

TERMINAL REPORT

CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAM METRO MANILA LEG 24 January 2020

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 YesPinoy Foundation Inc. to implement the *I am Super Campaign* in Quezon City. The I am Super Campaign is a disaster resilience program that seeks to empower children and community members from highly vulnerable schools identified through the guidance of the Department of Education. The program includes the distribution of Super Pouch or water-resistant emergency pouch developed by Typhoon Yolanda survivors through the social enterprise *Taclob*.

The Tomas Morato Elementary School and Cubao Elementary School were selected as the school recipients of the CSR Program, with the original dates of implementation on 04-05 December 2019. However, due to unfavorable weather conditions, the program in Tomas Morato Elementary School was postponed, taking into consideration the safety of the participating students, staff, and TPB volunteers. On the other hand, the CSR Program in Cubao Elementary School was successfully conducted as the weather already improved.

As recommended by the school administration of the Tomas Morato Elementary School, the implementation of the CSR Program was eventually moved to 24 January 2020. A total of 100 students from Grades V-VI have participated in the conducted disaster-preparedness training and fun games.

II. LIST OF PARTICIPANTS

S/N	NAME	DEPARTMENT
1	Mariel Angelica A. Dimaano	Corporate Planning and Business Development (CPBD) Department
2	Thyrrise Dhenice S. Juan	
3	Chelsea P. Luna	
4	Reselle O. Lansangan	
5	Dan E. Flores	
6	Joseph Kerr T. Villar	Office the Deputy Chief Operating Officer (ODCOO) for Corporate Affairs
7	Emmanuel A. Zarate	Management Information Systems (MIS) Department
8	Diana D. Sarmiento	

S/N	NAME	DEPARTMENT
9	Perfecto C. Realino Jr.	International Promotions Department
10	Mark Nicole M. Evangelista	Domestic Promotions Department
11	Ma. Karizza G. Zapata	
12	Jonathan P. Bravo	
13	Dan Joseph B. Ferrolino	MICE Department
14	Sherdoll Anne D. Bayona	
15	Divina M. Andres	
16	Ma. Patricia M. Yulo	Marketing Communications (MARCOM) Department
17	Kazumi Lil A. Policarpio	
18	Uhde L. Asual	
19	Lorenz Eugene D. Cabanos	
20	Billy John N. Casabuena	Administrative Department
21	Farhan M. Ambiong	
22	Divina O. Dela Paz	
23	Sandy T. Vargas Jr.	
		Finance Department

III. PLANNED VS. ACTUAL ITINERARY

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
24 JANUARY 2020	I AM SUPER CAMPAIGN IN TOMAS MORATO ELEMENTARY SCHOOL	24 JANUARY 2020	I AM SUPER CAMPAIGN IN TOMAS MORATO ELEMENTARY SCHOOL
0615H	Assembly at Legaspi Towers 300	0615H	Assembly at Legaspi Towers 300
0645H	Travel to the Tomas Morato Elementary School	0710H	Travelled to the Tomas Morato Elementary School
0745H	ETA to the Tomas Morato Elementary School	0800H	Arrival to the Tomas Morato Elementary School
0800H	Volunteer Orientation	0830H	Volunteer Orientation
0900H	Registration	0900H	Registration
1000H	Opening Ceremonies Prayer National Anthem	0940H	Opening Ceremonies Prayer National Anthem
1010H	Welcome Remarks- Ms. Denish Sison, Principal	0950H	Welcome Remarks- Ms. Denish Sison, Principal
1015H	Opening Message by TPB representative	1000H	Opening Message by Ms. Mariel Angelica Dimaano
1020H	Introduction by Ms. Pebbles Sanchez-Ogang (YesPinoy Foundation)	1010H	Introduction by Ms. Pebbles Sanchez-Ogang (YesPinoy Foundation)
1035H	Disaster-Preparedness Training *3 Breakout Groups	1035H	Disaster-Preparedness Training *3 Breakout Groups
1200H	Lunch at the school	1200H	Lunch at the school

DAY/TIME	PLANNED ACTIVITIES	DAY/TIME	ACTUAL ACTIVITIES
		1245H	Photo Opportunity with Mr. Dingdong Dantes- Chairman of YesPinoy Foundation, Inc.
1300H	Emergency Response Games * Venue: Covered Court	1300H	Emergency Response Games * Venue: Covered Court
1330H	Interactive Sessions (Fun Games) *Venue: Covered Court	1330H	Interactive Sessions (Fun Games) *Venue: Covered Court
1500H	PM Snacks at the school	1500H	PM Snacks at the school
1530H	Super Pouch and school supplies distribution	1515H	Super Pouch and school supplies distribution
1545H	Photo Opportunity	1545H	Photo Opportunity
1600H	End of Program Pack-up of materials	1550H	End of Program Pack-up of materials
		1600H	Short interview by YesPinoy Foundation, Inc. for the program video documentation
1615H	Travel back to Legaspi Towers 300	1620H	Travelled back to Legaspi Towers 300
1815H	ETA to Legaspi Towers 300	1840H	Arrival at the Legaspi Towers 300
END OF CSR METRO MANILA LEG			

IV. HIGHLIGHTS OF CSR METRO MANILA LEG

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

- **Disaster-Preparedness Training (Breakout Sessions)**

Similar with the CSR Program in Cubao Elementary School, experts from the YesPinoy Foundation, Inc. and the Morong Volunteers’ Emergency Response Team (MVERT) led the disaster-preparedness training in the morning. During the discussion, it was explained that the occurrence of a typhoon, earthquake or volcanic eruption does not automatically results to disasters. These natural hazards can only become destructive if encountered by a vulnerable population.

To help the community become resilient against natural or even man-made hazards, residents should be knowledgeable about the measures to be undertaken to save lives and minimize damages to properties. This highlights the role of disaster-preparedness training.

The session continued with the introduction of the Super Pouch which contains basic items good for three-day survival such as whistle, flashlight, thermal blanket, face mask, basic first-aid kit, and hard sealed candies. The students were amazed to know

that the Super Pouch contains a thermal blanket capable of covering a person’s whole body. The students’ curiosity was also piqued upon seeing three pieces of candies inside the pouch. Although the candies can be eaten immediately, the TPB volunteers reminded the students that they should still replace the sweets to ensure that their Super Pouch remains complete with survival items.

The last segment of the disaster-prepared training focused on the emergency response demonstration facilitated by the Morong Volunteers’ Emergency Response Team (MVERT). Proper ways of lifting an injured person during a disaster was shown to the students, taking into consideration the type of injury that a person has and the number of lifters.

● **Interactive Session (Fun Games)**

After lunch, the TPB volunteers, together with the YesPinoy staff, facilitated a series of fun games that aimed to promote climate action through simple group activities.

Unlike the previous fun games in Cubao Elementary School, the activities were no longer styled as an amazing race. To prevent the students from thinking about competition, each group was given 15 minutes to finish the activity per station and explain in their own way what they have learned from doing the tasks. The TPB volunteers, on the other hand, synthesize the activities by asking questions that will further expound the purpose behind the games.

There was a total of seven stations during the games which are as follows:

- Style Your Own Banner - to promote unity by challenging the students to create an identity or symbolic representation of their group.
- Light as Air - to familiarize the students with greenhouse gases and their properties.
- Maria Went to Town on a Stormy Day - to inform the students about the impacts of climate change such as extreme weather events like typhoons.
- Connect the Pipes - to instill the importance of water conservation especially in times of drought.
- Blindfolded Man’s Maze – to inform the students that improper waste management leads to flooding and other environmental damages.
- Remember Me, Low Emission Development Strategy- to inform the students about the 15 Ways to Low Emission Development Strategies (LEDS).
- Wheel of the Wind - to inform the students about the importance of renewable energy and provide its examples.

● **Distribution of the Super Pouch and school supplies**

After the PM Snacks, the TPB volunteers and YesPinoy staff proceeded with the distribution of the Super Pouch and school supplies to the participating students. A total of 100 Grade V-VI students benefited from the program.

V. NGO ENGAGEMENT

For this CSR Program, the YesPinoy Foundation, Inc. provided the following assistance:

- Coordination with the school for the scheduling of the program
- Inclusion of emergency response games and demonstration of techniques in handling an injured person as facilitated by the Morong Volunteers’ Emergency Response Team (MVERT)
- Provision of 100 pieces Super Pouch
- Orientation of the TPB volunteers in the office
- Inclusion of the TPB logo in the program banner displayed in the activity area
- Lunch and PM Snacks of the participating students
- Lunch of the TPB volunteers
- Operational expenses of the participating YesPinoy staff

VI. BENEFITS

- Increased awareness of the students about the importance of environmental sustainability, climate action, and disaster preparedness.
- Promotion of environmental conservation and disaster-preparedness practices that can be done at home, school, and the community.
- A total of 100 pieces Super Pouch distributed to the students.
- A total of 100 sets of school supplies (intermediate papers, notebooks, ballpens, crayons, pencils, and sharpeners) given to the students.
- Promotion of teamwork and volunteerism among TPB personnel.
- Increased knowledge of TPB personnel on emergency response and disaster-resilience techniques.
- Photo release and featured article to be seeded in various media channels through the assistance of the Marcom Department.
- Social media posts in the TPB Facebook page.

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