

## TERMINAL REPORT – CSR PROGRAM, BANAUE LEG

### I. PROJECT DETAILS

**NAME:** 2018 Corporate Social Responsibility (CSR) – Banaue Leg

**DATE:** 15 – 18 July 2018

**VENUE:** Cambulo, Banaue, Province of Ifugao

**ATTENDEES:**

- |                                  |                             |
|----------------------------------|-----------------------------|
| 1. Marivic M. Sevilla            | 11. Allan B. Esteban        |
| 2. Millisa M. Nuada              | 12. Perfecto C. Realino Jr. |
| 3. Rene M. Bathan                | 13. Neil V. Cuevas          |
| 4. Bernadette B. Kalingag        | 14. Sandy T. Vargas Sr.     |
| 5. Kristine Heizelle B. Aclan    | 15. Maria Anita S. Caramat  |
| 6. Immaculate Marie L. Adzuara   | 16. Ma. Nedalin L. Miranda  |
| 7. Lynneth Grace D. Vilorio      | 17. Artemio S. Maunahan     |
| 8. Sandy T. Vargas Jr.           | 18. Rogelio C. Tacleo Jr.   |
| 9. Emmanuel A. Zarate            | 19. Narjay R. Calinao       |
| 10. Estefania Julieta F. Bolante |                             |

### II. BACKGROUND

The TPB, in its commitment in pursuing green and sustainable tourism, included in the Corporation's annual work program the conduct of CSR programs. These programs aim to create green and environment awareness; that shall result to a greater respect and a deeper appreciation of nature and Filipino culture and heritage; not only to its participants but also to tourism stakeholders and most importantly to future generations who will greatly benefit from these projects.

For 2018's second official segment, 19 TPB personnel were selected to join the CSR Banaue leg. Volunteers in partnership with Mr. Mon Corpuz of Black Pencil Project, were involved in different initiatives such as adoption of rice terraces, stone walling activity, mural painting at Cambulo Elementary School and distribution of 358 set of school supplies to Cambulo, Mataw (Cambulo Annex) and Pula Elementary Schools.

Before leaving for Banaue, the CPBD Department, the organizer of all CSR programs, have conducted a briefing with the volunteers together with Mr. Mon Corpuz, to inform them of the line-up of activities, do's and don'ts and things to bring during the visit to Banaue.

### III. PLANNED VS ACTUAL ITINERARY

DAY / TIME	PLANNED ACTIVITY	DAY / TIME	ACTUAL ACTIVITY
<b>15 July 2018 (Sunday)</b>		<b>15 July 2018 (Sunday)</b>	
0400H	Assembly at Legaspi Towers 300	0400H	Assembly at Legaspi Towers 300
0500H	Depart from Manila to Banaue	0530H	Depart from Manila to Banaue
1200H	Stop Over for Lunch	0700H	Stop over at Lakeshore, NLEX
		0900H	Stop over at San Jose, Nueva Vizcaya
		1215H	Stop Over for Lunch
1500H	ETA to Banaue Hotel	1515H	ETA to Banaue Hotel
1600H	Banaue Viewpoint Tour	1830H	Dinner
1800H	Dinner		
REST OVERNIGHT			
<b>16 July 2018 (Monday)</b>		<b>16 July 2018 (Monday)</b>	
0600H	Wake Up Call	0600H	Wake Up Call
0700H	Breakfast	0700H	Breakfast
0800H	Depart from Banaue Hotel to Cambulo Village	0830H	Depart from Banaue Hotel to Cambulo Village
1000H	Jump-off point to Cambulo Village	1000H	Jump-off point for trekking to Cambulo Village
1030H	ETA to Cambulo Village	1030H	ETA to Cambulo Village and proceed to designated homestay
	Community engagement and Rice Terraces Conservation	1100H	AM Snacks
1200H	Lunch	1200H	• Re-packing of school supplies
1300H	Continuation of activities	1330H	Lunch
		1430H	Continuation of activities with PM Snacks Break • Stone walling • Mural painting
		1800H	Return to designated homestay, Freshen up
1800H	Dinner	1900H	Dinner
2000H	Cultural Night	2000H	Cultural Night: • Ritual dances from Cambulo officials, teachers and students



