

TERMINAL REPORT

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM LAGUNA LEG 25 August 2018

I. Executive Summary:

The second leg of the 9TH 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 (MBCSPL) 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:

