

# **TERMINAL REPORT – CSR PROGRAM, LAS PIÑAS-LAGUNA LEG**

## **I. PROJECT DETAILS**

**NAME:** Las Piñas-Laguna Corporate Social Responsibility (CSR)

**DATE:** 07 – 08 December 2017

**VENUE:** Las Piñas & Laguna

### **ATTENDEES:**

- |                               |                                   |
|-------------------------------|-----------------------------------|
| 1. Marivic M. Sevilla         | 13. Sandy T. Vargas Jr.           |
| 2. Maryh Jane P. Mabagos      | 14. Redentor B. Bote Jr.          |
| 3. Mariel Angelica A. Dimaano | 15. Ma. Stefani Trixie E. Lago    |
| 4. Clifferson C. Mendoza      | 16. Edison S. Genelazo            |
| 5. Abigail B. Francisco       | 17. John G. Misajon               |
| 6. Mark Nicole M. Evangelista | 18. Michael R. Caroro             |
| 7. Narjay R. Calinao          | 19. Milo S. Oropeza               |
| 8. BJ Mark Kevin U. Remo      | 20. Jerson C. Tomoling            |
| 9. Niña Noreen V. Mercado     | 21. Adelito R. Cagape             |
| 10. Denise Anne S. Veluz      | 22. Mirco Basile - Travel Blogger |
| 11. Julito S. Alcantara       | 23. Tere Borillo - Travel Blogger |
| 12. Gianna Allysa M. Añonuevo |                                   |

## **II. BACKGROUND**

TPB is committed to promote and support promote green and sustainable tourism. This is among the reasons why the conduct of CSR activities is included in the Organization's annual Work Program. CSR activities serve to instill a "green" consciousness where one's impact to the environment is assessed on social and personal levels.

Further, these actions foster great respect and a deeper appreciation for nature and by extension, our Filipino culture and heritage. This is advantageous not only for the participant but also for tourism stakeholders. Its positive impact when sustained can also extend to benefit future generations through environmental mitigation/preservation efforts.

For 2017's second segment, 21 of TPB's personnel volunteered to join in the CSR Las Piñas-Laguna leg. Additionally, two bloggers accepted TPB's invite to join the group and cover the activities. Partnering with Haribon Foundation, participants took part in a Las Piñas Parañaque Protected Critical Habitat and Ecotourism Area (LPPCHEA) coastal clean-up initiative and in the planting of 500 Philippine native seedlings at the Caliraya Lake Lumot Watershed.

### III. PLANNED VS ACTUAL ITINERARY

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
07 December 2017		07 December 2017	
06:00 AM	Assembly at Legaspi Towers 300	06:00 AM	Assembly at TPB Legaspi Towers 300
06:30 AM	Proceed to LPPCHEA	06:45 AM	Departed Manila for LPPCHEA
07:00 AM	Brief Orientation	07:15 AM	<ul style="list-style-type: none"><li>Arrived at LPPCHEA</li><li>Brief Orientation</li></ul>
07:15 AM	Start of Coastal and River Clean-Up	07:30 AM	Started the Coastal Clean-Up
09:00 AM	End of LPPCHEA activity/Wash up	09:00 AM	<ul style="list-style-type: none"><li>Ended LPPCHEA Coastal Clean-Up</li><li>Wash Up</li><li>Debriefing</li></ul>
09:30 AM	Proceed to Villa Escudero	09:30 PM	<ul style="list-style-type: none"><li>Departed LPPCHEA vicinity</li><li>Proceeded to Villa Escudero</li></ul>
12:30 PM	Lunch at Waterfalls Restaurant	12:45 PM	<ul style="list-style-type: none"><li>Arrived at Villa Escudero</li><li>Welcome Drinks</li><li>Rode Carabao cart to Waterfalls Restaurants</li></ul>
02:00 PM	Check-in	01:15 PM	Lunch at Waterfalls Restaurant
02:30 PM	Tour around Villa Escudero	02:30 PM	Tour around Villa Escudero (Museum & Church)
03:00 PM	River Rafting *optional	03:30 PM	<ul style="list-style-type: none"><li>Proceeded to hotel rooms</li><li>Free Time</li><li>Swimming</li></ul>
07:00 PM	Dinner	07:00 PM	Dinner at Villa Escudero Pavilion
		08:00 PM	Social night of TPB employees (Coffee bonding at Café Indigo in Villa Escudero)
REST OVERNIGHT			
08 December 2017		08 December 2017	
05:30 AM	Wake Up Call	05:00 AM	<ul style="list-style-type: none"><li>Wake up call</li><li>Hotel Check Out</li></ul>
06:00 AM	Breakfast and Check Out	06:00 AM	Continental Breakfast

07:00 AM	Proceed to Caliraya Lake, Cavinti, Laguna	06:45 AM	Departed Villa Escudero to Caliraya Lake
09:00 AM	Boat ride to tree planting location	08:30 AM	<ul style="list-style-type: none"><li>• Arrived at Caliraya Lake Lumot Watershed</li><li>• Brief Orientation</li></ul>
09:45 AM	Brief Orientation	09:00 AM	Boat ride to tree planting location
10:00 AM	Start of Exclusive Tree Planting	09:45 AM	<ul style="list-style-type: none"><li>• Demonstrated of how tree planting will be done</li><li>• Groupings of team and provision 1 forester to assist team</li><li>• Started tree planting activity</li></ul>
11:30 AM	End of Tree Planting	11:30 AM	<ul style="list-style-type: none"><li>• Ended the tree planting activity</li><li>• Boat ride back</li></ul>
12:15 PM	Wash Up	12:15 PM	Wash up
12:30 PM	Lunch	01:30 PM	Lunch at Ted's Kitchen
01:30 PM	ETD to Manila	02:30 PM	Departed to Manila
03:30 PM	Stop over for heavy afternoon snacks	06:30 PM	Arrived at Legaspi Towers 300
05:00 PM	ETA to Legaspi Towers 300		
END OF CSR LAS PIÑAS-LAGUNA			

**NOTE:** Due to heavy rains making the ground slick and hard to traverse, the Forester serving as guide for the tree planting activity advised the team to leave Villa Escudero earlier. However, given the weather condition, the group was unable to leave earlier as planned. The arrival back to Legaspi Towers 300 from the CSR activity was also later than expected due to heavy traffic.

#### IV. HIGHLIGHTS OF CSR LAS PIÑAS-LAGUNA

For this particular leg of the CSR Program, the participants were able to engage in activities giving importance to:

##### 1. Environmental sustainability

##### • Coastal Clean Up at LPPCHEA

The TPB employees underwent a general briefing about the present situation of LPPCHEA and why it was critical to conduct clean ups within the area. Following the orientation, TPB employees grouped

themselves then agreed on designated trash to be collected. Each group's leader recorded the number of sacks of trash collected.

All together, TPB employees with guests collected thirty eight (38) sacks in total. Mr. Joseph Senga of Haribon Foundation shared that it was a good number considering the time programmed/allotted by Haribon Foundation to the group.

- **Tree Planting at Caliraya Lake Lumot Watershed**

Haribon Foundation strongly advocates the restoration of Philippine forests. They support (in partnership) tree planting activities in several locations.

Mr. Thaddy, forester representative of Haribon briefed TPB employees before the planting activity. The group then proceeded to the assigned location via partial boat ride and partial hike. Other Haribon volunteers joined with TPB employees to form five "planter" groups with five individuals each group. The tree planting activity started immediately after a tree planting demonstration by the forester.

TPB employees persevered to plant 500 native seedlings in adverse weather with rain and slippery slopes. A further 750 seedling is scheduled to be planted by TPB volunteer employees in July of 2018.

As the lead agency which markets the Philippines as a tourism destination, a "product update" was part of the program. The group was able to visit the following places, having fun in their engagement activities:

- **Villa Escudero Tour**

TPB personnel went to Villa Escudero which functioned as the official hotel accommodation of the group. Welcome drinks were provided upon arrival followed by a short break. Then, the carabao kart was available to transfer TPB employees and guests to the Labasin waterfall restaurant for lunch. Post lunch, the group proceeded to the museum for a historical and spiritual brief by the assigned guide. After, TPB employees went to their rooms for check in and the remaining time was given for leisure.

## **V. Hosting / Sponsorship**

- Assistance from Mr. Joseph Senga of Haribon Foundation as official partner and coordinator for the CSR activities in Las Piñas and Laguna
  - Orientation before the conduct of the coastal clean up

- Endorsement to Forester who provided orientation and assistance to the group before the tree planting activity

## **VI. BENEFITS**

- Environmental and cultural awareness among participants of the CSR activity helps to develop individual appreciation for the importance of green tourism which they can share or impart to their respective circle of friends and families;
- Networking and building/strengthening relationships with the local communities, LGU, tourism stakeholders and even among TPB employees as possible and potential partners for future TPB CSR and non-CSR projects;
- Additional first-hand knowledge of the country's tourism products and services that will hopefully help them become more productive personnel of the Corporation;
- Articles to be published through the assistance of MARCOM (including online postings on TPB social media accounts) and the invited bloggers.
- Documentary stories to feature on TPB website and other social media accounts.

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