			<ul style="list-style-type: none"> <li>• TPB Volunteers presentation</li> <li>• Provision of marshmallow to children</li> </ul>
REST OVERNIGHT			
<b>17 July 2018 (Tuesday)</b>		<b>17 July 2018 (Tuesday)</b>	
0530H	Wake Up Call	0530H	Wake Up Call
0600H	Breakfast	0600H	Breakfast
0700H	Proceed to Cambulo school	0730H	Proceed to Cambulo school <ul style="list-style-type: none"> <li>• Soup kitchen</li> <li>• Distribution of school supplies</li> <li>• Short presentation from students and teachers</li> <li>• Serving of Rice Wine (Tapuy)</li> </ul>
1000H	Depart from Cambulo Village	1030H	AM Snacks
1230H	Lunch	1100H	Depart from Cambulo Village
1500H	ETA to Banaue Hotel Banaue View Point – Wooden Scooter Race	1430H	Lunch at Banaue Ethnic Village
1830H	Dinner	1600H	Proceed to Banaue View Point
		1700H	ETA to Banaue Hotel
		1900H	Dinner at Banaue Hotel
REST OVERNIGHT			
<b>18 July 2018 (Wednesday)</b>		<b>18 July 2018 (Wednesday)</b>	
0500H	Wake Up Call	0500H	Wake Up Call
0600H	Breakfast	0600H	Breakfast
0700H	ETD from Banaue Hotel	0730H	ETD from Banaue Hotel
		0800H	Stop at Banaue Arc View Point
1200H	Stop Over for Lunch at San Jose, Nueva Ecija	1215H	Stop Over for Lunch at Santa Fe, Nueva Vizcaya
		2230H	Stop over for Dinner at Mega Station, NLEX
1930H	ETA to Legaspi Towers 300	0100H	ETA to Legaspi Towers 300
END OF CSR BANAUE LEG			

**NOTE:** Unable to do the Banaue View Point on the first day and Wooden Scooter on the third day due to weather condition.



#### **IV. HIGHLIGHTS OF CSR BANAUE**

For this particular leg of the CSR Program, the volunteers were able to engage in activities that gave importance to:

##### **1. Environmental sustainability**

- **Adoption of Rice Terraces**

The TPB volunteers went for almost 1 and a half hours of jeepney ride and a 30 minutes trek to visit the area.

For this year's Banaue leg, Cambulo Village was the selected beneficiary of the CSR activities. In lieu of restoration of rice terraces since it is already funded by the village, the amount allocated will be used for the restoration of one of the Ifugao house to serve as visitor's information counter.

- **Stone Walling Activity**

The community of Banaue, especially the Ifugao farmers recognizes the importance of rice terraces to boost their tourism. Rice terraces in Banaue were frequently called "Eight Wonder of the World". It has been declared by the Philippine government as a National Cultural Treasure under Ifugao rice terraces by the virtue of Presidential Decree No. 260 in 1973.

The TPB employees, through Bayanihan, created a six-storey stone wall to prevent the deterioration of one of the Banaue rice terraces.

- **Mural Painting**

Led by Ms. Nini Sacro, founder of Climb Against Cancer Pilipinas and a member of Black Pencil Project, the TPB volunteers unleashed their creativity skills through mural painting with three (3) panels of 4 x 10 plywood which was benefited by Cambulo Elementary School stage.

##### **2. Giving back to marginalized members of our community**

- **Provision and distribution of school supplies to Cambulo, Mataw (Cambulo Annex) and Pula Elementary School**

The TPB CSR partner, Mr. Mon Corpuz, founder of Black Pencil Project, recommended the Cambulo, Mataw (Cambulo Annex) and Pula Elementary Schools to be the recipients of the school supplies. The TPB volunteers joined the celebration of the 10<sup>th</sup> Year Anniversary of Sheer-Voluntourism of the Black Pencil Project in Cambulo Village. The Officials of Cambulo, together with the teachers and selected students of Cambulo Elementary School expressed their gratitude through a cultural presentation and song numbers in their own dialect.

After the school supplies distribution, a photo opportunity took place and Ms. Marivic Sevilla, TPB CSR Team Leader, formally handed the donation for the restoration of one Ifugao house as visitor's information counter in the village.

The TPB brought 358 sets of school supplies which comprised of bags, notebooks, pad papers, pencils, ball pens, ruler, crayons, luggage tag and lanyard which can be used for one school year. A feeling of accomplishment was collectively felt among the TPB volunteers after seeing the smiles and appreciation from the students and teachers of Cambulo, Mataw and Pula Elementary School.

