

**2019 CORPORATE SOCIAL RESPONSIBILITY
IP COMMUNITY ASSISTANCE LEG
TERMINAL REPORT**

I. PROJECT DETAILS

NAME : 2019 Corporate Social Responsibility (CSR) –
IP Community Assistance Leg

DATE : 27 – 30 June 2019

VENUE : Adams, Ilocos Norte

ATTENDEES:

- | | |
|---------------------------------|------------------------------|
| 1. Marivic M. Sevilla | 11. Dannica T. Iway |
| 2. Millisa M. Nuada | 12. Riezel R. Umali |
| 3. Dan E. Flores | 13. Michelle S. Alcantara |
| 4. Estefania Julieta F. Bolante | 14. Perfecto C. Realino, Jr. |
| 5. Francesca Anne S. Papa | 15. Grace C. La Rosa |
| 6. Jesamy D. Laurea | 16. Divina M. Andres |
| 7. Annabelle F. Balboa | 17. Abelardo S. Dela Cruz |
| 8. Jonathan Omar V. De Villa | 18. Ma. Nedalin L. Miranda |
| 9. Freddie Sonn S. Escalona | 19. Rogelio C. Taelendo, Jr. |
| 10. Axle Jean M. Del Rosario | 20. Uhde L. Asual |

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. In 2017, TPB started partnering with Non-Governmental Organizations (NGOs) with core advocacies in environmental conservation and community assistance to create more effective, long-term and sustainable CSR activities. The Black Pencil Project, TPBs' selected NGO partner recommended Adams to discover and witness its ethnicity and locally cultured municipality in Ilocos Norte.

For 2019's second segment, 20 TPB personnel volunteered to join the CSR – IP Community Assistance leg in Ilocos Norte. Volunteers, in coordination with Dra. Bielmaju Waley of Inuwayan Nursery and Farm who was endorsed by Mr. Mon Corpuz of Black Pencil Project as their main counterpart in Adams, were involved in different initiatives such as building of Isneg houses at Inuwayan Nursery and Farms, and distribution of 318 set of school supplies and 100 set of hygiene kits to Adams Central Elementary School.

Before leaving for Adams, the CPBD Department, the organizer of all CSR programs, have conducted a briefing with the volunteers in facilitation of its Project Officer, Ms. Millisa Nuada, to inform them the line-up of activities, brief detail of the area and things to bring during the trip.

III. PLANNED VS ACTUAL ITINERARY

DAY / TIME	PLANNED ACTIVITY	DAY / TIME	ACTUAL ACTIVITY
27 June 2019 (Thursday)		27 June 2019 (Thursday)	
0230H	Assembly at Legaspi Towers 300	0230H	Assembly at Legaspi Towers 300
0300H	Depart from Manila to Adams Village	0300H	Depart from Manila to Adams Village
		0425H	Stop over at Petron NLEX, Mexico, Pampanga
1200H	Stop Over for Lunch - Casa G Restaurant Bar Cafe, Ilocos Norte	0628H	Stop over at Leeza's Restaurant
1700H	ETA to Adams Village Brief Orientation	0922H	Stop over at Nagsabaran Norte, La Union
	Homestay Check in, Freshen Up	1342H	Stop Over for Lunch - Casa G Restaurant Bar Cafe, Ilocos Norte
1800H	Dinner	1600H	Stop Over for PM Snacks
	Repacking of school supplies after dinner	1735H	Arrival at Urban Nest Bar and Grill – Check in
		1930H	Dinner
REST OVERNIGHT			
28 June 2019 (Friday)		28 June 2019 (Friday)	
0500H	Wake Up Call	0600H	Wake Up Call
0700H	Breakfast	0700H	Breakfast
0800H	Proceed to Adams Central Elementary School Soup Kitchen	0800H	Proceed to Inuwayan Wine Cellar – Repacking of school supplies
1200H	Lunch	1200H	Lunch
1300H	Ammuyung/Balay Isneg Project	1300H	Proceed to Adams Central Elementary School Soup Kitchen and Distribution of school supplies and hygiene kits
1800H	Dinner	1900H	Dinner
REST OVERNIGHT			
29 June 2019 (Saturday)		29 June 2019 (Saturday)	
0500H	Wake Up Call	0500H	Wake Up Call

