

TERMINAL REPORT

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM BICOL LEG 19 to 21 April 2018

I. BACKGROUND

The Tourism Promotion Board (TPB)'s Corporate Social Responsibility Program was launched in 2015 to take part in activities that aim to create green and environmental awareness and provide assistance to communities as partners in spreading sustainable tourism.

The 10th Corporate Social Responsibility (CSR) Program was implemented in the Province of Albay on 19 to 21 April 2018. The series of eruptions made by the Mayon Volcano in the early part of the year has placed Albay in a state of calamity, affecting thousands of families in terms of health, livelihood, and safety. Although the alert level status of the Mayon Volcano has since lowered and the residents have already returned to their homes, TPB recognizes that most of these families are still in need of support. As such, TPB initiated to conduct a special CSR program in the province with the objective of distributing relief goods as a form of humanitarian assistance to 500 households affected by the eruptions.

For this endeavour, TPB has selected the municipality of Guinobatan, one of the areas with the most number of affected families, as the recipient of the project. Through the coordination with the municipality and careful selection of target recipients, TPB has selected Barangay Muladbucad Pequeno, located within 6-9 kilometers from Mayon crater, as the beneficiary for the CSR program. TPB distributed relief goods (2.5 kilos of rice and grocery bag per household) to 493 families in the barangay. The remaining relief goods were donated to Daraga Church.

A total of thirteen (13) TPB employees have volunteered to participate in the assembling and distribution of the relief goods. The Department of Tourism-Region V also assisted in the project by providing a work area for the assembling and safekeeping of the items, helping in the repacking and distribution, and facilitating airport reception for the TPB volunteers.

II. LIST OF PARTICIPANTS

Advance Group:

| S/N | NAME | DEPARTMENT |
|-----|----------------------------|---|
| 1 | Marivic M. Sevilla | Corporate Planning and Business Development (CPBD) Department |
| 2 | Mariel Angelica A. Dimaano | |
| 3 | Dan E. Flores | |

| S/N | NAME | DEPARTMENT |
|-----|---------------------|--|
| 4 | Narjay R. Calinao | Marketing Communications (MARCOM) Department |
| 5 | Victoria D. Supillo | Finance Department |

Main Group:

| S/N | NAME | DEPARTMENT |
|-----|-----------------------|--|
| 1 | Princess L. Elefante | Office of the Chief Operating Officer (OCOO) |
| 2 | Genesis Weiyn B. Lee | |
| 3 | Cesar R. Villanueva | Domestic Promotions Department |
| 4 | Marietta S. Santillan | MICE Department |
| 5 | Christie N. Navarro | Marketing Communications (MARCOM) Department |
| 6 | Ma. Patricia M. Yulo | |
| 7 | Roselle D. Romero | Administrative Department |
| 8 | Prescila D. Sevilla | |

III. PLANNED VS. ACTUAL ITINERARY

| DAY/TIME | PLANNED ACTIVITIES | DAY/TIME | ACTUAL ACTIVITIES |
|----------------------|---|----------------------|---|
| 19 April 2018 | ARRIVAL TO BICOL OF THE ADVANCE TEAM & ASSEMBLING OF RELIEF GOOD ITEMS | 19 April 2018 | ARRIVAL TO BICOL OF THE ADVANCE TEAM & ASSEMBLING OF RELIEF GOOD ITEMS |
| 0230H | Assembly at Legaspi Towers 300 | 0230H | Assembled at Legaspi Towers 300 |
| 0300H | Proceed to NAIA Terminal 3 Light Snack at McDonalds NAIA III | 0300H | Proceeded to NAIA Terminal 3 Light Snack at Chaikofi NAIA III |
| 0455H | ETD Manila (NAIA Terminal 3) | 0500H | ETD Manila (NAIA Terminal 3) |
| 0555H | ETA to Legazpi City Airport | 0600H | ETA to Legazpi City Airport |
| 0700H | Breakfast at Casa Simeon | 0700H | Checked-in and Breakfast at Casa Simeon |
| 0845H | Proceed to DOT-Region V Office | 0845H | Proceeded to DOT-Region V Office |

| DAY/TIME | PLANNED ACTIVITIES | DAY/TIME | ACTUAL ACTIVITIES |
|----------------------|---|----------------------|---|
| 0930H | Meet and greet with DOT- Region V coordinator and staffs-volunteers | 0930H | Met the DOT-Region V coordinator, staff, and other volunteers |
| 1000H | Delivery and inspection of the relief good items | 0940H | Start of the delivery and inspection of the relief good items |
| 1030H | Assembling the relief good items into 500 individual bags | 1000H | Assembled the supplies based on the required number of items per relief bag |
| 1130H | Lunch (together with DOT Region V employees, staff, and other volunteers) at 1 st Colonial Grill | 1200H | Lunch (together with DOT Region V employees, staff, and other volunteers) at 1 st Colonial Grill |
| 1330H | Continuation of the assembling of relief good items | 1330H | Placed the supplies in the relief bags based on the required number of items |
| 1600H | Proceed to hotel for check-in and freshen up | 1700H | Proceeded to the hotel to freshen up |
| 1830H | Dinner at Casa Simeon | 2000H | Dinner at Casa Simeon |
| 20 April 2018 | ARRIVAL TO BICOL OF THE REST OF THE VOLUNTEERS AND DISTRIBUTION OF RELIEF GOODS | 20 April 2018 | ARRIVAL TO BICOL OF THE REST OF THE VOLUNTEERS AND DISTRIBUTION OF RELIEF GOODS |
| 0230H | Assembly at Legaspi Towers 300 | 0230H | Assembled at Legaspi Towers 300 |
| 0300H | Proceed to NAIA Terminal 3 Light Snack at McDonalds NAIA III | 0300H | Proceeded to NAIA Terminal 3 Light Snack at McDonalds NAIA III |
| 0455H | ETD Manila (NAIA Terminal 3) | 0455H | ETD Manila (NAIA Terminal 3) |
| 0555H | ETA to Legazpi City Airport Meet-up with Tour Coordinator and the Advance Team | 0555H | ETA to Legazpi City Airport Met with the Tour Coordinator from Donsol Eco-Tours Short airport reception c/o of DOT-Region V |

| DAY/TIME | PLANNED ACTIVITIES | DAY/TIME | ACTUAL ACTIVITIES |
|----------|---|----------|---|
| 0700H | Breakfast at Casa Simeon | 0700H | Breakfast at Casa Simeon |
| 0830H | Proceed to DOT-Region V Office | 0800H | Proceeded to DOT-Region V Office |
| 0900H | Placing of relief good items in the pick-up truck Meet-up with five (5) tourism students requested by DOT-Region V to join the group | 0840H | Placed the relief goods in the pick-up truck and vans. Met with five (5) tourism students requested by DOT-Region V to join the group |
| 0930H | Proceed to Guinobatan Municipal Hall | 1000H | Proceeded to Guinobatan Municipal Hall |
| 1030H | Short Courtesy Call with Guinobatan Mayor Ann Gemma Ongjoco | 1045H | Short Courtesy Call with Guinobatan Mayor Ann Gemma Ongjoco |
| 1100H | Proceed to Barangay Muladbucad Pequeno | 1100H | Proceeded to Barangay Muladbucad Pequeno |
| 1130H | Start of relief goods distribution | 1130H | Distribution of relief goods |
| 1230H | Lunch with Guinobatan LGU Officials at Casa Basilisa | 1300H | Lunch at Casa Basilisa. The LGU Officials of Guinobatan were not be able to join the lunch due to the last day of filing of the Certificates of Candidacy, relative to the upcoming barangay and SK elections |
| 1430H | Pasalubong Shopping | 1430H | Visited a few of Albay's tourist sites: <ul style="list-style-type: none"> • Sumlang Lake • Cagsawa Ruins • Ibalong Pasalubong Center • Legazpi Boulevard |
| 1600H | Proceed to Hotel for check-in and freshen up | | |
| 1800H | Proceed to Balay Cena Una | 1800H | Proceeded to Balay Cena Una |
| 1900H | Dinner Reception at Balay Cena Una | 1900H | Dinner at Balay Cena Una which was attended by |

| DAY/TIME | PLANNED ACTIVITIES | DAY/TIME | ACTUAL ACTIVITIES |
|--|--|----------------------|--|
| | | | DOT-V Regional Director Benjamin F. Santiago |
| 21 April 2018 | TRAVEL BACK TO MANILA OF THE VOLUNTEERS | 21 April 2018 | TRAVEL BACK TO MANILA OF THE VOLUNTEERS |
| <i>For Participants with PR 2922 (06:40AM) flight going to Manila:</i> | | | |
| 0300H | Wake Up Call | 0300H | Wake Up Call |
| 0400H | Proceed to Legazpi City Airport | 0430H | Proceeded to Legazpi City Airport |
| 0640H | ETD Legazpi City Airport | 0640H | ETD Legazpi City Airport |
| 0740H | ETA Manila (NAIA Terminal 2) | 0740H | ETA Manila (NAIA Terminal 2) |
| <i>For Participants with DG 6194 (07:55pm) flight going to Manila:</i> | | | |
| 0700H | Breakfast at Casa Simeon | 0900H | Breakfast at Casa Simeon |
| 1130H | Hotel Check-Out | 1130H | Hotel Check-Out |
| 1200H | Lunch at Small Talk Cafe | 1200H | Lunch at Small Talk Cafe |
| 1330H | Free Time | 1330H | Visited the following tourist sites: <ul style="list-style-type: none"> • Lignon Hill Nature Park • Japanese Tunnel • Embarcadero de Legazpi The remaining relief bags were also donated to Daraga Church |
| 1700H | Proceed to Legazpi City Airport | 1700H | Proceeded to Legazpi City Airport Purchased take-out sandwiches for the group |
| 1800H | Dinner | | |
| 1955H | ETD Legazpi City Airport | 1955H | ETD Legazpi City Airport |
| 2135H | ETA Manila (NAIA Terminal 4) | 2100H | ETA Manila (NAIA Terminal 4) |
| END OF CSR-BICOL LEG | | | |

