

TERMINAL REPORT – CSR PROGRAM, OCCIDENTAL MINDORO LEG

I. PROJECT DETAILS

NAME: Occidental Mindoro Corporate Social Responsibility (CSR)

DATE: 13 – 16 May 2016

VENUE: Province of Occidental Mindoro

ATTENDEES:

- | | |
|---------------------------------|-----------------------------------|
| 1. Marivic M. Sevilla | 11. Wendy A. Fajardo |
| 2. Maryh Jane P. Mabagos | 12. Mark Nicole M. Evangelista |
| 3. Dan E. Flores | 13. Joanna Mari B. Isidro |
| 4. Raymond Ernest C. Caimol | 14. Maria Anita S. Caramat |
| 5. Estefania Julieta F. Bolante | 15. Victoria D. Supillo |
| 6. Ryan Carl P. Cortez | 16. Thyrrise Dhenice S. Juan |
| 7. Narjay R. Calinao | 17. Nilo C. Abon |
| 8. Pauline Sarah N. Mancita | 18. Roselle DT. Romero |
| 9. Lawrence E. Español | 19. Ariel T. Lim (Fuentes Manila) |
| 10. Juan Miguel E. Montoro | |

II. TPB CSR Statement

TPB is a responsible organization committed to marketing the Philippines as a world class travel destination. TPB takes initiative to engage creatively in programs, projects and activities that increase environmental awareness of all tourism stakeholders, resulting to greater respect for nature and deeper appreciation of local culture and heritage in TPB's pursuit of Green and Sustainable Tourism.

III. BACKGROUND

TPB, in its commitment in pursuing green and sustainable tourism, included in the Corporation's annual work program the conduct of CSR activities. These activities 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 consideration of its manpower as well as the numerous programs, projects and activities being undertaken by the Corporation in fulfillment of its mandate, the CSR Program was designed to have multiple segments to warrant participation of most if not all of its employee while ensuring the smooth operation of the company. This year, the CSR Program included implementation of several green activities in three (3) identified destinations: Mindoro Occidental, Leyte and Palawan.

For its first segment, 18 TPB personnel were selected to join the CSR Mindoro Occidental leg. They were joined by one representative from Fuentes Manila, TPB's PR Agency, to cover the event. Participants were involved in different green initiatives such as Tamaraw counting orientation, Mt. Iglit-Baco Trail Assessment, Solid Waste Segregation

Orientation, Feeding Program for the Indigenous People (IP), Mangrove Planting and Underwater Clean Up.

CPBD Department, the organizer of all CSR activities, informed everybody that there will be a feeding program during our visit to one of the IP communities in Sablayan and requested trinkets in the form of used clothes, toys and schools supplies that we can distribute to the members of said community.

IV. PLANNED VS ACTUAL ITINERARY

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
13 May 2016		13 May 2016	
7:35 AM	ETA at San Jose Airport	7:35 AM	Arrived at San Jose Airport
07:45 AM	Breakfast/Check-in	08:00AM	Breakfast/Checked-in
08:45 AM	Proceed to Grace Island	09:00AM	Proceeded to Grace Island
12:00 PM	Lunch	12:00 PM	Lunch
1:00 PM	Proceed to Tamaraw..... Gene Pool Farm	03:30PM	Dropped by at Devil's Mountain
4:30 PM	ETD from Tamaraw Gene Pool	04:30PM	Arrived at Tamaraw Gene Pool
5:00 PM	Drop by at Devil's Mountain	06:00PM	Left from Tamaraw Gene Pool
6:30 PM	ETA at Hotel	07:00PM	ETA at Hotel
7:30 AM	Courtesy Call with Mayor Festin and Hosted dinner by LGU San Jose	07:30PM	Courtesy Call with Mayor Festin and Hosted dinner by LGU San Jose
REST OVERNIGHT			
14 May 2016		14 May 2016	
5:30 AM	Wake-up Call	5:30 AM	Wake-up Call
6:30 AM	Breakfast	6:30 AM	Breakfast and Checked-out hotel
7:30 AM	Proceed to Calintaan	7:30 AM	Proceeded to Calintaan
8:30 AM	Proceed to Station 1 of Mt. Iglit		Proceeded to Station 1 of Mt. Iglit
10:00 AM	ETA at Station 1 of Mt. Iglit	09:30AM	Arrived at Station 1 of Mt. Iglit. Visited the IP community and trekked to Iglit River
11:30 AM	Hosted Lunch by LGU Calintaan	11:45AM	Hosted Lunch by LGU Calintaan
12:30 PM	ETD from Mt. Iglit	01:00PM	Left Mt. Iglit
3:00 PM	ETA at Sablayan town proper	02:30PM	Arrived at Sablayan town proper
3:30 PM	Solid Waste Segregation Seminar/Orientation	02:45PM	Solid Waste Segregation Seminar/Orientation
4:00 PM	Encounter and Feeding Program for IP's	04:00PM	Boodle Fight with IP's

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
4:30 PM	Boodle Fight with IP's	04:30PM	Encounter and Feeding Program for IP's
5:00 PM	Short Presentation from IPs	04:45PM	Distribution of Gifts and Photo opportunity
		05:15PM	Departed for hotel
5:30 PM	Check-in at Hotel	05:30PM	Check-in at Hotel
7:00 PM	Courtesy call with Mayor Gadiano and Hosted Dinner of LGU Sablayan	07:00PM	Courtesy call with Mayor Gadiano and Hosted Dinner of LGU Sablayan
REST OVER NIGHT			
15 May 2015		15 May 2015	
6:00 AM	Wake Up Call	6:00 AM	Wake Up Call
6:30 AM	Breakfast	6:30 AM	Breakfast
7:30 AM	Proceed to Brgy. Poblacion for Mangrove Planting and Identification	7:30 AM	Proceeded to Brgy. Poblacion for Mangrove Planting and Identification
9:00 AM	Proceed to Sablayan Port/Pier for Underwater Clean-Up	9:00 AM	Proceeded to Sablayan Port/Pier for Underwater Clean-Up
10:00 AM	Proceed to Pandan Island <ul style="list-style-type: none"> • Glass Bottom Boat Ride • Swimming and Intro dive 	09:30AM	Proceeded to Pandan Island <ul style="list-style-type: none"> • Glass Bottom Boat Ride • Swimming and Intro dive
12:00 PM	Lunch	12:00PM	Lunch
		01:30PM	Left Pandan Island
1:30 PM	Back to hotel	02:00PM	Back to hotel
2:30 PM	Proceed to Old Church	02:30PM	Proceeded to Old Church
2:45 PM	ETA at Sablayan Zip line	03:00PM	Arrived at Sablayan Zip line
7:00 PM	Dinner at Camalig Restaurant	07:00PM	Dinner at Camalig Restaurant
REST OVER NIGHT			
16 May 2016		16 May 2016	
3:00 AM	Wake Up Call	3:00 AM	Wake Up Call
3:30 AM	Check-out	3:30 AM	Check-out
4:00 AM	Proceed to San Jose Airport	4:00 AM	Proceeded to San Jose Airport
6:00 AM	ETA to San Jose Airport	6:00 AM	Arrived at San Jose Airport
7:35 AM	ETD from San Jose Airport	7:35 AM	Departed from San Jose Airport
8:30 AM	ETA to Manila	8:30 AM	Arrived at Manila
End of CSR Occidental Mindoro			

NOTE: The visit at Devil's Mountain was done first for better viewing of the mountain since it's already dark after the Tamaraw Counting Orientation at Tamaraw Gene Pool. *Boodle fight was done first then followed by the Feeding Program for the IP children as per recommendation on the actual activity of Indigenous People Affairs Officer (IPAO). Presentation from IP children was cancelled due to time constraint. TPB employees have to leave the IP community before dark because there's no electricity in the area and it takes 20 minutes' trek back to the town proper.

V. HIGHLIGHTS OF CSR OCCIDENTAL MINDORO

For this particular leg of CSR Program, the participants were able to engage on activities that gives importance to:

1. Environmental sustainability

- **Solid Waste Segregation Orientation at Sablayan Ecological Park**

To manage the group during the orientation, it was divided into three smaller clusters. After the general briefing about the Sablayan Ecological Part, one group started with a visit to the nursery for indigenous trees used in reforestation program of the LGU Nursery; another one with a demonstration on charcoal briquetting and finally one for composting.

An ordinance was passed by the current Mayor to compel people to segregate and recycle. All waste materials as long as it's properly segregated, are collected and brought to the Park. Some are used for composting while others are transferred to their dumpsite.

On the other hand, charcoal bricks are made of collected dried leaves mixed with compost and certain type of soil "baked" in charcoal briquetting machine. The LGU is encouraging its people to use said charcoal through orientations and seminars conducted in different barangays. Unfortunately, kaingin is still widespread in the area and use of charcoal bricks produced by the park is yet to be used mainstream.

- **Mangrove Planting and Identification**

LGU Sablayan recognizes the important role of mangroves in their town, mangroves increase sedimentation helping low-lying coasts adapt to rising sea levels. The trees have adapted to changing water levels by growing roots several feet above ground. It helps in reducing the height and power of waves generated during storms and typhoon. LGU gave information about the specific specie of the 60 mangrove propagule that TPB employees planted.

- **Underwater Clean Up at Sablayan Pier**

Fishing is one of the main industries of Sablayan and their pier is a busy one with several commercial ships as well as local fishermen docking in the area. Unfortunately, some of the ships as well as waste from a nearby market contribute to the water pollution. Trash and oil precipitate the deterioration of the corals in the area. The LGU in its pursuit of protecting the marine biodiversity near the pier, created an ordinance that will minimize the negative effect of the development of commercialization in the area and engage with

several clean up drives with both private and government companies such as TPB.

2. Animal preservation

- **Tamaraw Gene Pool Farm**

Tamaraw Gene Pool Farm (GPF) was established in 1980 in Manoot, Rizal in the province of Occidental Mindoro, its main purpose was to serve as an ex-situ (off-site) bedding facility for the tamaraw (*Bubalus Mindorensis*). The captive breeding program, however, proved to be an almost barren attempt. From 20 captured heads, only one tamaraw was produced-“Kalibasib”, an acronym for “Kalikasan Bagong Sibol” (nature newly sprung), born on June 24, 1999. At present, “Kali”, as he is more fondly known, lives alone in the facility since his mother “Mimi” died of old age in August 2011.

The participants were given an orientation about the tamaraw, how it differs from carabao and its important in the ecosystem of Mindoro. Through this orientation, TPB personnel appreciation of these endangered animal was improved as well as awareness level on the efforts being made to help in the preservation. Some of the members of the group even entertained the idea of including this in product updates or itineraries for different local and international groups.

3. Giving back to marginalized members of our community

- **Encounter and Feeding program with Indigenous People (IP)**

TPB employees trekked for 20 minutes to visit the identified IP community for this leg, the Alangan tribe. In the speech of their “Kapitan” a sort of elected leader of the community who is responsible in communicating the needs of the community to the concerned LGU, relayed the gratitude of the community for choosing them as the recipient of this activity. He also stressed the difficulty of the IPs especially the students, who needs to walk for more than an hour to attend school, and elderly and sickly, their needs for medicine and source of living for them to feed their families.

A supposed boodle fight with the 32 adults became a ceremony wherein after taking pictures, we left them to enjoy the food. In one of our conversation, we found out that most of the time, they were only able to eat rice thrice a week and have to contend with fruits and root crops for their daily sustenance.

Included in the program was feeding program for 58 IP children. Macaroni soup and bread were prepared for the kids which were more than enough that we were able to still feed some of the adults.

It was noted that hygiene was not given much importance due to poverty, most of the children lacks proper clothing and footwear. We bought with us several clothes, schools supply and stuffed toys but knowing the actual situation, some of the members suggested to have a follow-up activities and to consider “adopting” a certain community to ensure sustainability of the program.

Being the main agency for marketing the country as a tourism destination, a product update was also included in the program. The group was able to visit the following places of interest of the province:

- **Grace Island Resort**

Located in one of the islands of San Jose, Grace Island Resort is one of Occidental Mindoro’s premier resorts, represented by a unique and majestic rock with a lone tree on it. “The Lininob Rock” as what the San Joseños call it, symbolizes life and beauty of the island. Blessed with abundant marine life, pristine and clear waters, unparalleled landscape and scenery. It is also dubbed as “Maldives of Occidental Mindoro”.

- **Devil’s Mountain**

It is called as such because its rocky summit resembles devil's horns. Stippled by the nerve-racking presence of Devil's Mountain which is a manifestation to awe, it is a great attraction to travellers for its panoramic view.

- **Mt. Iglit-Baco National Park**

One of the most important biodiversity sites in the island of Mindoro and biologically important flora and fauna notably the Bubalus Mindorensis or the Tamaraw, which are endemic in Mindoro.

- **Sablayan Zipline Adventure**

World’s longest island-to-island zipline. Situated on top of the hill at Presing Park (also known locally as the Parola Park), the main zipline tower stands at an imposing 21-meters tall. Total distance point-to-point is 1.4km, but the total length of the main cable is 1.7km, making the zipline in Sablayan the longest in the world, island-to-island. The approximate time from top to bottom is less than four minutes.

It is also the first and only motorized zipline of its kind in Asia, giving a choice to its user to zip going down and up.

Wall climbing and abseiling elements are also available in the area. People can climb up one side and then repel down the other, giving people an alternative activity to try if the zipline proved to be too much.

- **Pandan Island**

One of the Philippines' best. The white beach isles are surrounded by palms, unspoilt forest that offers nature's treasures. One may take a trek through the island's forest and watch different colorful species of birds before you come and meet face to face with the "Spanish Nose", or see the splashing of waves in the "Wild Lagoon". You may also do diving and snorkelling to meet underwater creatures.

TPB personnel were able to go around the island using the glass bottom boat which is described as "snorkelling without getting wet". They were lucky enough to meet

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