#### **V. HOSTING / SPONSORSHIP**

- Assistance from Mr. Mon Corpuz as official partner and coordinator for the arrangement with Cambulo Village officials and elders
- Assistance from Ms. Nini Sacro in arranging the mural painting and preparation of a soup kitchen for the children
- Assistance from teachers of Cambulo Elementary School in the preparation of meals and provision of the venue.
- Assistance from LGU through the officials of Cambulo Village
  - Orientation on the process of stone walling
  - Assistance from Ifugao farmers during the conduct of stone walling activity
  - Provision of stones materials

#### **VI. ISSUES AND CONCERNS/ OBSERVATIONS**

- Banaue is not only about the rice terraces and its landscape views. Although modernization reached them, their rich culture and hospitality of the Ifugaos are very visible, still wearing their native attire and chewing "moma" at present are proof of that.
- CSR Banaue volunteers were very cooperative in all activities and scheduled set by the project officer. They were also proactively participative and showed their determination while doing the activities.
- Originally, the venue for the lunch is supposed to be in San Jose, Nueva Ecija but due to time restrain, the team decided to have lunch in Santa Fe, Nueva Vizcaya before traveling along Dalton Pass where the team experienced almost five (5) hours of traffic due to vehicular accident.

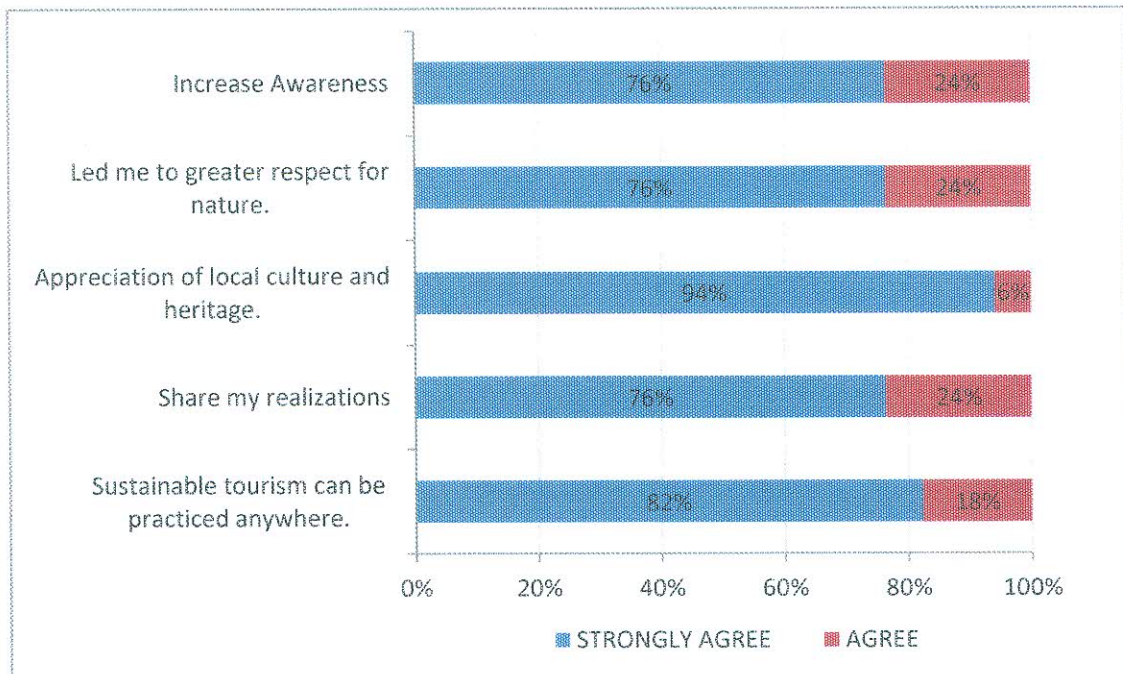
#### **VII. RESULT OF POST-EVENT SURVEY**

As the program ended, participants were requested to evaluate the CSR Banaue activity.

