

TERMINAL REPORT – CSR PROGRAM, BANAUE LEG

I. PROJECT DETAILS

NAME: Banue Corporate Social Responsibility (CSR)

DATE: 17 – 20 September 2017

VENUE: Province of Ifugao

ATTENDEES:

- | | |
|---------------------------|-------------------------------|
| 1. Milo S. Oropeza | 11. Shirley C. Espadero |
| 2. Maryh Jane P. Mabagos | 12. Gianna Allysa M. Añonuevo |
| 3. Dan E. Flores | 13. Gestinne Kylie M. Olarte |
| 4. Mariel Anne A. Aguila | 14. Perfecto C. Realino Jr. |
| 5. Ma. Dianara D. Corcino | 15. Trixia D. Medina |
| 6. Michael Caroro | 16. Miguel M. Cortez |
| 7. Joseph Kerr T. Villar | 17. Charles Lyndon B. Dulos |
| 8. Rona Jean N. Olaivar | 18. Edgar E. Paroccha |
| 9. Ralph Colin T. Chong | 19. Marianne E. Anquilo |
| 10. Uhde L. Asual | |

II. 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.

For 2017's first segment 19 TPB personnel were selected to join the CSR Banaue leg. Participants in partnership with Mr. Mon Corpuz of Black Pencil Project, were involved in different initiatives such as adoption of rice terraces worth Php20,000, stone walling activity and distribution of 350 set of school supplies to Patilong Elementary School.

Before leaving for Banaue, CPBD Department, the organizer of all CSR activities, have coordinated with the officers from North Luzon Command (NOLCOM) to transfer the boxes of school supplies from TPB Manila to Banaue Hotel, Banaue, Ifugao.

III. PLANNED VS ACTUAL ITINERARY

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
17 September 2017		17 September 2017	
04:30 AM	Assembly at TPB Legaspi Towers 300	04:30 AM	Assembly at TPB Legaspi Towers 300
05:00 AM	Depart Manila for Banaue	05:00 AM	Departed Manila for Banaue
		07:00 AM	Stop over for breakfast (NLEX)
12:00 PM	Stop over for Lunch	12:00 PM	Stop over for Lunch
05:00 PM	ETA to Banaue Hotel	06:00 PM	Arrived at Banaue Hotel
07:30 PM	Dinner at Banaue Hotel	07:00 PM	Dinner at Banaue Hotel
		08:00 PM	Packing of school supplies
REST OVERNIGHT			
18 September 2017		18 September 2017	
05:30 AM	Wake Up Call	05:30 AM	Wake up call
06:00 AM	Breakfast	06:30 AM	Breakfast
07:00 AM	Proceed to Banaue Rice Terraces	08:00 AM	Proceeded to Banaue View Point
07:30 AM	Program Orientation and Site Visit	09:00 AM	Program Orientation and Site Visit
08:30 AM	Rice Terraces Conservation	09:30 AM	Trailed and trekked to adopted TPB Rice terraces
12:00 PM	Lunch	12:00 PM	Boodle Fight lunch at Las Vegas Restaurant
01:30 PM	Continuation of Stone Walling Activity	01:30 PM	Proceeded to Site <ul style="list-style-type: none"> • Stone Walling Activity • Ritual Dance • Snacks
05:00 PM	End of Stone Walling Activity	05:30 PM	Proceeded to Banaue Hotel
06:30 PM	Dinner at Banaue Hotel	07:00 PM	Dinner at Banaue Hotel (Cultural Night)
REST OVERNIGHT			
DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
19 September 2017		19 September 2017	
06:00 AM	Wake Up Call	06:00 AM	Wake up call
07:00 AM	Breakfast	07:00 AM	Breakfast
08:30 AM	Proceed to community	08:30 AM	Proceeded to Patilong Elementary School <ul style="list-style-type: none"> • Brief Orientation and

			Introduction <ul style="list-style-type: none"> • Presentation of the students • Distribution of school supplies • Snacks hosted by the school
11:30 AM	Brief Bangaan-Batad Tour	11:30 AM	Proceeded to Batad on Jeepney toload <ul style="list-style-type: none"> • 20 minutes trek to Hillside Inn
12:30 PM	Lunch	01:00 PM	Lunch at Hillside Inn
02:00 PM	Banaue Museum	02:00 PM	Departed Hillside Inn
03:00 PM	Wooden Scooter Race	03:30 PM	Banaue Museum
04:00 PM	Free Time/Buying of Pasalubong	04:00 PM	Wooden Scooter Race
07:00 PM	Dinner	05:00 PM	Free Time/Buying of Pasalubong
		07:00 PM	Dinner at 7 th Heavens Café
REST OVERNIGHT			
20 September 2017		20 September 2017	
06:00 AM	Wake Up Call	05:30 AM	Wake up call
07:00 AM	Breakfast	06:30 AM	Breakfast
08:30 AM	Departed Banaue Hotel	08:30 AM	Departed Banaue Hotel
08:45 AM	Buying of Pasalubong	08:45 AM	Buying of Pasalubong
09:30 AM	Depart from Banaue	09:45 AM	Departed Banaue
12:30 PM	Stop Over for Lunch	12:30 PM	Stop Over for Lunch
08:30 PM	ETA to Legaspi Towers 300	06:30 PM	Stop Over for Dinner
		08:30 PM	Arrived at Legaspi Towers 300
END OF CSR BANAUE			

NOTE: Due to weather condition, Wooden Scooter Race was done later on what is originally scheduled.

IV. HIGHLIGHTS OF CSR BANAUE

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

1. Environmental sustainability

- Adoption of Rice Terraces

The TPB employees underwent a general briefing about a brief history of rice terraces and its present situation. After that, the TPB employees went for a trek to visit the identified adopted area. Unfortunately, the way to get there is no longer passable, so the team, decided to return to ensure safety.

An ordinance was passed by the current Mayor to have the abandoned area of rice terraces be adopted to those who are willing and interested to do so. The TPB adopted an area of the rice terraces in the amount of Php20,000. The amount will be used for the restoration which includes all the process and harvest later on.

- **Stone Walling Activity**

The community of Banaue, especially the Ifugao farmers recognizes the importance of rice terraces to boost their tourism. Rice terraces in Banaue were frequently called “Eight Wonder of the World”. It has been declared by the Philippine government as a National Cultural Treasure under Ifugao rice terraces by the virtue of Presidential Decree No. 260 in 1973.

The TPB employees, through Bayanihan, created a three-storey stone wall to prevent the deterioration of the Banaue rice terraces.

2. Giving back to marginalized members of our community

- **Provision and distribution of school supplies to Patilong Elementary School**

The LGU of Banaue together with TPB CSR partner, Mr. Mon Corpuz of Black Pencil Project recommended Patilong Elementary School as the beneficiary of the school supplies. According to them, it is more accessible and the primary elementary school in the community who needed the school supplies. The school principal expressed the gratitude of the school for choosing them as the recipient of this activity. Selected students of Patilong Elementary welcomed the TPB team with a cultural presentation and later on, the TPB employees joined them in dancing.

In order for the distribution to be organized, together with the officials of North Luzon Command headed by BGen Melfredo Melegrito, distributed the school supplies on a grade level basis. After the school supplies distribution, a photo opportunity took place and TPB employees shared stories with some of the children.

TPB brought 350 sets of school supplies which comprised of bags, notebooks, pad papers, pencils, ball pens and lanyard which can be used for one school year. A feeling of accomplishment was

collectively felt among the TPB personnel after seeing the smiles and appreciation from the students of Patilong Elementary School.

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 and had some fun and worth taking activities in the province:

- **Batad Tour**

The TPB team went to Batad using a jeepney top load. Some of the employees rode on top of the jeepney. The TPB team had a breathtaking journey to Batad due to the road going there is nearly beside the cliff. After the jeepney ride, the TPB employees had a 20-minute trek to Hillside Inn where lunch is prepared. Another view of rice terraces were witnessed by the team.

- **Banaue Museum**

After the Batad tour, the TPB team proceeded to Banaue Museum. An entrance fee of Php50.00 was collected which will be used for the improvement and development of the museum. The museum showcased the culture of the Ifugaos including the ritual to different feasts and events. Also in there are the equipment used for hunting and native clothes that is still being worn by the Ifugaos in Banaue.

- **Wooden Scooter Race**

The wooden scooter has long been the preferred means of transportation for Ifugao in Banaue, and is still used today, as a cheaper alternative to gas-powered motorcycles and scooters. They were created centuries ago to help people travel downhill faster. People started making light scooters almost entirely out of wood, and pushed them uphill whenever they had something to transport back to their village. At the top, they would simply strap the load on both sides of the vehicle and let gravity take them back down in a matter of minutes. In time, making wooden scooters became an art form, and masters of the craft began decorating them with all kinds of designs, from local animals and birds to human heads.

Every year, during the Imbayah Festival, Banaue's woodcarving artisans showcase their most intricate wooden scooters in a traditional race that attracts visitors from all around the world. Barefoot and wearing nothing but their simple ethnic attire, these Ifugao daredevils race down a seven-kilometer windy road down to the town of Banaue. Powered only by the force of gravity, the home-made scooters reach speeds of 50 kph, meaning one wrong move could cost racers their lives.

The TPB team, with the guide of Ifugao racers experienced a 4-km ride using the wooden scooter.

V. Hosting / Sponsorship

- Assistance from Mr. Mon Corpuz as official partner and coordinator for the arrangement with LGU Banaue
- Patilong Elementary School provided coffee and biscuits to TPB employees and NOLCOM volunteers after the distribution of school supplies
- Assistance from North Luzon Command-Armed Forces of the Philippines for the transfer of school supplies from Manila to Banaue, from Banaue Hotel to Patilong Elementary School and distribution of school supplies
- Assistance from LGU through the office of Mayor Jerry U. Dalipog
 - Orientation on the Adoption of Rice Terraces
 - Orientation on the process of stone walling
 - Assistance from Ifugao farmers during the conduct of stone walling activity
 - Provision of stones for stone walling activity

VI. BENEFITS

- Environmental and cultural awareness among participants of the CSR activity that will help in the individual appreciation of the importance of green tourism that will hopefully transcend to their respective circle of friends and families;
- Building relationship and networking with the local communities, LGU, tourism stakeholders and even amongst TPB employees which are also possible and potential partners for future TPB projects;
- Additional first-hand knowledge of the country's tourism products and services that will hopefully help them become more productive personnel of the Corporation;
- Articles to be published through the assistance of MARCOM (including online postings on TPB social media accounts).
- Documentary stories to feature on TPB website and other social media accounts.

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