IV. HIGHLIGHTS OF CSR-BICOL

For this particular leg of the CSR program, the TPB volunteers were able to engage in the following activities:

- **Short Courtesy Call with the Municipal Mayor of Guinobatan- Hon. Ann Gemma Y. Ongjoco**

Prior to the distribution of the relief goods in Barangay Muladbucad Pequeno, the TPB volunteers, together with Mr. Frezalva Vir C. Burce of DOT-Region V, conducted a short courtesy call to Mayor Ann Gemma Y. Ongjoco of Guinobatan, Albay on 20 April 2018. Mayor Ongjoco welcomed the volunteers and thanked them for selecting Guinobatan, particularly Barangay Muladbucad Pequeno, as the recipient for the CSR program. The Mayor also informed the team that she would not be able to join the group for lunch since it is also the last day of filing of the Certificate of Candidacy for barangay and SK elections. The TPB volunteers gave the office with one (1) Best of the Best of the Philippines coffee table book and five (5) TPB desk calendars as tokens of appreciation.

- **Assembling and Distribution of Relief Goods to families affected by the Mayon Volcano eruptions**

Prior to their departure to Legazpi City, TPB has already coordinated with a local wholesale distributor/supplier for selecting the food items and canvassing of prices. Each relief bag contained the following items:

| Items | Unit | Quantity |
|---|-------|----------|
| Ligo Sardines Green (155 grams) | Piece | 2 |
| Ligo Sardines Red (155 grams) | Piece | 2 |
| Bearbrand Swak (33 grams) | Piece | 6 |
| Milo (22 grams) | Piece | 6 |
| Nescafe Twinpack (50 grams) | Piece | 10 |
| Pinoy Tasty Bread | Piece | 1 |
| Marby's Peanut Butter (190 grams) | Piece | 1 |
| Lucky Me Noodles (Beef) | Piece | 2 |
| Lucky Me Noodles (Chicken) | Piece | 2 |
| San Marino Chili Corned Tuna- Easy open (180 grams) | Piece | 1 |
| San Marino Corned Tuna - Easy open (180 grams) | Piece | 1 |
| CDO Karne Norte- Easy open (260 grams) | Piece | 1 |
| CDO Meatloaf (210 grams) | Piece | 1 |
| Rice | Kilo | 2.5 |

These items were all delivered and inspected at the office of the Department of Tourism-Region V on 19 April 2018. Members of the advance team, together with the employees and on-the-job trainees of DOT-Region V, assembled the items into 500 relief bags.

On 20 April 2018, after the courtesy call to Mayor Ongjoco, staffs from the LGU of Guinobatan escorted the TPB volunteers to Barangay Muladbuca Pequeno. Upon arrival in the area, the townspeople were already gathered up at the multi-purpose covered court. The TPB volunteers were assisted by Barangay Capt. Remedios Mar and her staffs in ensuring the systematic and organized distribution of the relief goods. A total of 493 families benefited from the CSR program. The remaining relief goods were all donated to Daraga Church.

- **Visit to some of the famous tourist sites in Albay**

After the CSR activity, the TPB volunteers visited some of the famous tourist sites in Albay, particularly the Sumlang Lake, Cagsawa Ruins, Legazpi Boulevard, Lignon Hill Nature Park, and the Japanese Tunnel. The volunteers also went to the Ibalong Pasalubong Center for purchasing souvenir items and delicacies.

V. HOSTING / SPONSORSHIP

- Assistance from the Department of Tourism-Region V for the following requirements:
 - Provision of a stock room for safekeeping the relief goods and a work area for assembling them
 - Additional manpower for assisting the advance team in assembling the relief good items.
 - Assistance in coordinating with the selected municipality
 - Assistance in distributing the relief goods to the recipient barangay
 - Facilitation of the airport reception for the volunteers arriving on 20 April 2018
- Assistance from the Municipality of Guinobatan, particularly from Mayor Ann Gemma Y. Ongjoco and Executive Assistant Joy Guiriba, in facilitating the CSR activity at Barangay Muladbuca Pequeno.
- Assistance from Barangay Capt. Remedios Mar and other barangay officials in ensuring the systematic and organized distribution of the relief goods.

VI. BENEFITS

- Building relationship and networking with the Department of Tourism-Region V, the municipality of Guinobatan, and the community of Muladbuca Pequeno.
- Alleviating the negative effects of the Mayon Volcano eruptions to the residents of Muladbuca Pequeno through the humanitarian assistance extended to them.
- Additional first-hand knowledge and experience of the country's tourism products and services, particularly in Albay.

- Spreading the practice of teamwork and volunteerism among TPB employees.
- Articles to be published through the assistance of MARCOM Department (including online postings on TPB social media accounts).
- Article about CSR-Bicol to be included in the TPB Quarterly Newsletter.

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| Prepared by: | Noted by: | Approved by: |
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