89% of the volunteers were surveyed, the following are the results:

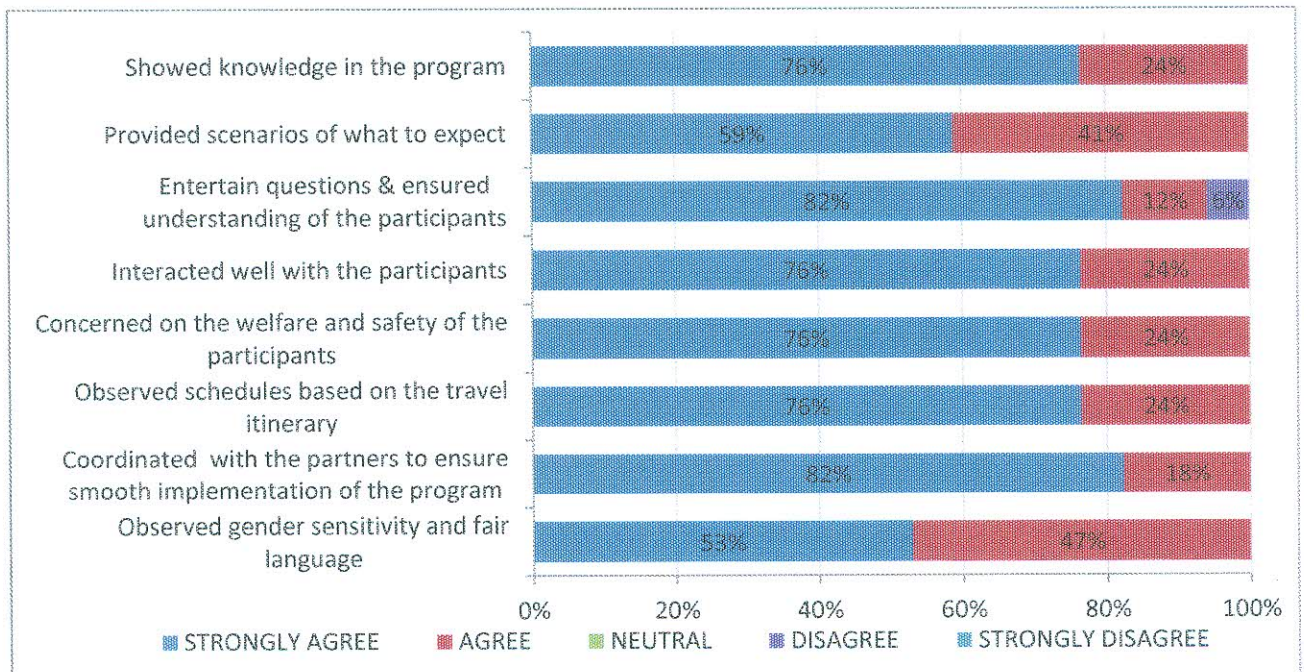


## A. Social Relevance



Under Social Relevance category, majority of the volunteers have strongly agreed that the CSR activities done led to greater respect for nature and greater appreciation of local & cultural heritage.