0700H	Breakfast	0700H	Breakfast
0800H	Continuation of activities - Building activity	0800H	Ammuyung/Balay Isneg Project
1200H	Boodle Fight Lunch - Public lunch with LGU	1200H	Boodle Fight Lunch - Public lunch with LGU
1300H	Continuation of activities - Building activity	1300H	Continuation of activities - Building activity
1600H	ETA to Homestay Visit to Inuwayan Nursery and Farms, Inuwayan Winery - Check in, Freshen Up Brief Tour, Tapuy Tasting and Buying of Pasalubong	1630H	Brief Tour at Inuwayan Nursery and Farms, Inuwayan Winery - Tapuy Tasting and Buying of Pasalubong
1800H	Dinner	1830H	Dinner – Ilyn's Homestay and Restaurant
REST OVERNIGHT			
30 June 2019 (Sunday)		30 June 2019 (Sunday)	
0430H	Wake Up Call	0430H	Wake Up Call
0530H	Breakfast	0600H	Breakfast
0700H	ETD from Adams Village	0700H	Depart from Adams Village
		0745H	Stop Over at Patapat Viaduct, Ilocos Norte
0900H	Windmill Beach Tour	0900H	Windmill Beach Tour – Buying of Pasalubong
		0945H	Stop Over at Salt Refinery, Pasuquin, Ilocos Norte
1200H	Stop Over for Lunch - Hidden Garden, Ilocos Sur	1300H	Stop Over for Lunch - Hidden Garden, Ilocos Sur
		1445H	Stop over at Señorita Dulce House of Foods
		1810H	Stop Over at Church of Bauang, La Union
		2000H	Stop Over for Dinner – Makkan Ilocano Restaurant
		2200H	Stop Over at Petron TPLEX Pura/Gerona
1930H	ETA to Legaspi Towers 300	0100H	Arrival at Legaspi Towers 300
END OF CSR IP COMMUNITY ASSISTANCE LEG			

NOTE: Unable to proceed to Adams Village on the first day due to unpassable vehicle bridge caused by rainfall and stayed at Urban Nest Bar and Grill for one night.

IV. HIGHLIGHTS OF CSR IP COMMUNITY ASSISTANCE LEG

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

1. Environmental and cultural sustainability

- **Ammuyung/Balay Isneg Project**

The Balay Isneg Project or Isneg house building is the main highlight of the leg, which its objective is to sustain the image and culture of the Isneg Tribe as well as to become a tourist attraction for visitors. The amount allocated by TPB is for the house materials for four (4) which will be used by selected Indigenous People (IP) families, namely to: Alapao Purdos, Samuel Aguda, Rizza Bannaba and Virgie Patil-ao. These beneficiaries were chosen by the members of the community, based on their unique situation that would technically render them less fortunate compare to other members. Aside from continually assisting in the development of their community, they are also tasked to preserve the houses for future use of other members once they are more financially stable.

2. Giving back to marginalized members of our community

- **Provision and distribution of school supplies and hygiene kits to Adams Central Elementary School**

The TPB CSR partner, Mr. Mon Corpuz, founder of Black Pencil Project, recommended the Adams Central Elementary School to be the recipients of the school supplies and hygiene kits. Before the distribution, Ms. Genesis Weiyn Lee, Administrative Assistant of Office of the Chief Operating Officer (COO), together with our COO Ms. Marie Venus Tan initiated a short program for the students, wherein they sang and act some nursery rhyme and dance presentation. After the program, the TPB in coordination with the Tourism and Budget Officer of Adams, Ms. Anavic Medrano arranged and set-up a soup kitchen comprising of macaroni soup with buns and Yakult for the students.

After the school supplies distribution, the TPB also distributed 16 set of teachers' kit for the faculty members of the school. Afterwards, a photo opportunity took place and Ms. Marivic Sevilla, TPB CSR Team Leader, handed the school set comprising of a Philippine flag, first-aid kits and volleyball set for the Adams Central Elementary School use.

The TPB brought 318 sets of school supplies: bags, notebooks, pad papers, pencils, ball pens, ruler, crayons, pencil erasers and sharpener, that 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, teachers and faculty members of Adams Central Elementary School.

V. HOSTING / SPONSORSHIP

- Assistance from Mr. Mon Corpuz as official partner and coordinator for the arrangement to Adams Village, particularly with Dra. Bielmaju Waley relative to Ammuyong/Balay Isneg Project.
- Assistance from Dra. Bielmaju Waley in endorsing Ms. Anavic Medrano for the accommodation to stay during the CSR dates.
- Assistance from Ms. Anavic Medrano for the arrangement and preparation of meals of the TPB volunteers, set-up of boodle fight, and soup kitchen for the students of Adams Central Elementary School.
- Assistance from Ms. Annie Tubay, teacher and faculty member of Adams Central Elementary School in providing actual number students and arrangement of students during the soup kitchen and distribution school supplies.
- Assistance from the locals or beneficiaries of Isneg houses
 - Orientation on the process of Isneg house building
 - Assistance to assemble the materials for house building
 - Assistance during the actual construction of the houses

VI. ISSUES AND CONCERNS/ OBSERVATIONS

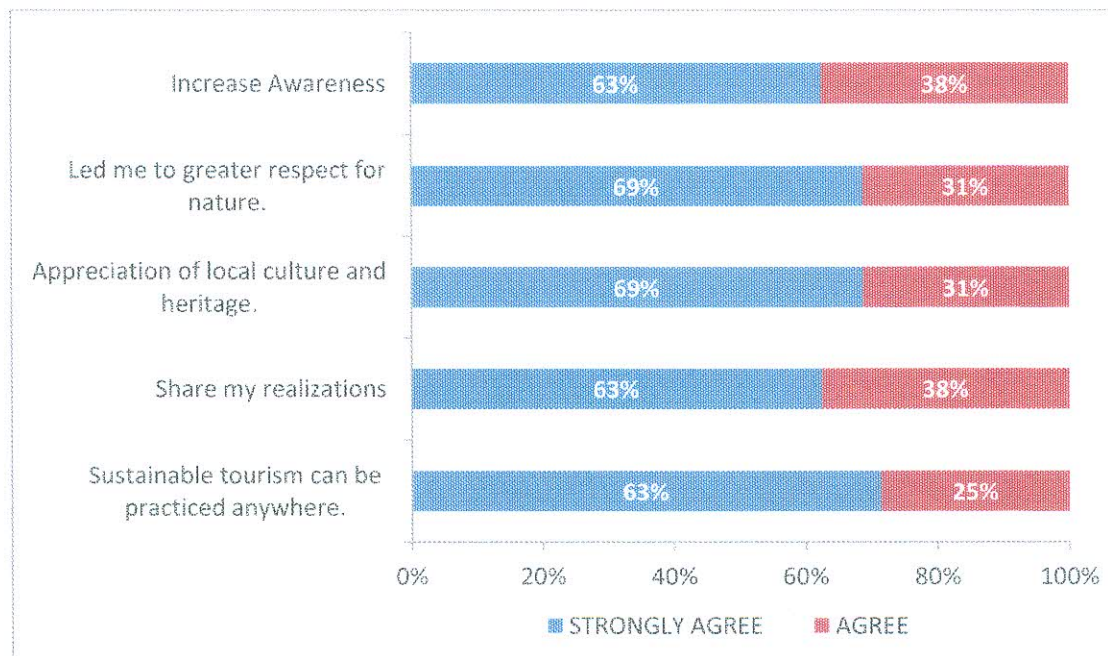
- Adams is enveloped by mountains and water falls which makes the area a well-hidden gem. Reaching their community takes a 3-hour ride from Laoag City, and although modernization reached them with paved roads. The bridge crossing a river is under construction and only a make-shift bridge allows 4-wheel vehicles to cross, otherwise they cross it via single motorcycle or by walking. Due to weather conditions, the make-shift bridge was flooded making it unpassable, requiring the team to look for alternative accommodation and dinner for their first night.
- The community of Adams is composed of mixed tribes, yet their rich culture and hospitality are very visible, and the Isneg tribe still wearing their native attire particularly during special occasions.
- CSR volunteers were very cooperative in all the activities and scheduled set by the project officer. They were also very proactively and showed their enthusiasm in doing the activities.
- Miscalculation on the travel time making lunch during the first day very late, inconveniencing the participants.

