

## TERMINAL REPORT – CSR PROGRAM, LEYTE LEG

### I. PROJECT DETAILS

**NAME:** Leyte Corporate Social Responsibility (CSR)

**DATE:** 26 – 29 June 2016

**VENUE:** Province of Leyte

**ATTENDEES:**

- |                               |                               |
|-------------------------------|-------------------------------|
| 1. Teresita D. Landan         | 12. Jonathan P. Bravo         |
| 2. Maryh Jane P. Mabagos      | 13. Abigail B. Francisco      |
| 3. Millisa M. Nuada           | 14. Cesar R. Villanueva       |
| 4. Jesamy D. Laurea           | 15. Jocelyn C. Casiano        |
| 5. Ma. Stefani Trixie E. Lago | 16. Grace C. La Rosa          |
| 6. Krisandra A. Cheung        | 17. Janet G. Villafranca      |
| 7. Uhde L. Usual              | 18. Ricardo P. Cabansag       |
| 8. Arnold T. Gonzales         | 19. Annabelle F. Balboa       |
| 9. Irene U. Francisco         | 20. Jonathan Omar V. De Villa |
| 10. Francine M. Roca          | 21. Jacqueline Arielle Ong    |
| 11. Nelia B. Ramos            |                               |

### 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 the second segment, 20 TPB personnel were selected to join the CSR Leyte 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 Mangrove Planting, Organic Farming, Feeding Program for the Orphans and Gift Giving for the Elders.

CPBD Department, the organizer of all CSR activities, informed everybody that there will be a feeding program for the orphans and gift giving to elders during the visit to Leyte and requested trinkets in the form of used clothes, toys, schools supplies, slippers and adult diapers that we can distribute to the members of said institutions.

#### IV. PLANNED VS ACTUAL ITINERARY

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
<b>26 June 2016</b>		<b>26 June 2016</b>	
2:15 PM	ETA to Tacloban Airport	2:15 PM	Arrived in Tacloban Airport
2:45 PM	Tacloban City Tour	2:45 PM	Tacloban City Tour
4:00 PM	Pintados Henna Tattooing and Baybayin Script Etching	4:30 PM	Proceeded to Hotel XYZ to check in
5:00 PM	Proceed to Hotel XYZ	5:00 PM	Pintados Henna Tattooing and Baybayin Script Etching
6:00 PM	Courtesy Call and Hosted Welcome Dinner	6:00 PM	Courtesy Call and Hosted Welcome Dinner
8:00 PM	Back to Hotel	8:00 PM	Back to Hotel
REST OVERNIGHT			
<b>27 June 2016</b>		<b>27 June 2016</b>	
6:00 AM	Wake Up Call	5:00 AM	Wake Up Call
7:00 AM	Breakfast	6:00 AM	Breakfast
8:00 AM	Proceed to Pintados-Kasadyaan Festival Parade	7:00 AM	Proceeded to Pintados Kasadyaan Festival Parade
12:00 NN	Lunch	11:30 AM	Lunch
1:30 PM	Proceed to Leyte Park Resort Hotel <ul style="list-style-type: none"> <li>• Bay view of Tacloban City</li> </ul>	1:00 PM	Proceeded to Leyte Park Resort Hotel <ul style="list-style-type: none"> <li>• Bayview of Tacloban City Tour</li> </ul>

	<ul style="list-style-type: none"> <li>Learn About Deep Ocean Assessment and Report of Tsunamis System (DARTS) buoys</li> </ul>		
2:00 PM	Visit to St. Martin Island and San Juanico Bridge	2:00 PM	Visited to St. Martin Island and San Juanico Bridge
2:45 PM	Mangrove Planting	2:45 PM	Mangrove Planting
3:30 PM	Coastal Clean Up	3:30 PM	Snacks at the Floating Restaurant
4:00 PM	Sunset Cocktails at the Floating Restaurant		
5:00 PM	Back to Leyte Park Resort	4:30 PM	Back to Leyte Park Resort
5:30 PM	Wash Up	5:00 PM	Back to Hotel XYZ to wash up
6:30 PM	Hosted Dinner of DOT Region VIII	6:30 PM	Hosted Dinner of DOT Region VIII
8:30 PM	Back to Hotel	8:30 PM	Back to Hotel
REST OVERNIGHT			
<b>DAY/TIME</b>	<b>PLANNED ACTIVITIES</b>	<b>DAY/TIME</b>	<b>ACTUAL ACTIVITIES</b>
<b>28 June 2016</b>		<b>28 June 2016</b>	
6:00 AM	Wake Up Call	6:30 AM	Wake Up Call
7:00 AM	Breakfast	7:30 AM	Breakfast
8:00 AM	Proceed to UP Visayas-Tacloban Campus	8:30 AM	Proceeded to UP Visayas-Tacloban Campus
8:30 AM	“More Fun Para Sa Kabataan” Fun Games and Feeding Program Proper	9:00 AM	“More Fun Para sa Kabataan” Program Proper <ul style="list-style-type: none"> <li>Fun Games</li> <li>TPB employees presentation</li> <li>Snacks for the children</li> <li>Continuation of TPB employees presentation</li> <li>Feeding Program</li> <li>Distributed gifts to house parents</li> <li>Awarding of Winners</li> <li>Presentation of children</li> </ul>
12:00 NN	Lunch	12:30 PM	Lunch
1:30 PM	Presentations from the children/TPB employees	1:30 PM	Sto. Niño Heritage Museum

2:00 PM	Distribution of gifts, school supplies, etc.	2:15 PM	<ul style="list-style-type: none"> <li>Buying of Souvenirs and Pasalubong</li> <li>Free Time</li> </ul>
3:00 PM	Farewell to the children		
3:30 PM	Free Time		
6:00 PM	Dinner	6:00 PM	Dinner
7:30 PM	Back to Hotel	7:30 PM	Back to Hotel
REST OVER NIGHT			
DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
<b>29 June 2016</b>		<b>29 June 2016</b>	
06:00 AM	Wake Up Call	6:30 AM	Wake Up Call
7:00 AM	Breakfast and Hotel Check Out	7:30 AM	Breakfast and Hotel Check out
8:00 AM	Proceed to Pope Francis Complex Center for the Poor <ul style="list-style-type: none"> <li>Video Presentation</li> </ul>	8:30 AM	Proceeded to Pope Francis Complex Center for The Poor <ul style="list-style-type: none"> <li>Video Presentation</li> </ul>
8:30 AM	Program for the Elders: "Pagpapasaya kay Lolo at Lola" <ul style="list-style-type: none"> <li>Interaction with grandmas and grandpas</li> <li>Presentation from TPB employees</li> <li>Gift Giving</li> </ul>	8:45 AM	Program for the Elders: "Pagpapasaya kay Lolo at Lola" <ul style="list-style-type: none"> <li>Tour around the center</li> <li>Interaction with grandmas and grandpas</li> <li>Presentation from the elders</li> <li>Presentation from TPB employees</li> <li>Distribution of Gifts</li> </ul>
11:00 AM	Proceed to Palo Metropolitan Cathedral	10:00 AM	Tzu Chi Foundation <ul style="list-style-type: none"> <li>Organic Farming</li> <li>Organic Snacks</li> </ul>
11:30 AM	Proceed to McArthur Memorial Shrine National	11:00 AM	Proceeded to Palo Metropolitan Cathedral
12:00 NN	Hosted Lunch of LGU Tacloban	11:30 AM	Proceeded to McArthur Landing Memorial Shrine
1:30 PM	Organic Farming	12:00 NN	Hosted Lunch of LGU Tacloban
4:00 PM	Proceed to Tacloban Airport	2:30 PM	Tour and Snacks at Chew Love
7:40 PM	ETA to Manila	4:30 PM	Proceeded to Tacloban Airport
		8:15 PM	Arrived in Manila
<b>End of CSR Leyte</b>			

**NOTE:** On 26 June, the tour guide recommended to check in first and drop the luggage bags, since henna tattooing and baybayin script etching was optional. Other TPB participants preferred to stay in the hotel to rest. On 27 June, we had earlier wake-up call as per advised from DOT Region 8 coordinator. \*Learning of DARTS was not done because according to the tour guide during the San Juanico cruise, it does no longer exist. \*Coastal clean-up was not conducted since there is nothing to clean upon arrival in the area. \*It was decided by the team to do the wash up at the hotel instead at the Leyte Park Resort. On 28 June, the program for the orphans was reduced and conducted only in the morning as it is possible to do. In the afternoon, since there was a long free time, the tour guide suggested to visit the Sto. Niño Heritage Museum and it was agreed by the team leader.

## **V. HIGHLIGHTS OF CSR LEYTE**

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

### **1. Environmental Sustainability**

- Mangrove Planting
  - The province of Leyte recognizes and very well aware now the important role of mangroves in their province, 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 like Haiyan, locally known as Yolanda that destroyed the province and killed more than 10,000 people on 2013.
  
- Organic Farming
  - Tzu Chi Great Love Village is the biggest housing project for Yolanda survivors located in Palo, Leyte. An elaborate and long term plan to shelter people who were in need actually came from a foundation, an NGO not even Filipino – The Taiwan Buddhist Tzu Chi Foundation. Tzu Chi was the first NGO to penetrate Tacloban for aide and relief after the typhoon. TPB employees take initiative to visit the village for organic farming. They got the chance to try organic snacks and planted trees in the village.

### **2. Giving back to the community**

- Encounter and Feeding program for orphans

- With the program theme, “More Fun Para sa Kabataan”, TPB employees gathered 100 children from different shelters in Tacloban. They came from different 3 institutions (Community-based, Women and boys town). TPB employees have prepared program comprises of fun games, talent presentation, and even dance lessons. Collected trinkets from TPB personnel were distributed to the house parents of each community.
- Pope Francis Complex Center for the Poor
  - “Pagpapasaya kay Lola at Lola”, is the program theme. TPB employees visited 20 elders and 1 mentally challenge kid to give a helping hand and entertainment at the same time. Most of the elders are victims of typhoon Yolanda who were abandoned by their own families. Some also came from other provinces that intend to visit their relatives in Tacloban but separated to their family also due by typhoon Yolanda. There were a short program and selected elders performed and offered song numbers to everyone and so as TPB’s own, Mr. Arnold Gonzales. TPB employees collected trinkets were distributed to the head social worker of the center.

### **3. Culture and Tradition Preservation**

- Pintados Henna Tatting and Baybayin Script Etching
  - As preparation for the Pintados-Kasadyaan festival, TPB employees underwent henna tatting and baybayin script etching. It has been done before the conduct of the festival every year as part of the culture of the Pintados-Kasadyaan festival.
- Pintados-Kasadyaan Festival
  - One of the famous festivals in the Philippines celebrated every 27<sup>th</sup> of June in Tacloban, Leyte. It is a cultural-religious celebration based on the body-painting traditions of the ancient tattooed “pintados” warriors. In 1986, the Pintados Foundation, Inc. was formed by the people of Tacloban to organize this festival in honor of Sr. Santo Niño. Years later, it was merged with the Kasadyaan Festival.

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:

- Tacloban City Tour
  - Tacloban, Leyte was greatly affected by the typhoon Yolanda in 2013. TPB employees witnessed the remains of the establishment and some of the infrastructure that was greatly destroyed by the storm surge. During the city tour, we were able to visit the M/V Eva Jocelyn that is just one of the 17 ships washed by the storm surge. At present, it serves as an attraction in Tacloban. TPB employees also visited the Capitol Building and travelled from Leyte to Samar through San Juanico Bridge,
  
- San Juanico Cruise
  - San Juanico cruise is one of so many offers of Leyte Park Resort Hotel. San Juanico Bridge is the Philippine's longest bridge in the Philippines with the total length of 2.16 kilometers. The bridge was dedicated to Ferdinand Marcos' wife, Imelda Marcos. The 4-year construction of San Juanico Bridge started in 1969 and costs \$21.9 million. According to urban legend, many children coincidentally disappeared in Samar and Leyte. The vanishing of children only stopped after the bridge was completely finished.
  
- Sto. Niño Shrine and Heritage Museum
  - Santo Niño Shrine is one of the 29 presidential rest houses that the late President Ferdinand Marcos had built. It was built for his wife Imelda Marcos, who was born in Tacloban. It is considered the number 1 tourist spot in Tacloban because of its association with Imelda. The museum contains a chapel that preserves the replica of the Sto. Niño de Leyte. There are ecclesiastical antiques and art collections assembled by native daughter Mrs. Imelda Marcos.

Prepared by:

Maryh Jane P. Mabagos  
 Project Officer  
 CPBD Department

Noted by:

Marivic M. Sevilla  
 Development Management Officer IV  
 OIC – CPBD Department