

TERMINAL REPORT

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM METRO MANILA LEG 05 December 2019

I. BACKGROUND

The Tourism Promotions Board (TPB), in its commitment of pursuing green and sustainable tourism, launched in 2015 the conduct of Corporate Social Responsibility (CSR) Program which aims to create deeper environmental awareness and provide assistance to communities as partners in spreading sustainable tourism.

As part of its 2019 CSR activities, TPB has partnered with the YesPinoy Foundation Inc. to implement the *I am Super Campaign* in Quezon City. The I am Super Campaign is a disaster resilience program that seeks to empower children and community members from highly vulnerable schools identified through the guidance of the Department of Education. The program includes the distribution of Super Pouch or water-resistant emergency pouch developed by Typhoon Yolanda survivors through the social enterprise *Taclob*.

The Tomas Morato Elementary School and Cubao Elementary School were selected as the recipient schools of the program. However, due to the strong rains and winds brought by Typhoon Tisoy, the implementation of the CSR activities in Tomas Morato Elementary School on 04 December 2019 was postponed to ensure the safety of the participating students, staff, and TPB volunteers. On the other hand, the CSR Program was successfully conducted in Cubao Elementary School on 05 December 2019 as the weather already improved. A total of 100 students from Grades IV-VI have participated in the disaster preparedness training and fun games.

II. LIST OF PARTICIPANTS

S/N	NAME	DEPARTMENT
1	Miguel A. Lopez	Corporate Planning and Business Development (CPBD) Department
2	Mariel Angelica A. Dimaano	
3	Thyrrise Dhenice S. Juan	
4	Chelsea P. Luna	
5	Reselle O. Lansangan	
6	Dan E. Flores	
7	Donna Vee V. Baranda	Office the Deputy Chief Operating Officer (ODCOO) for Marketing and Promotions
8	Joseph Kerr T. Villar	Office the Deputy Chief Operating Officer (ODCOO) for Corporate Affairs
9	Luzviminda R. Bucsit	
10	Emmanuel A. Zarate	

S/N	NAME	DEPARTMENT
11	Diana D. Sarmiento	Management Information Systems (MIS) Department
12	Dan Joseph B. Ferrolino	MICE Department
13	Sherdoll Anne D. Bayona	
14	Divina M. Andres	
15	Ma. Patricia M. Yulo	Marketing Communications (MARCOM) Department
16	Gianna Allysa M. Añonuevo	
17	Kazumi A. Policarpio	
18	Narjay R. Calinao	
19	Lorenz Eugene D. Cabanos	
20	Billy John N. Casabuena	Administrative Department
21	Farhan M. Ambiong	
22	Divina O. Dela Paz	
23	Sandy T. Vargas Jr.	Finance Department

III. PLANNED VS. ACTUAL ITINERARY

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
05 DECEMBER 2019	I AM SUPER CAMPAIGN IN CUBAO ELEMENTARY SCHOOL	05 DECEMBER 2019	I AM SUPER CAMPAIGN IN CUBAO ELEMENTARY SCHOOL
0700H	Assembly at Legaspi Towers 300	0700H	Assembly at Legaspi Towers 300
0730H	Proceed to the Cubao Elementary School	0735H	Proceeded to the Cubao Elementary School
0830H	ETA to the Cubao Elementary School	0830H	Arrival to the Cubao Elementary School
0900H	Registration	0835H	Registration
1000H	Opening Ceremonies Prayer National Anthem	0930H	Opening Ceremonies Prayer National Anthem
1015H	Welcome Remarks- Ms. Thelma Cinco, Principal	0945H	Welcome Remarks- Ms. Thelma Cinco, Principal
1030H	Opening Message by TPB representative	1000H	Opening Message by Mr. Miguel A. Lopez
1045H	Introduction by Ms. Pebbles Sanchez-Ogang (YesPinoy Foundation)	1015H	Introduction by Ms. Pebbles Sanchez-Ogang (YesPinoy Foundation)
1100H	Disaster Preparedness Training *2 Breakout Groups	1030H	Disaster Preparedness Training *4 Breakout Groups
1145H	Emergency Response Games *Venue: Covered Court	1140H	Emergency Response Games facilitated by Morong

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
			Volunteers' Emergency Response Team (MVERT)
1200H	Lunch at the school	1200H	Lunch at the school
1300H	Interactive Sessions (Fun Games) *Venue: Covered Court	1300H	Interactive Sessions (Fun Games) *Venue: Covered Court
1500H	PM Snacks at the school	1500H	PM Snacks
1515H	Super Pouch and school supplies distribution	1515H	Super Pouch and school supplies distribution
1530H	Photo Opportunity	1540H	Photo Opportunity
1545H	End of Program	1600H	End of Program
1615H	Travel back to Legaspi Towers 300	1615H	Distribution of early dinner meals Travel back to Legaspi Towers 300
1800H	ETA to Legaspi Towers 300	1815H	Arrival in Legaspi Towers 300
END OF CSR METRO MANILA LEG			

IV. HIGHLIGHTS OF CSR METRO MANILA LEG

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

- **Disaster-Preparedness Training (Breakout Sessions)**

During the disaster-preparedness training, the participating students were divided into four breakout sessions composed of 25 students. Per breakout session, the TPB volunteers and other staff from YesPinoy were assigned with 3-4 students. The task of the TPB volunteers is to ensure that the students assigned to them understand very well the environmental lecture provided by the lead facilitators and participate actively in the discussion.