VII. RESULT OF POST-EVENT SURVEY

As the program ended, participants were requested to evaluate the CSR IP Community Assistance activity.

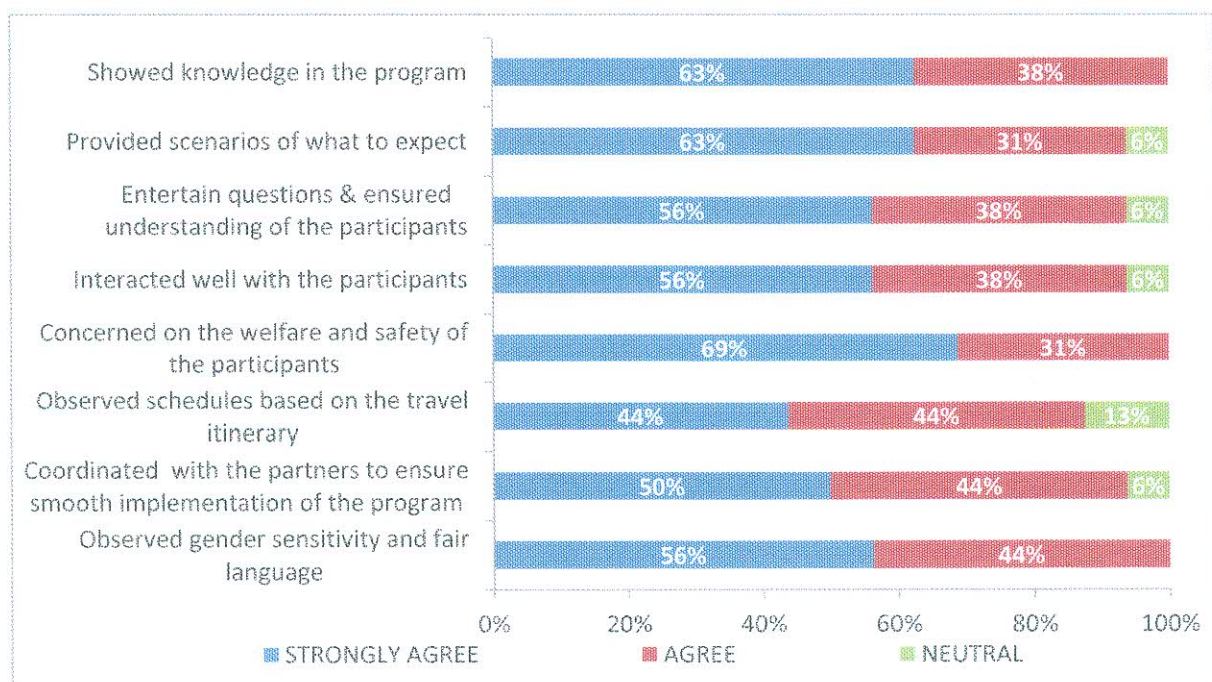
89% of the volunteers were surveyed, the following are the results:

A. Social Relevance



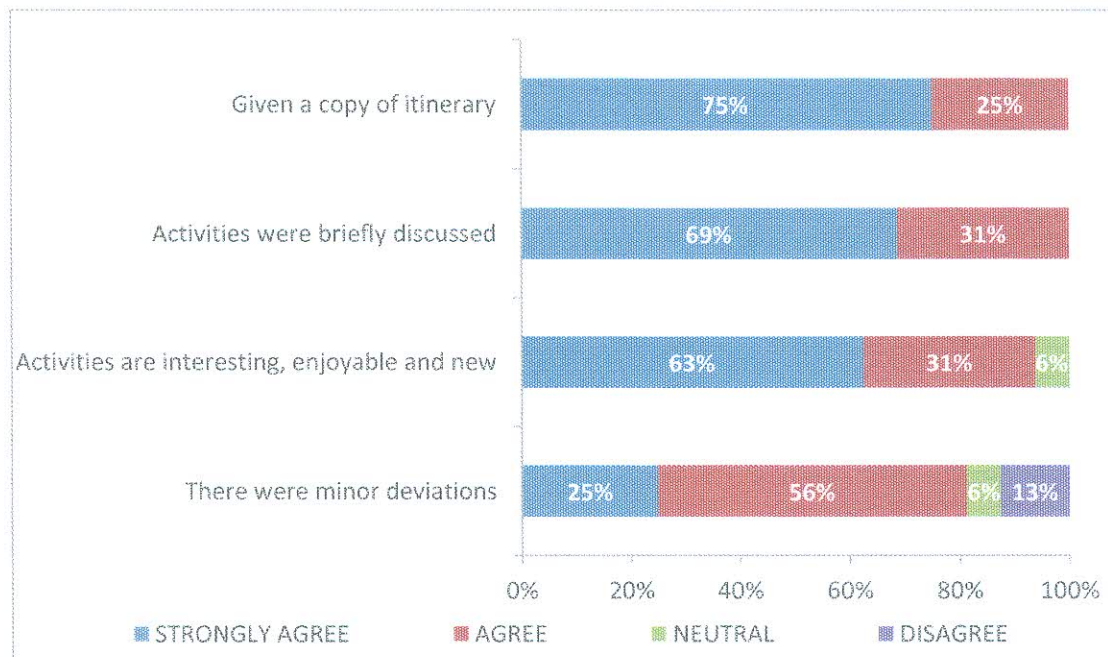
Under Social Relevance category, majority of the volunteers have strongly agreed that the CSR activities done led to greater respect for nature and greater appreciation of local & cultural heritage.

B. Project Officer



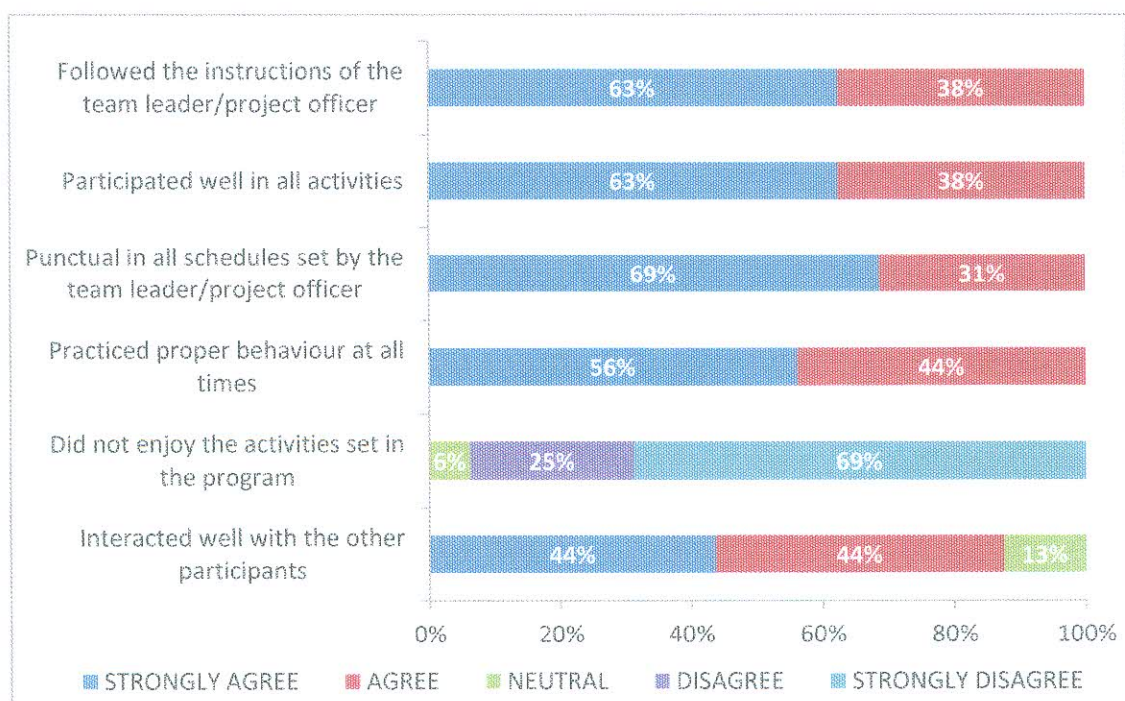
The majority of the volunteers strongly agreed that the project officer met the requirements during the implementation of the program, particularly on the welfare and safety of the volunteers with 69% rating. However, low rates were given, with 44% from the volunteers, on the observance of schedule vis-à-vis to the given itinerary.

