

## TERMINAL REPORT

### CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM

#### LAGUNA LEG

25 August 2018

#### I. Executive Summary:

The second leg of the 9<sup>TH</sup> Corporate Social Responsibility (CSR) Program 2018 was held in San Pablo, Laguna. It was an Exclusive Tree Planting Activity within the Mts. Banahaw-San Cristobal Protected Landscape (MBSCPL) in partnership with Haribon Foundation through their “Forest for Life” movement and San Cristobal Farmers Association. The activity also included an hour and a half trek to the actual planting site.

We targeted 40 TPB Employees and 40 plus ones who are TPB personnel’s friends/relatives. The outsiders were invited not only to ensure that all of the 750 native seedlings will be planted but also to raise environmental awareness at least within the immediate circle of TPB personnel. However, we were only able to recruit 30 employees and 19 plus ones due to the involvement of majority of TPB personnel in the preparation of PHITEX.

The volunteers departed the office at five (5) in the morning to the meet up point at San Pablo, Laguna and arrived at the jump off point around seven (7) in the morning. The participants were given a short orientation on the “Forest for Life” movement by Haribon Foundation and a demonstration on how to properly plant the seedlings by the President of the San Cristobal Farmers Association. After being grouped into four (4), a specific planting area in the restoration site was assigned to each group then the 1-2 hour ascend to the mountain commenced. All of the Philippine native seedlings were planted in the designated site of TPB.

After the descent, the volunteers proceeded to Casa San Pablo where they were treated for a lunch amidst the setting of a Filipino Heritage theme. The place gives a rustic and vintage feels through its interior and the food they served. The group returned to Manila by 4:30 in the afternoon.

#### II. Background

Since 2015, to support TPB’s initiative in engaging creatively in programs and projects and that increase environmental awareness of all tourism stakeholders, the Corporate Planning and Business Development Department has been involved to various activities that will result to greater respect and appreciation for the nature as well as the Filipino culture and heritage.



In 2017, TPB started to partner with selected non-governmental organizations (NGOs) that also have advocacies on green and sustainable tourism. One of them is the Haribon Foundation, their response to the need to restore and conserve the Philippine forests is the "Forests for Life" movement formerly known Rainforestation Organizations and Advocates (ROAD to 2020)-- a movement with a "clear vision" of restoring 1 Million hectares of rainforests using native tree species to help recover and conserve biodiversity, optimize our supply of forest benefits and ecosystem services, reduce the risk of natural hazards, and enhance options for sustainable livelihood. It also aims to stop and reverse the continuing loss and degradation of our forests by planting native tree species. The success of the CSR Laguna in this year through the assistance of the said foundation, where the participants planted 500 native seedlings in Caliraya Lake, Cavinti Laguna, Coast and River clean up in Las Piñas Parañaque Protected Critical Habitat and Ecotourism Area, made TPB to continue its partnership with Haribon in the next year.

This 2018, to plant the remaining 750 native seedlings and to also continue both organizations' advocacy on environmental awareness, TPB once again partnered with Haribon Foundation in an Exclusive Tree Planting Activity in Mt. San Cristobal, San Pablo, Laguna, this year we requested the employees to bring their respective plus one. The whole Mts. Banahaw-San Cristobal Protected Landscape (MBSCPL) has a total land area of ten thousand nine hundred and 59/100 (10,900.59) hectares. It is home to different native and endemic species, several of which are already threatened and in need of conservation. The Mts. Banahaw-San Cristobal Protected Landscape (MBSCPL) is being managed through the Republic Act 9847 by its Protected Area Management Board (PAMB), an act and a decision making body on the protected area that was created pursuant to Republic Act 7586, also known as National Integrated Protected Areas System (NIPAS) Act. The restoration activity would also help the surrounding communities as it brings back ecological balance which ensures the continuous provision of ecological services (e.g. clean air, water, food, etc.). In the long term, healthy forests also protect us from extreme weather conditions and calamities such as storms, floods, and landslides brought about by climate change.

### **III. Objectives:**

- To create CSR projects with more effective, long-term, and sustainable impact to its target recipients
- To spread environmental awareness to all tourism stakeholders;
- To contribute to the restoration of the forests in the Philippines;
- To create awareness among TPB employees on environmental conservation and preservation;
- To recognize the environmental impacts of tourism activities and businesses

### **IV. Targets:**



A total of forty-nine (49) volunteers participated in the CSR-Laguna leg. Thirty (30) are TPB Employees; eighteen (18) outsiders/friends/relatives and one (1) blogger.

