez culture

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

 Oscar M. Lopez	 Presentacion L. Panakis	 Manuel M. Lopez	 Eugenio L. Lopez III	 Regina Paz Lopez	 Mercedes Lopez-Vargas
 Oscar R. Lopez, Jr.	 Elvira Lopez-Bautista	 Federico R. Lopez	 Benjamin R. Lopez	 Angela Lopez-Guingona	 Miguel L. Lopez
 Eduardo A. Morante, Jr. ABS-CBN Bayan Foundation	 Charo Santos-Concio ABS-CBN Corporation	 Reynaldo T. Casas ADTEL, Inc.	 Benjamin K. Liboro Asian Eye Institute	 Alfredo P. Bernardo Bayan Telecommunications, Inc.	 Angel S. Ong Bengpres Holdings Corp.
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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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