C. Itinerary/Activities



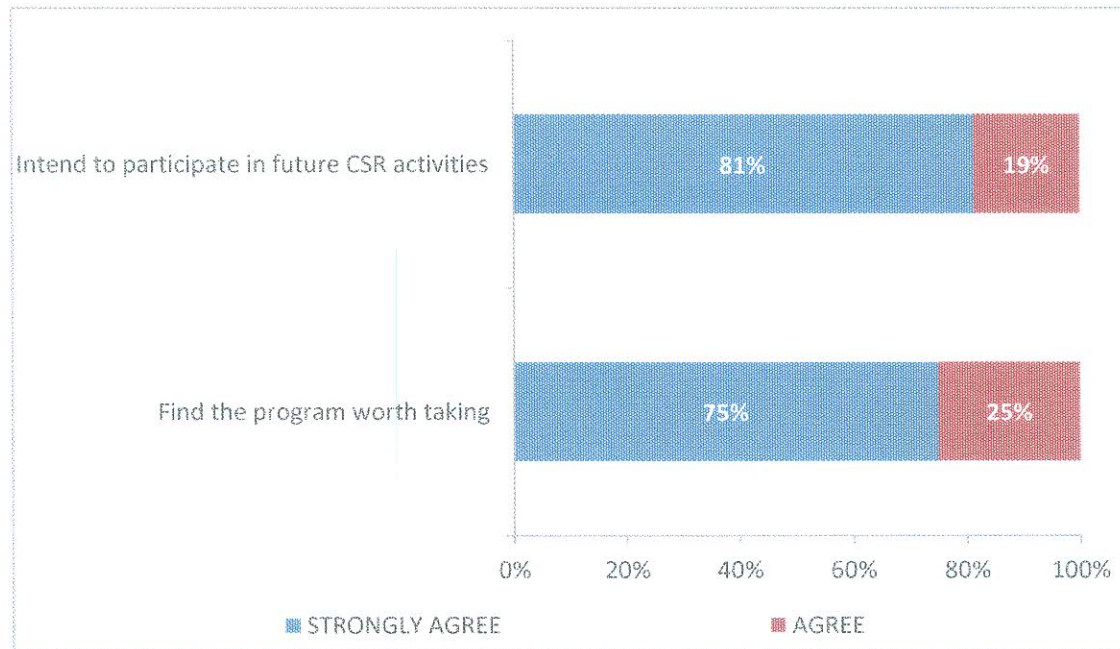
For Itinerary/Activities category, majority of the volunteers have strongly agreed that the activities set are interesting, enjoyable and new, despite and inspite of minor deviations that occurred.

D. Self-Assessment



The volunteers assessed themselves after the CSR program, majority of them said that they were punctual in all schedules set, participative, and that they practiced proper behavior at all times. On the other hand, 69% have strongly disagreed and 25% have disagreed that they did not enjoy the program.

E. Overall Rating



81% of the surveyed volunteers have strongly agreed that they find the CSR in Adams is worth taking. Meanwhile, 75% intend to participate in the future CSR activities.

There are also points stressed by the participants:

- TPB could invite tourism stakeholders to participate the CSR program and adapt the same advocacy, and;
- The importance of simple living, conservation of energy/electricity and waste segregation.

VIII. RECOMMENDATIONS


- It is recommended to continuously create a CSR Program, particularly for far-flung areas who rarely receive assistance from the government.
- Long term partnership with selected or identified NGOs to have more effective CSR project/activities.
- Emersion with the children through activities 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).
- Documentary stories to feature on TPB website.

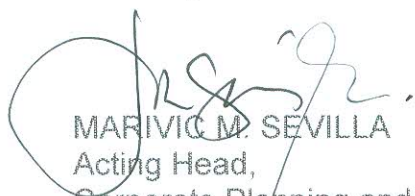
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