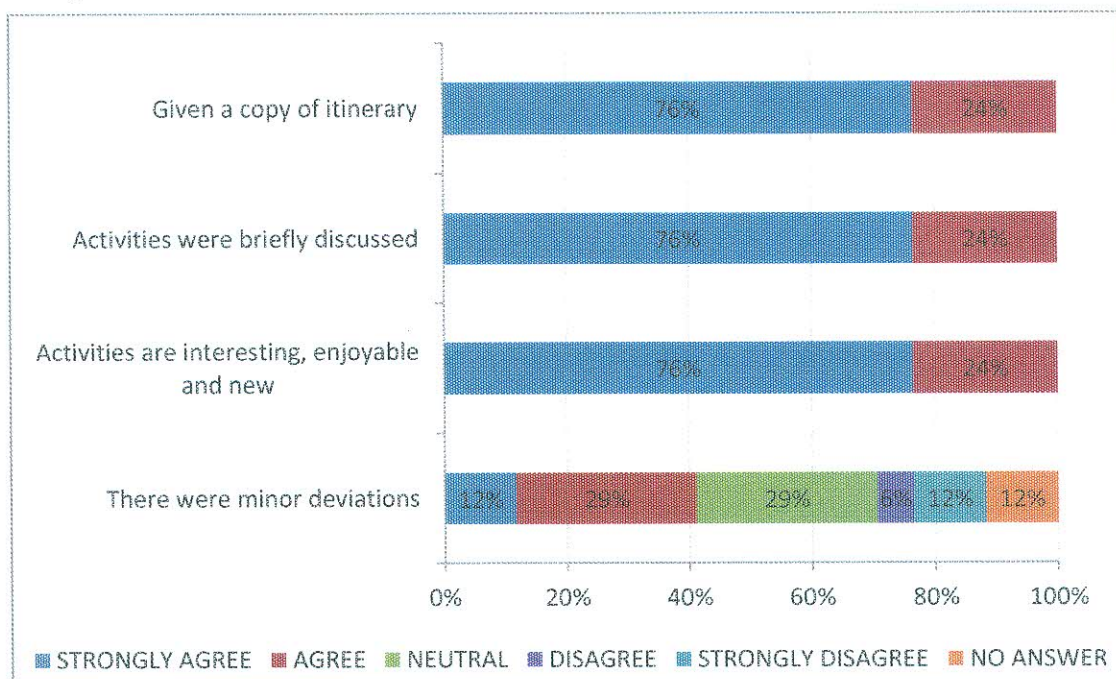
## B. Project Officer



The majority of the volunteers have strongly agreed that the project officer met the requirements during the implementation of the program. Meanwhile, 6% of the volunteers disagreed that the project officer entertained and ensured the understanding of the participants.

