

## TERMINAL REPORT

<b>Name of Project</b>	<b>SUSTAINABLISEA:</b> SPSF x TPB Create Hope: Bridging Sustainable Tourism with Environmental Welfare and Community Empowerment / CSR 2024 Palawan
<b>Date</b>	05-07 June 2024
<b>Venue</b>	<p><b>Taytay, Palawan</b></p> <p><i>Specific activity venues:</i></p> <ul style="list-style-type: none"> <li>• <b>SPSF Baras Marine and Agricultural Center (SPSF-BMARC)-</b> Marine Conservation Awareness Seminars, Coral Propagation, and Mangrove Planting</li> <li>• <b>Sitio Calabugtong Elementary School-</b> Turn-over of the solar lights, school supplies, sustainabilisea backpacks, hygiene kits, and goods to the communities</li> <li>• <b>Brgy. Batas proper-</b> Mangrove Planting</li> <li>• <b>Sitio Dinet-</b> Coastal Clean-Up</li> </ul>
<p><b>Background (If Applicable)</b></p> <ul style="list-style-type: none"> <li>▪ History</li> <li>▪ Statistical report of previous event with sex disaggregated data</li> <li>▪ Previous partnerships (DOT, TPB, others)</li> <li>▪ Target partners</li> <li>▪ Consultation done with intended beneficiaries</li> </ul>	<p>The Tourism Promotions Board (TPB), through its Corporate Social Responsibility (CSR) Program since 2015, has actively fostered environmental awareness, promoted respect for nature, championed sustainable tourism, and enhanced the appreciation of local culture and heritage among its stakeholders.</p> <p>The TPB’s CSR Program is anchored on four pillars that guide the development and implementation of its activities:</p> <ol style="list-style-type: none"> <li>1. <b>Education:</b> Promoting knowledge and understanding of sustainability and cultural heritage.</li> <li>2. <b>Environmental Conservation:</b> Protecting the environment and natural resources.</li> <li>3. <b>Heritage Preservation:</b> Safeguarding cultural heritage and traditional practices.</li> <li>4. <b>Community Assistance:</b> Empowering communities and improving their quality of life.</li> </ol> <p>As part of its efforts to commemorate Philippine Environment Month and World Environment Day in June 2024, the TPB partnered with the Save Palawan Seas Foundation (SPSF) to undertake a significant CSR initiative. These environmental celebrations underscore the nation’s commitment to protecting, enhancing, and developing the Philippine environment.</p>

	<p>The Save Palawan Seas Foundation (SPSF) is a distinguished non-profit organization dedicated to safeguarding the marine ecosystems of Palawan, Philippines. Its mission extends beyond conservation to include the empowerment of coastal communities through sustainable livelihood alternatives. For this initiative, the municipality of Taytay, Palawan, was chosen as the beneficiary due to its rich biodiversity, cultural heritage, and potential for sustainable tourism development. Taytay’s remote and underserved barangays, with limited access to necessities such as water and electricity, made it a fitting focus for this collaborative endeavor. Selected schools in Taytay, identified as SPSF’s partner institutions, were targeted for their strategic locations where environmental education and community engagement can have the greatest impact.</p> <p>The collaboration, <b>SUSTAINABLISEA: SPSF x TPB Create Hope: Bridging Sustainable Tourism with Environmental Welfare and Community Empowerment</b>, aims to integrate sustainable tourism, community empowerment, and environmental conservation in Taytay, Palawan. Key activities under this initiative include:</p> <ul style="list-style-type: none"> <li>• Awareness seminars to educate participants about environmental conservation and sustainable tourism.</li> <li>• Coral propagation to restore and protect marine ecosystems.</li> <li>• Mangrove and native tree planting to enhance biodiversity and mitigate climate change.</li> <li>• Coastal clean-ups to preserve the pristine condition of Taytay’s shores</li> <li>• A turnover ceremony for solar lights, school supplies, and other essential items to benefit local schools and communities.</li> </ul> <p>The initiative was supported by 14 dedicated TPB personnel, the Local Government Unit (LGU) Tourism Officer, the Department of Tourism (DOT) Region IV-B Tourism Officer, and six SPSF officers and staff. This collaborative effort reflects the TPB’s unwavering commitment to sustainable development, environmental stewardship, and community welfare, setting a benchmark for impactful CSR activities in the Philippines.</p>
<p><b>Objective/s</b></p>	<p>In accordance with the Code of Corporate Governance (GCG MC 2012-07) and the Corporate Governance Scorecard for GOCCs (GCG MC 2015-07), TPB is committed to advancing CSR initiatives that contribute to the well-being of communities and the preservation of the environment. These efforts reflect TPB's dedication to creating meaningful, long-term impacts aligned with its governance responsibilities. Additionally, TPB fosters a culture of giving and volunteerism among its personnel, encouraging active participation in community development efforts.</p>

Building upon this foundation, the CSR initiative aims to achieve the following key objectives, grouped under TPB's four CSR pillars:

#### 1. Education

- Promote awareness of marine conservation issues and sustainability through community-driven educational initiatives in Taytay, Palawan.
- Support education in Taytay by providing essential materials and resources to students, ensuring access to better educational opportunities.

#### 2. Environmental Conservation

- Preserve marine ecosystems and enhance environmental protection efforts through active community involvement in conservation activities.
- Promote sustainable energy practices, such as solar-powered illumination, to reduce reliance on fossil fuels and improve community safety.
- Foster sustainable tourism practices that benefit both the environment and the local economy, contributing to long-term community development.

#### 3. Heritage Preservation

- Engage with the Cuyonon/Cuyonin community in Taytay to promote cultural understanding and appreciation of local traditions.

#### 4. Community Assistance

- Empower local communities by supporting sustainable tourism practices that contribute to both environmental preservation and economic growth.
- Extend productive hours for economic and social activities by providing solar lighting in key areas, promoting local livelihoods.
- Reach hard-to-reach communities, ensuring that remote and marginalized areas benefit from TPB's CSR initiatives.

**Mark relevant Strategic Operational Framework. Kindly add at least 2 sentences describing how the project will contribute to the attainment of the identified goals.**

- Smart Tourism
- Sustainable Tourism
- Inclusivity

This CSR project directly supports the goals of **smart tourism**, **sustainable tourism**, and **inclusivity** by engaging communities in practices that promote long-term environmental and social benefits.

In terms of **smart tourism**, the project contributes by integrating innovative solutions such as solar-powered lighting. This addresses the challenge of limited access to electricity in remote coastal areas, improving safety and security for residents while promoting energy efficiency.

The project also advances **sustainable tourism** through its focus on coastal and reef protection and restoration, which are essential for preserving marine biodiversity and supporting the local fishing industry. By engaging community members, particularly local leaders, in these conservation efforts, the project empowers them to become stewards of their marine resources. This ensures that tourism activities are aligned with environmental preservation, creating a sustainable foundation for tourism that benefits both the environment and the local economy.

Lastly, the project promotes **inclusivity** by involving local leaders, residents, and volunteers in environmental conservation initiatives. This approach fosters a sense of shared responsibility and ownership over the environment, ensuring that all members of the community, regardless of background, are actively engaged in sustainable practices. The provision of educational materials to students further contributes to inclusivity, as it equips the next generation with the knowledge and skills necessary to address environmental challenges. This approach ensures a more resilient and equitable society, where everyone can contribute to and benefit from sustainable development.

**Mark relevant UN Sustainable Development Goals pertinent to the project. Kindly add at least 2 sentences describing how the project will contribute to the attainment of the identified goals.**

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> No Poverty                   | <input type="checkbox"/> Reduced Inequalities                          |
| <input type="checkbox"/> Zero Hunger                             | <input checked="" 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 checked="" type="checkbox"/> Climate Action                     |
| <input type="checkbox"/> Gender Equality                         | <input checked="" type="checkbox"/> Life Below Water                   |
| <input type="checkbox"/> Clean Water and Sanitation              | <input type="checkbox"/> Life on Land                                  |
| <input checked="" type="checkbox"/> Affordable and Clean Energy  | <input type="checkbox"/> Peace, Justice and Strong Institutions        |
| <input type="checkbox"/> Decent Work and Economic Growth         | <input checked="" type="checkbox"/> Partnerships for the Goals         |
| <input type="checkbox"/> Industry, Innovation and Infrastructure |  |

***UN-SDG: No Poverty, Sustainable Cities and Communities, Climate Action, Life Below Water***

The organized activities have significantly raised awareness and understanding of marine conservation among local stakeholders and volunteers. The project has also contributed to the restoration of degraded coral reefs and promoted sustainable practices for long-term environmental preservation. By involving community leaders, the project educated them on the importance of conserving marine resources, which are vital for their livelihoods. This initiative supports the reduction of poverty by fostering sustainable livelihoods through the protection of marine ecosystems. Additionally, the activities emphasize the need for sustainable cities and communities by encouraging eco-friendly practices and reducing environmental degradation, which directly impacts the well-being of these remote communities.

***UN-SDG: Quality Education, Affordable and Clean Energy, Sustainable Cities and Communities, Partnership for Goals***

The project provided 162 students and teachers with school supplies, equipment, and hygiene kits. This initiative not only enhances the learning experience but also boosts student morale and motivates educators to continue imparting knowledge. The distribution of solar lights to 105 households in remote coastal communities in Taytay directly addressed the challenge of limited access to electricity. These sustainable, clean, and eco-friendly lighting solutions improve safety, security, and contribute to reducing reliance on fossil fuels. By ensuring access to quality education and clean energy, this project advances the well-being of the local communities. Furthermore, the collaboration between various stakeholders—including the government, NGOs, and local communities—demonstrates the importance of partnerships in achieving sustainable development and advancing the SDGs.

**Participants Age Group and Sex Disaggregated Data**

Birth year:	Sex at birth:
<u>1</u> <b>2012 and below (Gen Z)</b>	<u>4</u> <b>Male</b>
<u>11</u> <b>1981 - 1996 (Millennial)</b>	<u>10</u> <b>Female</b>
<u>1</u> <b>1965 -1980 (Gen X)</b>	_____ <b>Prefer not to say</b>
<u>1</u> <b>1964 and below (Boomers)</b>	

This CSR project gathered a total of 14 TPB volunteers. All age groups were represented, with most being Millennials (11). There were 10 females and 4 males who participated.

In addition to the TPB volunteers, the project was also joined by 17 representatives from the communities: three from the Office of the Municipal Agriculturist (OMA) and Palawan Council for Sustainable Development (PCSD), one from the LGU, one from DOT-MIMAROPA, and 11 from SPSF.

Approximately 162 students (81 males and 81 females) and 2,338 households in Taytay, Palawan, benefited from the activities conducted.

**Annexes:**

- A. Targets vs Actual Accomplishments**
- B. Solar light distribution to the communities**

**Annexes to the SUSTAINABLISEA: SPSF x TPB Create  
Hope: Bridging Sustainable Tourism with  
Environmental Welfare and Community  
Empowerment / CSR 2024 Palawan  
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### ANNEX A - Targets vs Actual Accomplishments

Activities	Targets	Actual Targets Achieved
Solar Lights	40	110
Light Posts	10	80
Coral Propagation Seminar	1	1
Corals Fragments Propagated	200	272
Mangrove Planting Activities	1	5
Mangrove Planting Locations	1	4
Mangrove Seedlings Planted	2000	21,300
Coastal Clean-Up	1	Budget was re-allocated to add more Mangrove Planting activities
Meals/Feast for the Kids in Calabugtong	1	1 Feast with the community and students
Hygiene Kits, School Supplies, Printers for Calabugtong, Calampisao, Dinet Elementary Schools	4 Printers + P34,500 worth of supplies	-4 Printers -P40,200 worth of supplies
Student Donation	100 School Packs	-100 School Packs - 100 IMFITP Black drawstring bags - Pop-Up Wonder Philippines Book
Volunteers	12 TPB volunteers	22 volunteers (14 TPB, 1 DOT, 1 LGU, 6 SPSF)
Ceremony Attendees	200	250
Communities Engaged	5	7
Population Impacted	~1000 households	~2100 households

**ANNEX B- Solar Lights Distribution to the communities**

<b>RECIPIENT</b>	<b>SOLAR LIGHTS</b>	<b>LIGHT POSTS</b>	<b>REMARKS</b>
<b>TOTAL QUANTITY PURCHASED</b>	<b>110</b>	<b>80 (40, cut into 2)</b>	<p>The five remaining solar lights were malfunctioning and have been returned to SPSF for inspection, repair, or replacement.</p> <p>If they are operational after the review; they will be kept as replacements for any distributed lights that may experience similar issues.</p> <p>The remaining posts are excess from the split units distributed to the communities and will not be given to the beneficiaries to maintain equity as it is not enough for all. These posts will also serve as replacements.</p>
Sitio Calabugtong	10	10	
Sitio Calampisao	10	10	
Sitio Dinet	10	10	
Sitio Binulbulan	5	5	
Brgy. Casian	20	20	
Brgy. Batas	10	10	
Brgy. Depla	5	5	
Calampisao E. School	10	-	
Calabugtong E. School	10	-	
Dinet E. School	10	-	
Ching Bing Kao E. School	5	-	
<b>Total Distributed:</b>	<b>105</b>	<b>70</b>	
<i>Remaining:</i>	5	10	