The volunteers were able to plant a total of seven hundred fifty (750) native seedlings in Mt. San Cristobal, San Pablo, Laguna.

#### **V. Green Initiatives**

TPB has planted a total of 1,250 native seedlings through Haribon Foundation's "Forest for Life" movement. These seedlings species are Igio, Alim, Binunga, Narra, Hawili, Bakan, Bayag kambing, Upli, Puso puso tan'ag, Bignay, Tsaang gubat, Hanadiong, Kamagong, Duguan, Anonan. The exclusive tree planting activity did not just contribute to the preservation and restoration of the forest but it will also help the surrounding communities by providing them a livelihood through assigning them as the caretakers of the planted seedlings.

#### **VI. Benefits Realized / ROI :**

- Facebook posts and blog articles from the Travel Blogger who documented the activities

Ms. Isa Rodriguez –

- ❖ <https://www.filipinaexplorer.com/2018/09/thoughtful-traveling-tree-planting-in-mount-cristobal-with-tourism-promotions-board.html>
- ❖ <https://www.facebook.com/filipinaexplorer/posts/2348302218529534>
- ❖ <https://www.facebook.com/filipinaexplorer/posts/2336294976396925>
- ❖ <https://www.facebook.com/IsaDoes/posts/1115753955239920>

#### **VII. Budget: Approved vs. Estimated Utilization**

Particulars	Approved Budget	Estimated Utilization	% of Utilization
Land Transportation	Php 60,000.00	Php 54,500.00	91%
Meals and Snacks	Php 64,000.00	Php 59,243.25	92%
Miscellaneous Expense	Php 2,000	Php 500.00	25%
<b>TOTAL</b>	<b>Php 126,000.00</b>	<b>Php 114,243.25</b>	<b>92%</b>


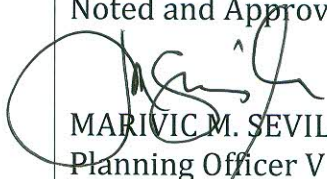
#### **VIII. Lessons: "Aha" Moment:**

- The exclusive tree planting activity, if done continuously will create a big impact in the efforts of reforestation
- In just two years, TPB has planted 1,250 seedlings
- The tree planting activity benefits the local community as well

- Tree planting requires a physically fit individual since activities like hiking and trekking can be included to reach the planting site.
- Philippines need 52% forest land in order to have a balance ecosystem, as of the moment, forest area in the country is only 22%, there is really a need for us to contribute to reforestation efforts

**IX. Recommendations: Strategic / Tactical**

- A site validation should also be conducted to be familiarized with the places and better inform the volunteers of the planting site and activities;
- Inform and remind volunteers to prepare for a possible trek during the activity;
- Closely coordinate with Haribon Foundation on the schedule of activities, especially on what to do after the planting activity and once everyone has returned to the jump off point;
- To involve more TPB employees and to allow bringing their plus one to raise environmental awareness not just within the personnel and to plant more seedlings in the future the tree planting activities.
- Schedule the activity on months when majority of TPB employees are not involved in major events.
- To request participants to post on their social media accounts about the green initiatives of TPB during/after the activity.
- To coordinate with LGUs and Regional offices and encourage them to propose one area in their province to be a possible site for reforestation.

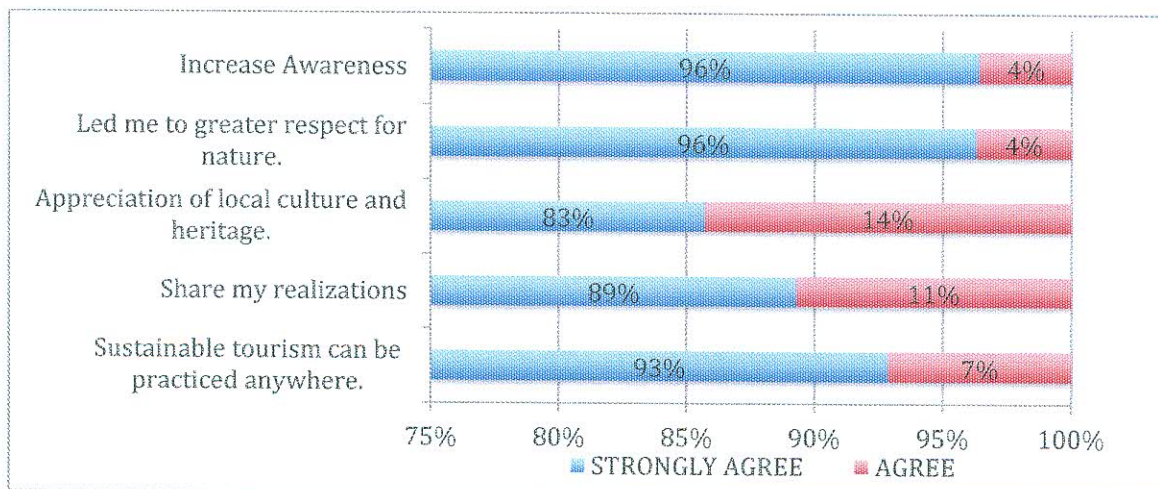
Prepared by:  THYRRISE DHENICE S. JUAN Project Officer	Noted and Approved by:  MARIVIC M. SEVILLA Planning Officer V CPBD Department
Date:	Date:

- X. Annexes:**
- Project Brief / Project Proposal Form**
  - Approved Budget**
  - Summary of Evaluation Forms**
  - Travel Itinerary**
  - Photo Documentation**
  - Others**



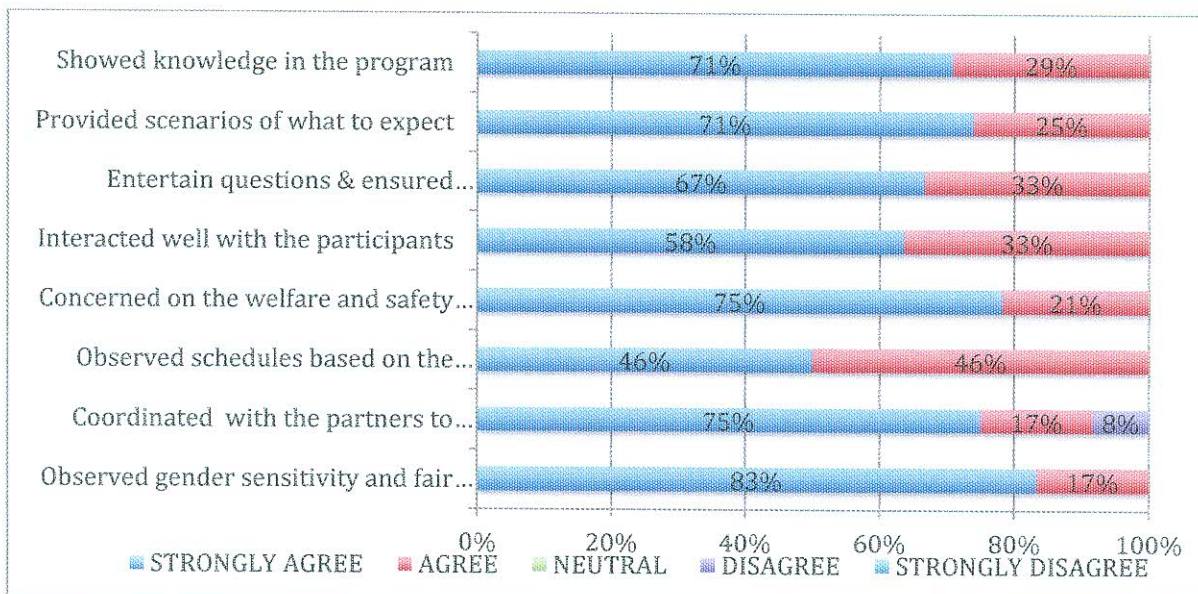
## SUMMARY OF EVALUATION FORMS

### A. SOCIAL RELEVANCE



Based on the results of the evaluation forms by the participants, they believe that the CSR-Laguna leg is relevant for the society for it has increased their awareness on the environment impacts of tourism activities and had led them to have greater respect for nature.

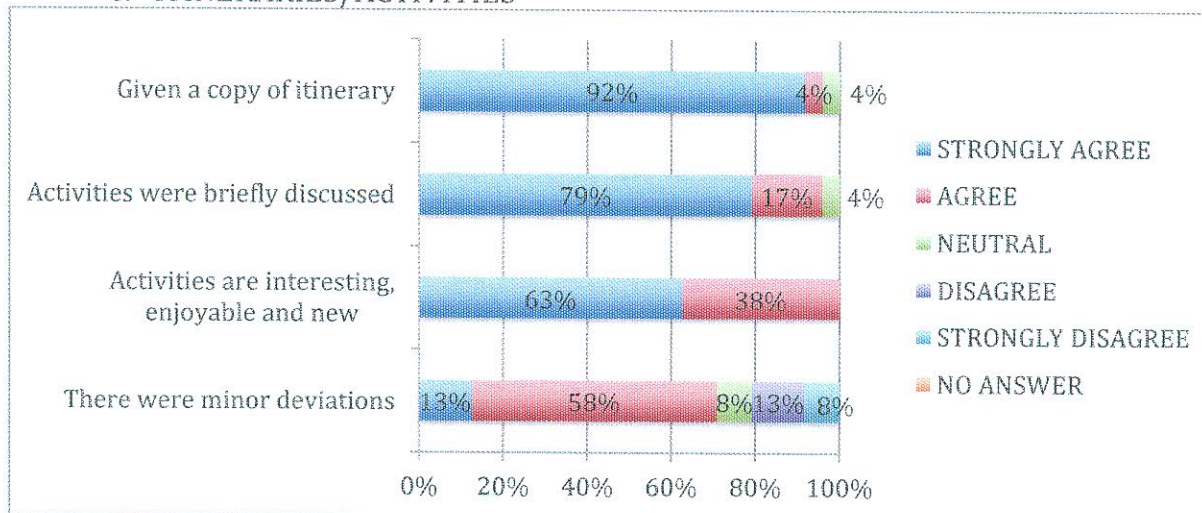
### B. PROJECT OFFICER



Most of the participants strongly agreed that the project officer has observed gender sensitivity and fair language. The Project Officer also has expressed her concern on the welfare and safety of the participants. Although, 8% of the participants disagreed that the Project Officer has coordinated with the partners to ensure smooth implementation of the program.

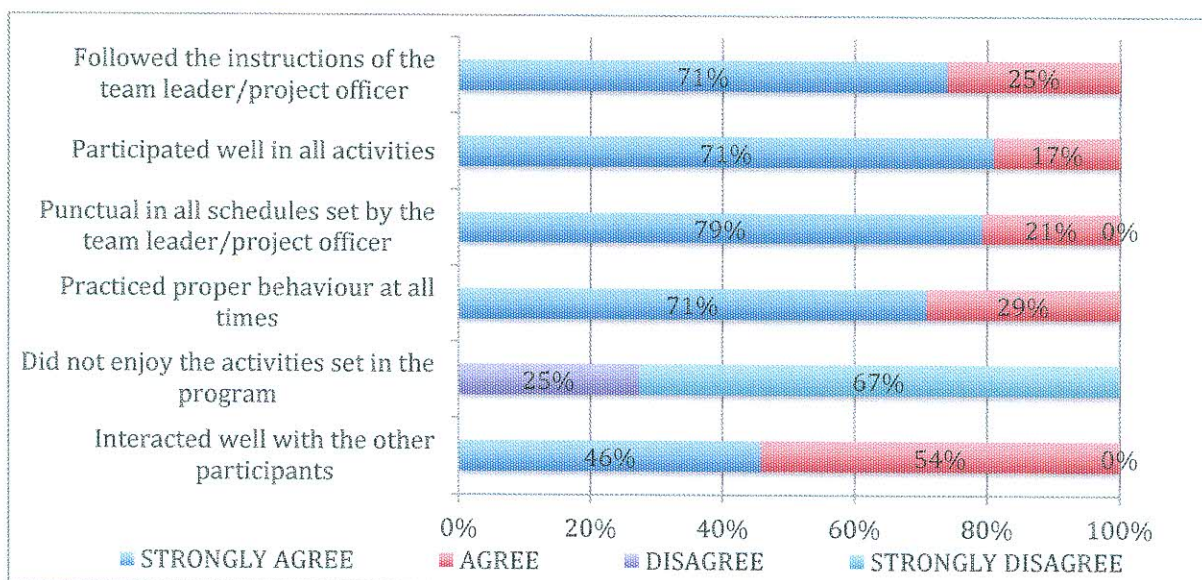


## C. ITINERARIES/ACTIVITIES



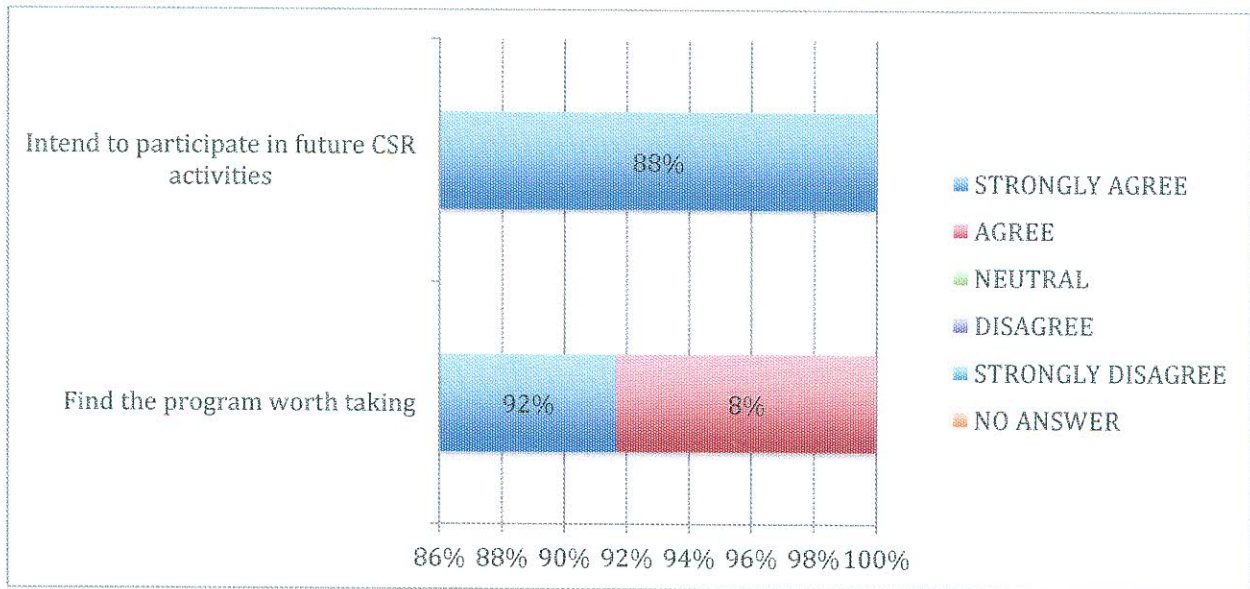
58% of the participants agreed that there were minor deviations in the schedule due to the last minute changes in the final schedule of the tree planting activity and the unexpected weather changes during the hike, despite of this, 63% of them claimed that the activities are interesting, enjoyable and new.

## D. SELF-ASSESSMENT



79% of the participants claimed that they were punctual in all schedules set by the team leader/project officer. The participants also followed instructions, participated well in all activities and practices proper behavior at all times. 67% of the participants strong disagree that they did not enjoy the activities set in the program.

### E. OVERALL RATING



Majority of the participants found the program worth taking and they intend to participate in future CSR Activities again.

Some of the comments and suggestions from the participants:

- To always keep in mind the 4Rs of Conservation (Reduce, Recycle, Reuse and Refuse)
- Implement some green initiatives in the office with the help of the Human Resource Department
- Encourage tourism stakeholders to join CSR Activities or any other environmental awareness activities
- Incorporate a clean-up/tree planting activity in travel itineraries of the tourists
- To implement continuous and wide spread tree planting activity
- Less use of plastic
- Raise ecotourism awareness



## ITINERARY FORM

Project Name: CSR 2018 LAGUNA – 2<sup>ND</sup> LEG

Date: 25 AUGUST 2018

Venue: MT. BANAHA, LAGUNA

Date/Time	Activity	Remarks
4:00 AM	Assembly at LT 300	
4:30 AM	Departure from LT 300	
4:30:00 AM to 06:00AM	Travel to San Pablo, Laguna	*AM Snacks will be provided
6:00-6:30AM	Meet-up of Haribon Forester and participants at San Pablo, Laguna.	Haribon Forester will wait for participants at the PTT Gas Station located just after or adjacent to SM City San Pablo, Laguna
7:30AM- 08:15AM	-Get down vehicle and gather at base point going to restoration site -Welcome remarks from the San Cristobal Farmers' Association and Sangguniang Barangay of San Cristobal (site partners) -Orientation on the forest restoration goal, bringing back biodiversity, advocating rain forestation, and planting native tree seedlings the right way	
08:15AM - 09:45AM	Trek to the planting site	
9:45 AM – 10:45 AM	Tree planting time (plant at least 15 seedlings!)	
10:45 AM – 11:45 AM	Descent/return to the jump-off point	
11:45 AM – 12:00 PM	Wash-up, wind down	
12:00 PM – onwards	Lunch and return travel of participants' to LT 300	Venue for lunch: TBA  *with PM Snacks

As of: 22 August 2018