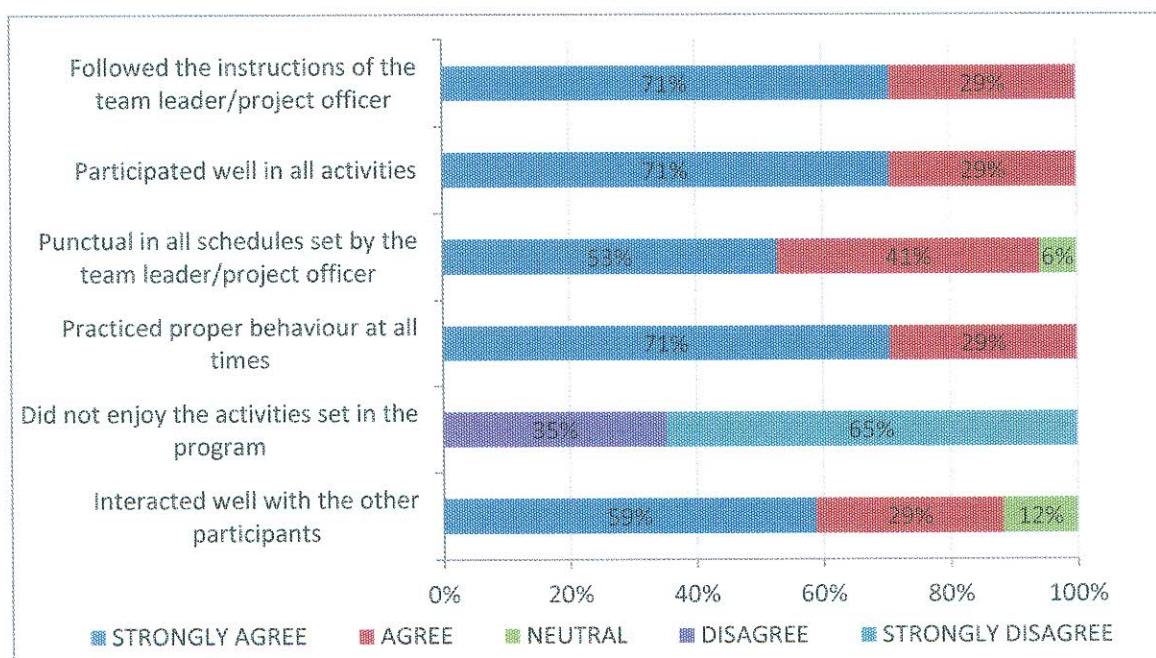


### C. Itinerary/Activities



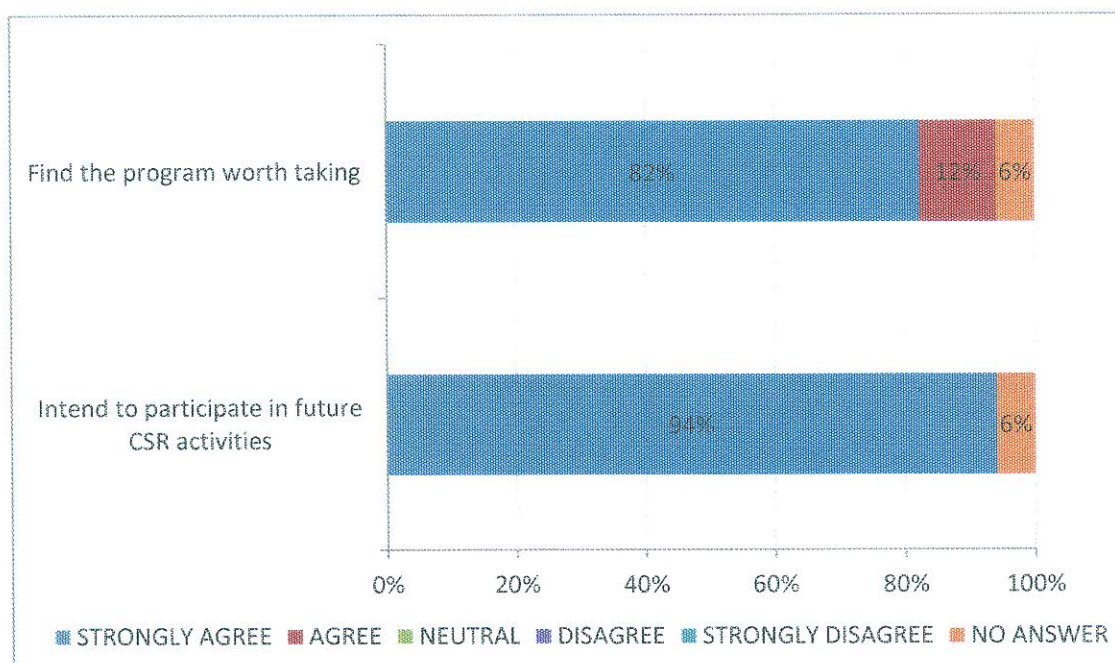
For Itinerary/Activities category, majority of the volunteers have strongly agreed that the activities set are interesting, enjoyable and new. Despite and inspite of minor deviations has occurred.

### D. Self-Assessment



The volunteers assessed themselves after the CSR Banaue program, majority of them said that they were participative, and cooperative and that they practiced proper behavior at all times. On the other hand, 65% have strongly disagreed and 35% have disagreed that they did not enjoy the program.

## E. Overall Rating



82% of the surveyed volunteers have strongly agreed that they find the CSR Banaue worth taking. Meanwhile, 94% intend to participate in the future CSR activities.

There are also points stressed by the participants:

- TPB should provide seminar regarding CSR to tourism stakeholders to adapt the same advocacy;
- Consideration on the weather condition prior heading to designated area for the safety of everyone, and;
- The importance of simple living, conservation of energy/electricity and waste segregation.

## VIII. RECOMMENDATIONS

- It is recommended to continuously include this activity in the future CSR Program, particularly to far-flung areas in the Province of Ifugao who rarely receive assistance from the government.
- Long term partnership with selected or identified NGOs to have more effective CSR project/activities.
- To consider provision of any sports equipment aside from school supplies for the children, provision of Philippine Flag and conducting a livelihood program for both men and women of the community
- Full emersion such as living plainly with the community, activities with the children such as mini games/tournament and sharing of the



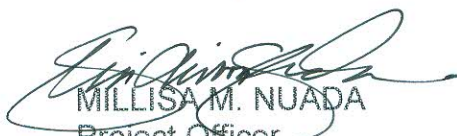
importance of waste management, as well as the preservation of culture and architectural design of houses/facilities.

- The TPB can consider conducting awareness campaign or preparing a presentation about CSR for LGUs and tourism stakeholders in order to have the same advocacy and provide broader information of the importance of sustainable tourism.

## IX. BENEFITS

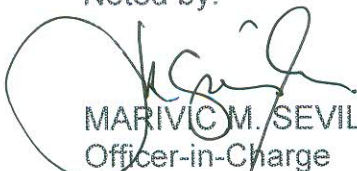
- Environmental and cultural awareness among volunteers of the CSR activity that will help in the individual appreciation of the importance of green tourism that will hopefully transcend to their respective circle of friends and families;
- Building relationship and networking with the local communities, LGU, tourism stakeholders and even amongst TPB employees who are also possible and potential partners and donors for future TPB 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 invited bloggers.
- Documentary stories to feature on TPB website and other social media accounts.

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