

TERMINAL REPORT

Name of Project	CSR Activity at Las Piñas – Parañaque Wetland Park (Learning Event and Clean-up)
Date	17 December 2024
Venue	Las Piñas – Parañaque Wetland Park (LPPWP)
Background (If Applicable) <ul style="list-style-type: none"> History Statistical report of previous event with sex disaggregated data Previous partnerships (DOT, TPB, others) Target partners Consultation done with intended beneficiaries 	<p>The Tourism Promotions Board (TPB), through its Corporate Social Responsibility (CSR) Program since 2015, has been dedicated to advancing environmental awareness, promoting sustainable tourism, and fostering respect for nature and local culture. The TPB's CSR Program is anchored on four key pillars that shape its initiatives:</p> <ol style="list-style-type: none"> Education: Raising awareness about sustainability and cultural heritage. Environmental Conservation: Protecting natural resources and ecosystems. Heritage Preservation: Safeguarding cultural heritage and traditional practices. Community Assistance: Empowering communities to improve their quality of life. <p>The Las Piñas-Parañaque Wetland Park (LPPWP), one of the most significant wetlands in the world, aligns closely with these pillars. Designated as a Ramsar Site in 2013, it is a Wetland of International Importance under the Ramsar Convention. It also gained further protection through the Expanded National Integrated Protected Areas System (ENIPAS) Act of 2018 (Republic Act No. 11038) and was recognized as a Critical Habitat under Presidential Proclamation 1412 in 2007.</p> <p>Spanning 181 hectares in the coastal areas of Las Piñas and Parañaque, the LPPWP serves as a crucial sanctuary for biodiversity, with mangroves and mudflats that support a range of species. However, its proximity to densely populated urban areas subjects it to various threats, including pollution from water and solid waste, soil erosion, and encroaching urban development. These factors endanger its delicate ecosystems, affecting both the environment and the livelihoods of nearby communities.</p> <p>In response to these challenges, the Society for the Conservation of Philippine Wetlands, Inc. (SCPW) has been instrumental in increasing awareness about wetlands conservation. SCPW has collaborated with various organizations, including TPB, to protect the LPPWP. As a member of the LPPWP Protected Area Management Board, SCPW's initiatives directly align with the TPB's CSR pillars.</p> <p>A CSR activity proposed by SCPW to TPB involved a learning event and clean-up activity at the LPPWP, effectively integrating the pillars of Education and Environmental Conservation. The learning event</p>

	<p>increased awareness among TPB employees about the ecological importance of wetlands and conservation efforts. The clean-up activity, a hands-on approach to Environmental Conservation, helped mitigate the pollution threatening the LPPWP's ecosystems, particularly the vital habitats of local species. By addressing pollution and raising awareness, the initiative directly supported the Community Assistance pillar, as reducing waste helps protect small-scale fishing and improves the quality of life for the communities dependent on the wetland.</p> <p>The following sex-disaggregated data from SCPW illustrates the demographic makeup of the five coastal barangays that rely on the LPPWP for their small-scale fishing, underscoring the relevance of these efforts to the livelihoods of the local communities:</p> <p>Barangay San Dionisio Male Female 36,287 35,813</p> <p>Barangay Elias Aldana Male Female 5,027 5,042</p> <p>Barangay Manuyo Uno Male Female 7,223 10,655</p> <p>Barangay Daniel Fajardo Male Female 5,086 5,339</p> <p>Barangay Ilaya Male Female 3,465 3,638</p> <p>The total population is 117,575 (57,088 males and 60,487 females) while the male to female ratio is at 48.55% to 51.45%, respectively.</p>
Objective/s	<p>In line with the Code of Corporate Governance (GCG MC 2012-07) and the Corporate Governance Scorecard for GOCCs (GCG MC 2015-07), the Tourism Promotions Board (TPB) is committed to advancing CSR initiatives that enhance community well-being and protect the environment. These efforts reflect TPB's dedication to creating sustainable, long-term impacts that align with its governance responsibilities. Additionally, TPB promotes a culture of giving and volunteerism, encouraging its personnel to actively engage in community development efforts.</p> <p>Building on this foundation, the CSR initiative at the Las Piñas-Parañaque Wetland Park (LPPWP) aims to achieve the following key objectives, aligned with TPB's four CSR pillars:</p> <ol style="list-style-type: none"> 1. Education: TPB employees will use this CSR initiative to raise public awareness about the importance of urban wetlands like LPPWP. Through a learning event and social media promotions, TPB will highlight the environmental threats facing wetlands and the actions

	<p>the public can take to support their conservation, fostering a greater understanding of their role in biodiversity and climate resilience.</p> <p>2. Environmental Conservation: Reduce the amount of solid waste piling up along the shores of LPPWP, which serves as an important habitat for vital species.</p> <p>3. Community Assistance: Contribute to the preservation and health of LPPWP as a Protected Area, supporting the six coastal barangays that depend on the wetland ecosystem for their traditional fisheries.</p>
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Mark relevant Strategic Operational Framework. Kindly add at least two sentences describing how the project will contribute to the attainment of the identified goals.

☒ Smart Tourism

☐ Sustainable Tourism

☐ Inclusivity

Smart Tourism

This CSR initiative supports Smart Tourism by leveraging digital platforms and social media to engage the public in the conservation of urban wetlands like LPPWP. By educating TPB employees and the broader public on the importance of these ecosystems and their role in sustainable tourism, the project promotes responsible and informed travel decisions, enhancing the overall tourism experience and fostering greater environmental awareness.

Sustainable Tourism

The project directly contributes to sustainable tourism by preserving the ecological integrity of LPPWP as a Protected Area. Through the clean-up activities and awareness efforts, the initiative helps maintain the wetland's biodiversity, ensuring it remains a viable eco-tourism destination for future generations. This supports the DOT's eco-tourism goals by fostering responsible tourism practices that balance environmental preservation with tourism growth, contributing to long-term sustainability.

Inclusivity

While only TPB employees directly participated, the initiative ensures that the local communities, particularly the six coastal barangays, benefit from the preservation of LPPWP, a crucial resource for their small-scale fishing. The clean-up and conservation efforts support the livelihoods of these communities by promoting long-term environmental sustainability and ensuring access to a thriving ecosystem for future generations. This approach extends the benefits of conservation to those who rely on the wetland, even if they were not directly involved.

Mark relevant UN Sustainable Development Goals pertinent to the project. Kindly add at least two sentences describing how the project will contribute to the attainment of the identified goals.

This CSR project aligns with several UN SDGs, including **Gender Equality**, by providing equal opportunities for all TPB employees to engage in conservation efforts. It supports **Clean Water and Sanitation** by reducing waste accumulation on the shores of LPPWP, helping maintain water quality for local communities and wildlife. The initiative contributes to **Sustainable Cities and Communities** by enhancing the sustainability and resilience of the six coastal barangays dependent on the wetland.

Through clean-up efforts and awareness campaigns, it promotes **Responsible Consumption & Production**, encouraging responsible waste management. The project also aligns with **Climate Action**, as wetlands play a key role in carbon sequestration and climate mitigation. By addressing waste accumulation, the initiative supports **Life Below Water**, protecting marine ecosystems and biodiversity. Finally, through **Partnerships for the Goals**, the collaboration between TPB, SCPW, and LPPWP strengthens multi-stakeholder efforts to achieve sustainable environmental and community development outcomes. This partnership has contributed to reducing pollution, improving the ecological integrity of LPPWP as a Protected Area, and supporting the livelihoods of local communities reliant on small-scale fishing.

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| <input type="checkbox"/> No Poverty | <input type="checkbox"/> Reduced Inequalities |
| <input type="checkbox"/> Zero Hunger | <input type="checkbox"/> Sustainable Cities and Communities |
| <input type="checkbox"/> Good Health and Well Being | <input type="checkbox"/> Responsible Consumption & Productions |
| <input type="checkbox"/> Quality Education | <input type="checkbox"/> Climate Action |
| <input type="checkbox"/> Gender Equality | <input type="checkbox"/> Life Below Water |
| <input type="checkbox"/> Clean Water and Sanitation | <input type="checkbox"/> Life on Land |
| <input type="checkbox"/> Affordable and Clean Energy | <input type="checkbox"/> Peace, Justice, and Strong Institutions |
| <input type="checkbox"/> Decent Work and Economic Growth | <input type="checkbox"/> Partnerships for the Goals |
| <input type="checkbox"/> Industry, Innovation, and Infrastructure | |

Participants Age Group and Sex Disaggregated Data

Birth year (optional)

12 2012 and below (Gen Z)
31 1981 - 1996 (Millennial)
9 1965 -1980 (Gen X)
1 1964 and below (Boomers)

Sex at birth

30 Male
 35 Female
 2 Prefer not to say

Annex:

A. Photo Documentation