

TERMINAL REPORT

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM LAGUNA & TANAY LEG 21 – 22 November 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 Haribon Foundation to take part in three activities that focus on introducing native trees and their role in ensuring a sustainable reforestation: (1) the Buhay Punlaan Nursery Activities, (2) Native Tree Trek and (3) Exclusive Tree Planting.

Native tree seedlings are indigenous species of trees that are proven to provide more ecological benefits to the environment by connecting forest fragments, promoting the recovery and expansion of forest habitats, protecting watersheds, and supporting the survival of native species of plants and animals. In the past, most of the reforestation efforts in the Philippines have focused on the use of exotic or foreign trees, selected primarily for their economical and industrial use as well as their ability to grow faster and germinate easily. However, through studies, it was revealed that exotic trees are detrimental to the ecosystem as it prevents other plants from thriving and are not protective of the wildlife. Hence, the use of native trees is now highly encouraged to maintain the balance of our ecosystem.

A total of 31 TPB personnel participated in the CSR Program. The group were also joined by Ms. Kristlan Santos (Fuentes Manila) and Mr. Dakila Angeles (CSR videographer) to document the activities.

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	Reselle O. Lansangan	
4	Dan E. Flores	
5	Genesis Weiyn B. Lee	Office of the Chief Operating Officer
6	Jerome C. Velasco	Internal Audit Office
7	Jake J. Bongalon	Office of the Deputy Chief Operating Officer for Corporate Affairs

S/N	NAME	DEPARTMENT
8	Pepe C. Vergara	Office of the Deputy Chief Operating Officer for Marketing and Promotions
9	Rolando P. Rimas	
10	Edison S. Genelazo	Management Information Systems (MIS) Department
11	Kristine Heizelle B. Aclan	Legal Department
12	Trixia D. Medina	International Promotions Department
13	Perfecto C. Realino Jr.	
14	Allan B. Esteban	
15	Ma. Carla Remedios E. Miranda	MICE Department
16	Jasmin B. Parra	
17	Rose Anne B. Cruz	Marketing Communication (MARCOM) Department
18	Jen Marielle R. Bawar	
19	Pauline Sarah N. Mancita	
20	Shirley C. Espadero	
21	Uhde L. Asual	
22	Isaias N. Salvan	Administrative Department
23	Hazel G. Francisco	Personnel & Human Resources Development (PHRD) Division
24	Reynaldo L. Mallari Jr.	Procurement & General Services Division (PGSD)
25	Julito S. Alcantara	Procurement & General Services Division (PGSD)
26	Mike Anthony L. Solo	Procurement & General Services Division (PGSD)
27	Victoria D. Supillo	Finance Department
28	Janten Andrei E. Cunanan	Finance Department
29	Riezel R. Umali	Finance Department
30	Dannica T. Iway	Finance Department
31	Wilfredo B. Quero III	Finance Department
32	Kristlan Santos	Fuentes Manila
33	Dakila Angeles	CSR Videographer

III. PLANNED VS. ACTUAL ITINERARY

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
21 November 2019	BUHAY PUNLAAN NURSERY ACTIVITY + NATIVE TREE TREK AT LUMBAN, LAGUNA	21 November 2019	BUHAY PUNLAAN NURSERY ACTIVITY + NATIVE TREE TREK AT LUMBAN, LAGUNA
0430H	Assembly at Legaspi Towers 300	0430H	Assembly at Legaspi Towers 300
0500H	Travel to Lumban-Caliraya-Cavinti Road, Lumban, Laguna	0515H	Travelled to Lumban-Caliraya-Cavinti Road, Lumban, Laguna

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
0830H	ETA to the Buhay Punlaan Nursery Activity Orientation c/o Haribon staff	0830H	Arrival at the Buhay Punlaan Nursery
		0845H	Activity Orientation by Mr. Ken Carlo Peñaflor of Haribon Foundation
0900H	Start of the Buhay Punlaan Nursery Activity <ul style="list-style-type: none"> • Collection of wildings from mother trees • Weeding of prepared seedlings • Seedling & seed transplantation • Weeding of planted areas 	0900H	Started the Buhay Punlaan Nursery Activity <ul style="list-style-type: none"> • Collection of wildings from mother trees • Seedling & seed transplantation • Weeding of planted areas • Ceremonial tree planting
1130H	Wrap up and debriefing + directions for the PM Native Tree Trek	1100H	Wrap up and debriefing + directions for the PM Native Tree Trek
1200H	Lunch at Mountain Lake Resort	1150H	Lunch at Mountain Lake Resort
1330H	Native Tree Trek at the Japanese Garden (Caliraya area)	1330H	Native Tree Trek at the Japanese Garden (Caliraya area) with Haribon staff
1530H	Proceed to Boso-Boso Highlands Resort & Hotel	1515H	Proceeded to the Boso-Boso Highlands Resort & Hotel
1800H	Hotel check-in	1845H	Dinner at the hotel
1845H	Dinner at the hotel	2000H	Hotel check-in
22 November 2019	EXCLUSIVE TREE PLANTING AT TANAY, RIZAL	22 November 2019	EXCLUSIVE TREE PLANTING AT TANAY, RIZAL
0500H	Wake Up Call	0500H	Wake Up Call
0600H	Breakfast	0600H	Breakfast
0645H	Proceed to the Planting Site Jumpoff at Barangay San Andres, Tanay, Rizal	0645H	Proceeded to the Planting Site Jumpoff at Barangay San Andres, Tanay, Rizal
0700H	Activity orientation & reminders c/o Haribon foresters	0715H	Activity orientation & reminders c/o Haribon foresters
0730H	Trek to Planting Site (Mount Batolusong)	0730H	Trek to the Planting Site (Mount Batolusong)
0830H	Tree Planting Proper	0830H	Tree Planting Proper

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
1000H	Trek down to Planting Site Jumpoff	0930H	Trekked down to the Planting Site Jumpoff
1100H	Debriefing c/o Haribon foresters	1000H	Stopover to a waterfalls near the jumpoff point
1130H	Wash-up	1030H	Wash-up
1200H	Proceed to restaurant for lunch	1130H	Proceeded to the Pico de Pino Café and Restaurant
1230H	Lunch at Pico de Pino Café and Restaurant	1145H	Lunch at Pico de Pino Café and Restaurant
1400H	Travel Back to Manila	1330H	11 participants travelled back to Manila The rest of the CSR participants proceeded to the Antipolo Church
1530H	Stopover for snacks	1500H	Visit to the Antipolo Church and purchase of pasalubong by some participants
		1600H	Arrival of the 11 participants in the Legaspi Towers 300
1800H	ETA to Legaspi Towers 300	1630H	The rest of the CSR participants travelled back to Manila
		2030H	The rest of the participants arrived in the Legaspi Towers 300
END OF CSR LAGUNA-TANAY LEG			

IV. HIGHLIGHTS OF CSR LAGUNA-TANAY LEG

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

- **Buhay Punlaan Nursery Activities (21 November 2019)**

The Buhay Punlaan Nursery Activities were started in 2009 at the Caliraya-Lumot Watershed in Lumban, Laguna to address the need for sourcing native tree seedlings for reforestation projects. The nursery is open to volunteers who help in the native tree seedlings propagation activities. The CSR participants were divided into two groups and experienced the collection of wildings from a narra tree, seedling transplantation, weeding of planted areas and a ceremonial tree-planting. New learnings on planting were also shared to the CSR participants such as the proper way of digging out the wildings using a shovel, piling of soil to the wildings’ roots up to the portion still covered by dirt, ensuring that the wildings are planted upright during transplantation, and the importance of weeding the planted areas. The proper way of

planting the seedling to the ground was also shown during the ceremonial tree-planting.

- **Native Tree Trek (21 November 2019)**

The Native Tree Trek reconnected the CSR participants with the environment by learning about “Filipino” trees. During the activity, native trees such as the “Antipolo”, “Talisay”, and “Lumban” that became names of local towns were re-introduced to the CSR participants, including their characteristics and peculiarities. One Aha moment during the program was that the kamagong and mabolo are from the same tree, with the kamagong identified as the tree and mabolo as its fruit. Some exotic trees and their country of origin were also discussed such as the mahogany (South America), ipil-ipil (Central America), and acacia (indigenous in both South and Central America).

- **Exclusive Tree Planting (22 November 2019)**

The CSR participants traveled to Tanay, Rizal to conduct a tree-planting activity at the Mount Batulusong with the objective of planting 1,250 native seedlings. The CSR participants endured a sudden rainfall that caused the mountain trail to become soaked and muddy, contributing to the difficulty of the hike. With the assistance of the Haribon foresters and local security officers, the CSR participants were able to climb to the planting site. However, due to the steep location of some seedlings, the Haribon staff opted that the CSR participants focused on planting seedlings placed in conspicuous areas to ensure their safety. The rest of the seedlings will just be planted by the foresters and community partners of Haribon Foundation, who will also receive a total of 250 fruit-bearing trees out of this engagement.

V. NGO ENGAGEMENT

For this CSR Program, the Haribon Foundation provided the following assistance:

- Coordination with the community partners for the scheduling, logistics, and program
- Orientation for the CSR participants at the TPB office
- Facilitation of the Buhay Punlaan Nursery Activities and Native Tree Trek
- Provision of *Puno ng Pag-asa* shirts for the tree-planting activity
- Forest restoration components for the tree-planting activity
 - Seedling preparation
 - Community livelihood support (tapped for seedling preparation and care)
 - Site acquisition/surveying
 - Activity facilitation
 - 3 years maintenance and monitoring (with bi-annual reports)

VI. BENEFITS

- Increased awareness of the CSR participants about the importance of native trees in ensuring a sustainable reforestation and their difference with exotic trees that are more needed for industrial or economic purposes.
- A total of 1,250 native seedlings contributing to the reforestation of Mount Batulusong.
- A total of 250 fruit-bearing trees to be provided to the tree-planting community partners through the Haribon Foundation.
- Additional native seedlings propagated at the Buhay Punlaan Nursery.
- Promotion of environmental conservation and preservation practices that can be done at home, work, and the community.
- 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 and Fuentes Publicity Network Inc.
- Social media posts at the TPB Facebook page.

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<p>Date:</p>	<p>Date:</p>