

TERMINAL REPORT

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM SURIGAO DEL SUR LEG

24 to 27 SEPTEMBER 2018

I. BACKGROUND

The Tourism Promotion Board (TPB)'s Corporate Social Responsibility (CSR) 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.

As part of its 2018 CSR activities, TPB decided to pioneer the implementation of the Biodiversity on Wheels (BOW) Program in Mindanao, particularly in Surigao del Sur, on 24 to 27 September 2018. The CSR project serves as a continuation of TPB's partnership with Haribon Foundation in promoting activities that aim to reduce environmental degradation and encourage stakeholders to actively participate in biodiversity conservation and preservation. It is also a follow-up to the Biodiversity on Wheels (BOW) Program conducted in Iloilo on 28-31 January 2018.

A total of 254 students from the Purisima National High School and Tagbina Central Elementary School participated in the two-day teaching sessions. Each students received a loot bag containing 1 paper pad, 1 notebook, 1 ballpen, 1 bag tag, 1 lanyard and 5 assorted colored-pencils. To encourage active participation, TPB and Haribon also distributed travel pouches, art kits, stickers, and postcards to students who excelled in the group games and recitations.

The BOW teaching module for Surigao del Sur was composed of five segments: the introduction, getting-to-know activity, content discussion, contribution participation, and the culminating and evaluation activity. The introduction and getting-to-know activity served as the CSR volunteers' first interaction with the students and involved a brief discussion on what TPB is all about, the purpose of the teaching session, and acquainting the students with the volunteers. The content discussion started with an introduction on Philippine biodiversity, particularly on the state of its forests and corals. Since Surigao del Sur is a home to a vast marine protected area- the Lanuza Bay, the content discussion centered on the seven focal marine species found in the area. Aside from being endangered, most of the animals discussed were also called "umbrella species" which means that protecting these species indirectly protects other species that make up the ecological community of its habitat. As such, it is highly imperative that the students be educated on the existence of these species and let them understand the significance of conserving them.

For the contribution participation, the elementary pupils brought forward their creativity through the fish origami activity which aimed to familiarize the pupils with the diversity and importance of fishes. Meanwhile, the high school students engaged in the solutions creation activity which was intended to encourage the students become Biodiversity Champions through the creation of simple but meaningful commitments to help in protecting our biodiversity. The session ended with the culminating and evaluation activity in which the CSR volunteers also discussed other simple environmental practices that the students can try at home, school, and community. The students were likewise inspired to share their renewed learnings to their loved ones and other classmates who were not able to attend the teaching sessions.

II. LIST OF PARTICIPANTS

S/N	NAME	DEPARTMENT
1	Marivic M. Sevilla	Corporate Planning and Business Development (CPBD) Department
2	Mariel Angelica A. Dimaano	
3	Dan E. Flores	
4	Miguel F. Clemente	Office of the Chief Operating Officer (OCCO)
5	Diana D. Sarmiento	Management Information Systems (MIS) Department
6	Donna Vee V. Baranda	Office of the Deputy Chief Operating Officer (ODCCO) for Corporate Affairs
7	Nerissa D. Juan	International Promotions Department
8	Remigio U. Pagaduan Jr.	
9	Wendy A. Fajardo	
10	Marcela M. Faustino	
11	Patricia Alace E. Delas Alas	
12	Trixia D. Medina	Domestic Promotions Department
13	Chelsea P. Luna	
14	Christie N. Navarro	Marketing Communications (MARCOM) Department
15	Regisana Maria M. Saludo	
16	Narjay R. Calinao	
17	Edita P. Colon	Administrative Department
18	Jesamy D. Laurea	
19	Divina O. Dela Paz	
20	Marites N. Bathan	Finance Department
21	Jemary Lizbeth D. Cangco	
22	Hannel M. Saus	Fuentes Publicity Network, Inc. (TPB's PR agency)

S/N	NAME	DEPARTMENT
23	Mark D. Go	Travel Blogger Business Mirror/ Nomadic Experiences

III. PLANNED VS. ACTUAL ITINERARY

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
24 September 2018	ARRIVAL AT SURIGAO DEL SUR, VISIT TO HINATUAN ENCHANTED RIVER, AND BIODIVERSITY ON WHEELS (BOW) ORIENTATION	24 September 2018	ARRIVAL AT SURIGAO DEL SUR, VISIT TO HINATUAN ENCHANTED RIVER, AND BIODIVERSITY ON WHEELS (BOW) ORIENTATION
0230H	Assembly at Legaspi Towers 300	0230H	Assembly at Legaspi Towers 300
0300H	Proceed to NAIA Terminal III	0245H	Proceeded to NAIA Terminal III
0455H	ETD NAIA Terminal III via PR 2967	0455H	ETD NAIA Terminal III via PR 2967
0620H	ETA to Bancasi (Butuan City) Airport	0620H	ETA to Bancasi (Butuan City) Airport Welcome lei reception conducted by DOT-Caraga Regional Director Ma. Ana T. Nuguid and Tourism Officer Samuel Atun
0700H	Breakfast	0645H	Breakfast at Balanghai Hotel with side visit to the Balanghai Museum
0830H	Proceed to Hinatuan "Enchanted" River	0815H	Proceeded to Hinatuan "Enchanted" River
1130H	Lunch at Enchanted River Rock Island Resort	1120H	Arrival at Hinatuan "Enchanted" River Watched the cultural fish feeding at the river
1300H	Arrival at Hinatuan "Enchanted" River	1245H	Lunch at Enchanted River Rock Island Resort
		1400H	Swimming at Enchanted River
1400H	Travel to Tandag City, Surigao del Sur	1430H	Travelled to Tandag City, Surigao del Sur
1700H	Check-in at Villa Maria Luisa Hotel	1730H	Checked-in at Villa Maria Luisa Hotel

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
1730H	Biodiversity on Wheels (BOW) Orientation with Haribon	1745H	Biodiversity on Wheels (BOW) Orientation with Ms. Lounelle Godinez of Haribon Foundation
1900H	Dinner at Villa Maria Luisa Hotel	1900H	Dinner at Villa Maria Luisa Hotel
25 September 2018	BIODIVERSITY ON WHEELS (BOW) IMPLEMENTATION-DAY 1	25 September 2018	BIODIVERSITY ON WHEELS (BOW) IMPLEMENTATION-DAY 1
0700H	Breakfast at the hotel	0630H	Breakfast at the hotel
0830H	Proceed to Purisima National High School, Tago, Surigao del Sur	0820H	Proceeded to Purisima National High School, Tago, Surigao del Sur
0900H	Courtesy Call with the Principal	0900H	Courtesy Call with Mrs. Noemi Estrada, School Principal of Purisima National High School
0920H	Discussion of room assignment	0910H	Settled at the assigned classroom and checked the equipment and materials
0930H	Set-up of equipment and other materials		
1000H	Morning Teaching Session	0930H	Morning Teaching Session
1130H	Travel to restaurant for lunch	1145H	Travelled to restaurant for lunch
1150H	Lunch at Mandarin Tea Garden	1200H	Lunch at Mandarin Tea Garden
1300H	Afternoon Teaching Session	1330H	Afternoon Teaching Session
1430H	Pack-up of equipment and other materials	1500H	Pack-up of equipment and other materials
1500H	Travel to Tandag City	1510H	Travelled to Tandag City
1530H	PM Snack at Liam's Café & Confectionery	1400H	PM Snack at Liam's Café & Confectionery
1700H	Travel back to Hotel	1700H	Travelled back to Hotel
1730H	Free Time	1730H	Free Time
1900H	Dinner at Goldbar Restaurant	2000H	Dinner at Goldbar Restaurant
26 September 2018	BIODIVERSITY ON WHEELS (BOW) IMPLEMENTATION-DAY 2	26 September 2018	BIODIVERSITY ON WHEELS (BOW) IMPLEMENTATION-DAY 2
0600H	Breakfast at Villa Maria Luisa Hotel	0600H	Breakfast at Villa Maria Luisa Hotel

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
0700H	Proceed to Tagbina Central Elementary School, Tagbina, Surigao del Sur	0700H	Proceeded to Tagbina Central Elementary School, Tagbina, Surigao del Sur
0900H	Courtesy Call with the Principal	0920H	Courtesy Call with Mrs. Raulita Rosal, School Principal of Tagbina Central Elementary School
0920H	Discussion of room assignment	0930H	Settled at the assigned classroom and checked the equipment and materials
0930H	Set-up of equipment and other materials		
1000H	Morning Teaching Session	1000H	Morning Teaching Session
1130H	Travel to restaurant for lunch	1150H	Travelled to restaurant for lunch
1150H	Lunch at Paborito's Restaurant	1210H	Lunch at Paborito's Restaurant
1300H	Afternoon Teaching Session	1330H	Afternoon Teaching Session
1430H	Pack-up of equipment and other materials	1500H	Pack-up of equipment and other materials
		1530H	PM Snack courtesy of Tagbina Central Elementary School
1500H	Travel to Tandag City	1430H	Travelled to Tandag City
1700H	Free Time at the Hotel	1830H	Free Time at the Hotel
1800H	Dinner at Shacene Pension House & Restaurant	2000H	Dinner at Shacene Pension House & Restaurant
1930H	Debriefing at Mi Amore	2130H	Debriefing at Mi Amore
27 September 2018	TRAVEL BACK TO MANILA	27 September 2018	TRAVEL BACK TO MANILA
0700H	Breakfast at Villa Maria Luisa Hotel	0700H	Breakfast at Villa Maria Luisa Hotel
0830H	Hotel Check-Out	0900H	Hotel Check-Out
0900H	Proceed to Butuan City, Agusan del Norte	0915H	Proceeded to Butuan City, Agusan del Norte
1200H	Lunch at Islands Seafood Restaurant	1200H	Lunch at Islands Seafood Restaurant
1345H	Visit at the Butuan National Museum	1330H	Visited the Butuan National Museum
1430H	Pasalubong Shopping at Madyaw Kadyaw Souvenir Shoppe	1430H	Pasalubong Shopping at Madyaw Kadyaw Souvenir

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
			Shophe and Margie's Bakeshop
1530H	Proceed to Bancasi (Butuan) Airport	1530H	Proceeded to Bancasi (Butuan) Airport
1600H	Arrival at the airport	1600H	Arrival at the airport
1815H	ETD Bancasi (Butuan) Airport via 5J 788	1815H	ETD Bancasi (Butuan) Airport via 5J 788
1955H	ETA NAIA Terminal III	1955H	ETA NAIA Terminal III
END OF CSR-SURIGAO DEL SUR LEG			

IV. HIGHLIGHTS OF CSR-SURIGAO DEL SUR LEG

The CSR volunteers were able to engage in the following activities:

- **BOW Orientation conducted by Ms. Lounelle Godinez of Haribon Foundation**

To speak in front of 25-35 students per class about scientific and environmental topics is a challenging task. Although the CSR volunteers cannot be considered as an expert in the field, they still need to express a sense of credibility when discussing biodiversity issues to the class. Aside from reading and researching, the CSR volunteers also need a combination of presentation and human skills to convey the message of conservation and preservation to their students. For this matter, the BOW Orientation has proven to be an effective tool in directing the volunteers on how to interact with the students and gaining insights on how to discuss technical terms in the simplest and most comprehensible way. The Haribon Foundation through its Senior Training Associate, Ms. Lounelle Godinez, conducted two orientations for the volunteers. The initial orientation was scheduled on 12 September 2018, coinciding with the general briefing for the participants, and a second orientation on 24 September 2018. The two sets of BOW Orientation were credited by the volunteers to be highly beneficial in achieving better comprehension of the topics to be discussed and determining the proper behavior to exhibit with the students.