The students found the breakout sessions to be informative and enjoyable. They were very ardent during the interactive lectures and showed knowledge on the issues that our environment is facing and the ways to prevent further damage to the nature. The stories shared by the lead facilitators have also piqued their curiosity, such as the story of a person and a snake surprising each other at the top of a tree during a flood as well as the story of a person holding into a bunch of malunggay stems to prevent being swept away by flash floods.

The TPB volunteers also had fun interacting with the students. Although some students talked a lot, they are still very respectful to their *ate and kuya* and are always smiling. Further, the lecture provided by the lead facilitators is not only beneficial to the students; it also served as a reminder to the TPB volunteers about the importance of protecting our environment and being prepared before, during, and after a disaster.

Another highlights of the breakout session is the presentation of the contents of the Super Pouch. Some interesting facts during the discussion are the following:

- Fluorescent orange is the international color for emergency, thus this color is being use as the cover of the Super Pouch.
- Candies can also be important for survival as these can be a source of energy.
- Flashlight and whistle are the most basic emergency/survival items that a person should always have.
- Information cards should also bear the contact details of relatives outside Metro Manila that can be contacted in case of calamity in the city.

The students were also reminded that although some medicines like loperamide and paracetamol are included in the Super Pouch, these tablets should only be taken upon the supervision of their parents or teacher.

The last portion of the disaster-prepared training focused on the emergency response demonstration facilitated by the Morong Volunteers' Emergency Response Team (MVERT). Proper ways of lifting an injured person during a calamity was shown to the students taking into consideration the type of injury that a person has and the number of lifters.

- **Interactive Session (Fun Games)**

After lunch, the TPB volunteers, together with the YesPinoy personnel, facilitated a series of fun games that aimed to promote climate action through simple group activities. The students were divided into 10 groups with the objective of accomplishing a task in each station:

- Style Your Own Banner - to promote unity by challenging the students to create an identity or symbolic representation of their group.
- Light as Air - to familiarize the students with greenhouse gases and their properties.
- Maria Went to Town on a Stormy Day - to inform the students about the impacts of climate change such as extreme weather events like typhoons.
- Connect the Pipes - to instill the importance of water conservation especially in times of drought.
- Blindfolded Man's Maze – to inform the students that improper waste management leads to flooding and other environmental damages.
- Remember Me, Low Emission Development Strategy- to inform the students about the 15 Ways to Low Emission Development Strategies (LEDS).
- Wheel of the Wind - to inform the students about the importance of renewable energy and provide its examples.

After the students accomplished each task, the TPB volunteers synthesized the activities by asking questions and explaining the key learning points of the stations.

- **Distribution of the Super Pouch and school supplies**

After the PM Snacks, the YesPinoy Foundation and the TPB volunteers proceeded with the distribution of the Super Pouch and school supplies to the participating students. There were a total of 40 Grade IV students, 40 Grade V students, and 20 Grade VI students.

V. NGO ENGAGEMENT

For this CSR Program, the YesPinoy Foundation, Inc. provided the following assistance:

- Coordination with the school for the scheduling of the program
- Inclusion of emergency response games and demonstration of techniques in handling an injured person as facilitated by the Morong Volunteers' Emergency Response Team (MVERT)
- Provision of 100 pieces of Super Pouch
- Orientation of the TPB volunteers in the office
- Inclusion of the TPB logo in the program banner displayed in the activity area
- Lunch and PM Snacks of the participating students
- Lunch of the TPB volunteers
- Operational expenses of the participating YesPinoy staff

VI. BENEFITS

- Increased awareness of the students about the importance of environmental sustainability, climate action, and disaster preparedness.
- Promotion of environmental conservation and disaster preparedness practices that can be done at home, work, and the community.
- A total of 100 pieces of Super Pouch distributed to the students.
- A total of 100 sets of school supplies (papers, notebooks, crayons, pencils, and sharpeners) given to the students.
- Promotion of teamwork and volunteerism among TPB personnel.
- Photo release and featured article to be seeded in various media channels through the assistance of Marcom Department.
- Social media posts at the TPB Facebook page.

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