- **The two-day Biodiversity on Wheels (BOW) Program implementation**

The BOW Program in Surigao del Sur was proven to be a rewarding experience not only for the recipient students of the activity, but also to the CSR volunteers who took part in the teaching sessions. The BOW Program did not only gave TPB the opportunity to provide assistance to the students in the form of school supplies, but only provided a means for the volunteers to interact with the students, impart new learnings, and reinforce the importance of protecting the environment. Beyond the material things that the group distributed to the students, the sense of fulfillment in sharing new/additional knowledge that can change the students' environmental perspective is one of the lasting effects of conducting the BOW Program.

- **Additional awareness on the benefits of biodiversity conservation and preservation through the visit to Hinatuan “Enchanted” River.**

The Hinatuan “Enchanted” River is one the most popular tourist sites in Surigao del Sur. Its deep blue water and marine fauna has attracted many tourists to visit the area. However, to ensure the sustainability of the area, conservation and preservation measures were enforced to prevent further ecological damage to the river. The CSR participants were given the opportunity to see the beauty of the Enchanted River and learned more about the preservation measures practiced in the area during their visit on 24 September 2018. The local tour coordinators of the group shared information on the community-based efforts implemented in Hinatuan to protect the Enchanted River such as the designation of specific spots for swimming, conducting of briefing for the do’s and don’ts in the river, scheduling of fish feeding time per day, and removal of cottages near the river.

- **Cultural and Heritage Tour at the Balanghais Museum and Butuan National Museum**

To reach Tandag City, the CSR participants took a 3 and ½ hours ride from Butuan City and also had to endure the same amount of travel hours in going back to Butuan City for their flight back to Manila. Aside from slight muscle pain due to long hours of sitting, the travel hours also took away extra time that the participants may have used for preparing more for the BOW Program. However, the situation also opened exciting opportunities for the group as they were able to experience not just the food and culture of Surigao del Sur, but also of Butuan City. Butuan City has a rich culture and heritage and the participants were able to see some of its preserved history through the visit to Balanghais Museum on 24 September 2018 and Butuan National Museum on 27 September 2018. Unexpectedly, the situation also provided a means for the CSR Program to promote cultural awareness aside from its focus on environmental conservation.

V. NGO ENGAGEMENT / ASSISTANCE FROM OTHER INSTITUTIONS

- For this BOW Program, the Haribon Foundation provided the following assistance:
 - Coordination with the schools for the scheduling of the program
 - Facilitation of orientation for the CSR volunteers
 - Assistance of a field staff for the ocular visit and coordination meeting with the schools
 - Assistance of field staff and volunteers for the BOW implementation
 - Provision of school materials (e.g. Manila papers, crayons, pentel pens, ballpens) to be used during the teaching sessions
 - Provision of stickers and postcards as additional prizes for student participation
 - Provision of additional equipment for the teaching sessions (e.g. projector, bluetooth speakers)
- Assistance from the Department of Tourism-Region XIII for the following matters:
 - Suggestions on possible accommodation establishments to be included in the ocular inspection on 27 August 2018

- Suggestions on possible restaurants to be included in the ocular inspection on 27 August 2018
- Facilitation of the welcome lei reception for the CSR participants upon arrival in Bancasi (Butuan) Airport (additional support)

VI. BENEFITS

- Increased awareness of the students on the effects of uncontrolled human activities to the environment and the various organisms living in it.
- Youth engagement in alleviating the biodiversity threats encountered in the community by becoming Biodiversity Champions.
- Promotion of environmental conservation and preservation practices that can be done at home, school, and community.
- Promotion of teamwork, creativity, and volunteerism among TPB personnel.
- Photo release and featured article to be seeded in various media channels through the assistance of Marcom Department and Fuentes Publicity Network Inc.
- Social media posts, photo release, and post-event article to be published by the invited travel blogger.
- Short article to be published through TPB’s Quarterly Newsletter.

Prepared by: MARIEL ANGELICA A. DIMAANO Project Officer CPBD Department	Noted and Approved by: MARIVIC M. SEVILLA Officer-in-Charge CPBD Department
Date:	Date: