



Asia Responsible Entrepreneurship Awards 2015 recognizes Asia's most outstanding CSR leaders

THE 5TH Asia Responsible Entrepreneurship Awards (AREA) will be recognizing and awarding the best Corporate Social Responsibility (CSR) practitioners across Asia at a Gala Dinner at Banyan Tree, Macau SAR, China today.

These institutions have not only programmed and executed sound and effective CSR programs, but have reinvented CSR in embedding sustainability into their core initiatives. These companies have truly institutionalized sustainability in truly making a difference for their targeted beneficiaries. The AREA serves to recognize and make visible these best CSR practices across Asia.

The AREA recognizes and honors Asian businesses for championing sustainable and responsible entrepreneurship demonstrating companies' leadership, sincerity and ongoing commitment in incorporating responsible and ethical values, legal compliance, respect for people and individuals, involvement in communities, and protection of the environment into the way they run their businesses. The program recognizes leading CSR practices in the following corporate categories: Social Empowerment, Investment in People, Health Promotion, Green Leadership and SME CSR, and the individual category, Responsible Business Leadership.

Over 300 nominations have come in from 30 countries where awarding programs and their institutions will come



WINNERS of the 4th Asia Responsible Entrepreneurship Awards held last year

from all corners of Asia including Bangladesh, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, Sri Lanka and Thailand.

Forty-eight companies throughout Asia are proud recipients of the AREA 2015 after undergoing the tough and

stringent nomination, short-listing, auditing, and judging stages. These companies have taken the helm in spearheading today's leading CSR agenda. In addition, four individuals have stood out in their exemplary leadership in embedding CSR in their corporate culture and will be

awarded under the Responsible Business Leadership Category.

Since 2009, AREA has been hosted regionally, namely for the South Asia, East Asia, and Southeast Asia chapters awarding companies for their respective nations. This year, Enterprise Asia embarks

on a more inclusive AREA 2015 chapter awarding the best CSR programs from the whole of Asia.

At the Awards, Enterprise Asia will launch *itbeginshere.asia*, an online portal showcasing and celebrating these leading CSR programs.



LANDBANK

BANK
OF THE
YEAR
2014



WE HELP YOU GROW.

It's not just our new tagline, it's our promise.

To our clients, partners, stakeholders.

To the Filipino people and our country.

We're not just a bank concerned with merely profits.

We're about growing a nation and its people from the ground up.

We're about sustainable development and preserving the environment.

We're about empowering the countryside, helping farmers, fishers and small entrepreneurs.

Because we believe that the only way we can truly succeed is by GROWING TOGETHER.

AREA 2015 Categories

THE AWARDS are built on four key pillars, namely the Environment, Fair Practices, the Community, and its People.



SOCIAL EMPOWERMENT

The award honors businesses that promote empowerment of communities or individuals that are socially excluded or that suffer discrimination

in work, business or involvement in community life. Such groups might include people with physical or mental disabilities, isolated minority groups, or refugees.

Programs for empowerment of women, economically disadvantaged communities or other minorities would fall into this category. The recipients must have a clear "Social Empowerment Mission" and must have programs and projects in place that support this mission.



INVESTMENT IN PEOPLE

The recipient has policies and programs in place that show their respect for their people (primarily employees, but may also include vendors, clients and business partners).

The judges will ask questions such as how much has the business invested through their efforts in supporting these entities by way of dependent care, layoffs and closing, health and wellness, training, education, and foster-

ing lifelong learning, in improving the quality of life at work, and in implementing employee ownership on a sustainable basis.



HEALTH PROMOTION

The award honors businesses that encourage and promote programs aimed at raising awareness and improving the health of their direct and

indirect stakeholders.

The recipient must have clear health-related programs which could focus on Millennium Development Goals such as reducing child mortality, improve maternal health or combating HIV/AIDS, malaria and other diseases.

They could also focus on other issues of social concern such as dietary health, obesity, heart disease, early screening for treatable and preventable diseases, mental health and social isolation among others. For participants in the health industry, evidence of programs beyond standard business operations must be provided.



GREEN LEADERSHIP

The recipient believes in the larger responsibility for recognizing the impact of running their business to the environment and seeks to reduce and reverse the impact.

The recipient has consciously implemented programs and efforts which includes, but not

limited to, the following: Energy Efficiency, Product Responsibility, Green Product Designs, Waste Reduction, Recycling, and Water Conservation.

Additional weightage will be given to participants that have a harm reduction and reversal program in place. The recipient should also have integrated environmental performance into its sustainable development strategy and has an annual reporting structure to track this performance.



SME CSR

The award honors small and medium enterprises that have successful CSR policies appropriate to their size and business operations. The recipients

must have a clear "CSR Statement" and programs and projects in place that support this policy.

It is recognized that their CSR programs may be on a smaller scale than larger companies but nonetheless make an impact on their stakeholders in clear and measurable ways.



RESPONSIBLE BUSINESS LEADERSHIP

The award will be accorded to an iconic individual who is a role model in advocating and promoting all aspects of responsible entrepreneurship in building the business.



The individual shows exemplary leadership in adverse situations, defied temptations and greed to promote responsible practices in his enterprise and the people around him. This may encompass the areas of environmental preservation, sustainability, community partnerships, education promotion, and poverty alleviation.

Empowering communities



Trans-Asia's HELP Earth gains recognition

As validation to its enduring commitment to nation-building, Trans-Asia Oil and Energy Development Corp. (Trans-Asia) will receive the Social Empowerment Award of Enterprise Asia's Asia Responsible Entrepreneurship Awards (AREA) today.

The prestigious awards ceremony recognizes businesses in Asia for elevating sustainable and responsible entrepreneurship while the Social Empowerment Award particularly honors institutions that promote and empower socially- or economically-disadvantaged communities and individuals. Winning an award entails esteem and recognition to any organization and, at the same time, establishes societal confidence and trust on the business.

"Our Corporate Social Responsibility (CSR) tagline, 'Empowering Communities,' has been the main thrust of our programs and winning this award is a confirmation that the company is living its tagline, and that we are on the right track towards helping communities and making their lives better," said Dr. Francisco L. Viray, president and chief executive officer of Trans-Asia.

Since the company was established 45 years ago, it has been in the corporate DNA of Trans-Asia to engage its communities and make them part of its day-to-day goals and operations. The corporation believes that CSR is not just a one-time charity activity but a platform where it could push its advocacies to educate and empower its host communities in order to raise their socio-economic status.

"With this mindset, we are able to sustain our business because we have established a symbiotic relationship with our host communities. They, too, put the effort to take care of our business and the environment that surrounds it," Dr. Viray said.

Indeed, Trans-Asia's humble societal efforts have made an impression to many people. The outcomes of its CSR activities are dramatic as the company has gained supporters who have continuously shown and developed earnest concern for the company and its facilities.

Apart from that, Trans-Asia takes pride in its strong culture of volunteerism in the workplace. Through demonstrating the task and responsibility of corporate citizenship among its employees, Trans-Asia has cultivated a CSR mindset within the four walls of its organization. Its programs are made more sustainable due to the hundreds of employees who are willingly involved in its CSR programs — from planning, down to execution.



HELP EARTH

Harnessing Energy Literacy for Planet EARTH



One of Trans-Asia's most valuable CSR programs is Harnessing Energy Literacy for Planet Earth (HELP Earth), a platform where the company could provide educational support by building partnerships with schools, donating student materials, and organizing environmental activities and exhibits through the Juan Matipid project. The HELP Earth Multimedia Corners and Energy in Focus Guidebook also aid the company's CSR efforts in accomplishing its goals of providing educational support to the underprivileged.

According to Dr. Viray, the objective of the HELP Earth education program is for schools "to become more self-reliant, to develop their own initiatives for energy and environment, and to sustain their own advocacies with the help of the foundation built by [the company]."

Besides that, HELP Earth is also committed

to support initiatives for the environment especially in areas where it operates. Its framework for environmental initiatives is specifically targeted towards reforestation, water conservation, and waste management.

Values are fundamental to any company that wants to attain corporate success. Integrity, patriotism, and professionalism are the top core values which Trans-Asia firmly holds onto over the decades. Having already the subconscious of aligning its strategies to the aforementioned three, the company inescapably deals with its customers, stakeholders, and business partners in a professional and honest manner. This feat contributes to Trans-Asia's long-standing sustainability and growth.

"These core values will be useless if not imbedded in our employees. The company ensures that each and every employee knows

the values by heart and lives by these values. As such, the people working for our company know what we stand for and believe in what we stand for," Dr. Viray added.

The very three values have also played an important role in setting the company apart from its industry competitors. Despite the fact that Trans-Asia is among the smaller players in the country's energy industry, it tries to distinguish itself by building strong and lasting relationships with its stakeholders.

"Particularly, in our host communities, we implement programs that will benefit them for a long time. We also have tangible monitoring schemes to ensure that the programs will continue to run and can be improved in the future," said Dr. Viray. "By imbibing these values, we set Trans-Asia apart as a company that you would like to do business with."

Upping the green game

ArthaLand embraces sustainable ways of doing business



With the growing number of environmental issues being realized across the globe, practices promoting sustainability and green living are increasingly being adopted by the corporate world.

In the Philippines, boutique property developer ArthaLand Corporation (ArthaLand) is among the players in the local real estate industry that treats sustainability as an integral business strategy rather than a mere cause to be supported.

In an e-mail to *BusinessWorld*, ArthaLand President Angela de Villa-Lacson pointed out some of the existing environmental realities that drive the company to do business sustainably.

"The reality of climate change is inevitable and we know that we have to do something about it. A major study released early this year revealed that 2014 was the warmest year in recent history and we know that rising temperatures is the new trend as we move forward," Ms. Lacson said. "What these tell us is that the right thing to do is to be responsible citizens of the earth in whatever small way we can. As a company, we do not claim that what we do will save the planet. What we want to do is to enable our customers to practice an ecologically conscious lifestyle: using energy efficiently, consuming water efficiently, using non-toxic materials."

According to her, ArthaLand sees to it that its employees, technical partners, as well as third-party contracted manpower share the company's green goals. Regular sustainability briefings are held for the construction workers to ensure that they apply the appropriate standards in building, and to enable them to carry out these practices in their own homes and communities.

She added that these steps may be small, but the company believes they will help alleviate the effects of climate change and resource depletion in the long run.

Apart from these practices, ArthaLand also engages individuals and communities to embrace a more sustainable way of life. In 2014, ArthaLand institutionalized its corporate social responsibility (CSR) efforts through a campaign dubbed "We are ArthaLand: We are Green", a comprehensive employee and community engagement program geared towards streamlining all sustainability education initiatives that are being done by the company and its employees.

"We are ArthaLand: We are Green" leverages on the technical skills of ArthaLand employees as well as the



company's collaboration with World Wildlife Fund (WWF) Philippines to encourage local government units and grassroots communities to adopt sustainable activities. To achieve this goal efficiently, the employees were trained through lectures and workshops before a community immersion and more hands-on lectures were held.

Since its inception, the campaign has educated around 4,000 individuals — among them are about a thousand construction workers who are required to attend the monthly lectures, and all of the corporate employees.

Further, over 50 grassroots households have benefited from the training workshop on urban composting.

Ultimately, Ms. Lacson said that ArthaLand's sustainable proposition

helps it stand out amid a market teeming with competition.

"We do not just claim to be green. We build our business on solid ground. We build our developments based on the globally accepted standards on green building. We are allied with the national green building council. Every action that we make is monitored and measured to make sure that each element of what we do provide not just comfort and convenience but also optimized resource usage," she expounded. "Because of these, we are known in the industry as the developer of green buildings. We have attracted a good niche of the market because of that. We have also attracted top-grade contractors and consultants who share our vision of quality and sustainability. Our investors bank on us because of the rich potential of being a sustainable business."



Ms. Lacson believes it is paramount for the company to live out virtues of environmental leadership in every aspect of its business simply because "it is the right thing to do."

"We need to do this for ourselves and, more importantly, our children and future generations," Ms. Lacson said. "At the heart of our business philosophy stands sustainability. Our commitment to the communities and the planet is integral to every project we build. This sets us apart from the rest and we have gained so much from being at the forefront of green developments."

She believes that green development will gain more ground in the Philippine property sector, and they expect a strong demand for greener properties from local and foreign investors.

"The market is ripe. We believe that the government, private entities, and green organizations such as the Philippine Green Building Council are closely working together to further push the players to go green. There is a healthy relationship between the private and the public sector in promoting sustainability in the property sector," Ms. Lacson explained.

Asked about ArthaLand's plans in line with these developments, she said that the company is set to continue its efforts to educate employees, partners, and communities on sustainable practices. For one, ArthaLand will be rolling out a new project with WWF Philippines this year that focuses on educating school children about water conservation. — **April Paulyn B. Roque**

AREA 2015 List of Recipients

RESPONSIBLE BUSINESS LEADERSHIP

BATARA SIANTURI
CEO, Citi Indonesia

DATO' MICHAEL TIO

Group Chief Executive and Managing Director
PKT Logistics Group Sdn Bhd, Malaysia

PAUL NORMAN JANELLE

President Director
PT HM Sampoerna Tbk., Indonesia

SEAH KIAN PENG

CEO, NTUC FairPrice Co-Operative Limited, Singapore

SOCIAL EMPOWERMENT

A.S. Watson Group, Hong Kong
Cepatwawasan Group Berhad, Malaysia
Ceylon Tobacco Company, Sri Lanka
Expolanka Holdings PLC, Sri Lanka
FrieslandCampina (Hong Kong) Ltd
Hayleys Agriculture Holdings Ltd, Sri Lanka
IRPC Public Company Limited, Thailand
Kumpulan Perangsang Selangor Berhad, Malaysia
Lamina Films, Thailand
New World Development Company Limited, Hong Kong
Permodalan Nasional Berhad (PNB), Malaysia
Port Authority of Thailand
PT Bank Mandiri (Persero) Tbk., Indonesia
PT HM Sampoerna Tbk., Indonesia
S&P Syndicate Public Company Limited, Thailand
Thai Life Insurance Public Company Limited, Thailand
The Bangchak Petroleum Public Company Limited, Thailand
The Shell Company of Thailand Limited
Toshiba Information Equipment (Phils.), Inc.
Trans-Asia Oil and Energy Development Corporation, Philippines
Universal Harvester, Inc., Philippines
WNS Cares Foundation, India

INVESTMENT IN PEOPLE

Ap Honda Co., Ltd, Thailand
Mah Sing Group Berhad, Malaysia
Metropolitan Waterworks Authority, Thailand
PKT Logistics Group Sdn Bhd, Malaysia
PT Bank Mandiri (Persero) Tbk., Indonesia
PT Trakindo Utama, Indonesia
Shah Cement Industries Ltd, Bangladesh

HEALTH PROMOTION

A.S. Watson Group (Philippines)
Billion Hearts Beating Foundation, India
DLF Foundation, India
PT Combiphar, Indonesia
PT Indosiar Visual Mandiri, Indonesia
Sampath Bank, Sri Lanka
Takeda Pharmaceutical Company Limited, Japan

GREEN LEADERSHIP

Ampol Food Processing Ltd, Thailand
ArthaLand Corporation, Philippines
British American Tobacco Bangladesh
Hang Lung Properties Limited, Hong Kong
KPMG, Malaysia
Lafarge Republic Group, Philippines
Land Bank of the Philippines
PARKnSHOP, Hong Kong
PETRONAS Chemicals Group Berhad, Malaysia
PTT Global Chemical Public Company Limited, Thailand
Ricoh (Malaysia) Sdn Bhd
Rizal Commercial Banking Corporation (RCBC), Philippines
Selangor Dredging Berhad, Malaysia
SPCG Public Company Limited, Thailand

SME CSR

Muang Thai Life Assurance Public Company Limited, Thailand
Puritas (Pvt) Ltd, Sri Lanka



ABOUT ENTERPRISE ASIA

Enterprise Asia is a nongovernmental organization (NGO) in pursuit of creating an Asia that is rich in entrepreneurship as an engine towards sustainable and progressive economic and social development within a world of economic equality. Enterprise Asia builds on its two pillars of existence: investment in people and responsible entrepreneurship. Enterprise Asia works with governments, NGOs and other organizations to promote entrepreneurial and sustainable development, in uplifting the economic status of people across Asia and in ensuring a legacy of hope, innovation and courage for the future generations.

For further information, visit www.enterpriseasia.org.

Media Contact
Naina Bajaj
Enterprise Asia
(603) 7803 0312
n.bajaj@enterpriseasia.org



Asia Responsible Entrepreneurship Awards 2015 CSR Program Awardees from the Philippines



1. ARTHALAND CORP. GREEN LEADERSHIP CATEGORY

WE ARE ARTHALAND: WE ARE GREEN

Since 2010, the company has been doing various outreach programs that include community services, school partnerships, sustainability education programs, and other professional extension services. In 2014, ArthaLand began to institutionalize its corporate social responsibility efforts through a campaign called We are ArthaLand: We are Green — a comprehensive employee and community sustainability engagement program.



2. LAFARGE REPUBLIC GROUP GREEN LEADERSHIP CATEGORY

BEYOND THE NATIONAL GREENING PROGRAM

The Lafarge Republic Group is an active partner of the Philippine government's National Greening Program. Lafarge Republic's "Beyond the National Greening Program" has sought to reforest 850 hectares in locales situated near its facilities and take stewardship over these reforestation areas from 2013 to 2016. The program aims to provide livelihood opportunities for more than 400 families living in these communities who will benefit from the produce of fruit-bearing trees and other planted crops that are intercropped with forest trees, steering

them away from their traditional livelihood of slash-and-burn agriculture and cutting of forest trees to produce charcoal.



3. RIZAL COMMERCIAL BANKING CORP. (RCBC) GREEN LEADERSHIP CATEGORY

RCBC: THE BANK WITH THE FIRST GREEN ATM NETWORK IN THE PHILIPPINES

In its flagship greening project for 2014, RCBC has partnered with one of the biggest media institutions in the Philippines, ABS-CBN network, with the Bantay Baterya (Battery Watch) Project under the ABS-CBN Foundation's Bantay Kalikasan (Environment Watch) Program. With this initiative, RCBC, as one of the Philippines' top private domestic banks with a country-wide network of over 400 branches and 1,200 automated teller machines, has donated over hundreds of used lead-acid batteries to ABS-CBN Foundation's Bantay Baterya Project.



4. LAND BANK OF THE PHILIPPINES (LANDBANK) GREEN LEADERSHIP CATEGORY

ENVIRONMENTAL DUE DILIGENCE (EDD) ON LANDBANK-FINANCED PROJECTS

Landbank's strong commitment towards sustainable development and environ-

mental protection is anchored on its Vision-Mission Statement, Corporate Environmental Policy and Sustainability Framework and embedded in its operations. In support of this commitment, Landbank implements an Environmental Due Diligence (EDD) System wherein it conducts environmental impact assessment and monitoring as a requirement in financing projects. The EDD system was initiated by Landbank 20 years ago as part of a requirement for World Bank-assisted projects. In 2004, Landbank institutionalized the system for all bank-financed projects.



5. A.S. WATSON GROUP (PHILIPPINES) HEALTH PROMOTION CATEGORY

WATSONS GENERICS: IMPROVING LIVES OF FILIPINOS ONE PILL AT A TIME

Guided by the advocacy of Watsons Pharmacy to provide quality health care products and services for more than 170 years, in line with the vision of providing access to quality and affordable medicines to every Filipino, and in support to the Philippine government's mission to improve the health care condition in the country, Watsons Philippines launched Watsons Generics in 2014. By doing so, the brand helped advance the health of a country where, now, everyone has the option to switch to a more affordable but high-quality alternative, and save for a better life. Watsons Generics launched a wide range of vitamins, supplements, OTC and prescription medicines to meet the needs of most Filipinos at prices affordable for all.



6. TOSHIBA INFORMATION EQUIPMENT (PHILS.), INC. SOCIAL EMPOWERMENT CATEGORY

BUILDING A NATION THROUGH QUALITY EDUCATION

Toshiba Information Equipment (Phils.), Inc. (TIP) believes that education is an important tool to empower people achieve improved quality of life. Since 2008, TIP has provided support to the education of the Filipino children and the youth through various CSR projects that focus on building and improving school-based infrastructure, provision of learning and multimedia materials, integration of values-based content, and scholarship program. All these initiatives are aimed at promoting quality education necessary in achieving a better and brighter future for Filipinos.



7. TRANS-ASIA OIL AND ENERGY DEVELOPMENT CORP. SOCIAL EMPOWERMENT CATEGORY

HARNESSING ENERGY LITERACY FOR PLANET EARTH (HELP EARTH)

Trans-Asia believes that sustainability starts by placing education and empowerment at the very core of the HELP Earth Program. Thus, energy literacy has been one of the major thrusts of Trans-Asia's CSR. HELP Earth was launched on Sept. 8, 2009 in celebration of Trans-Asia's 40th

anniversary. It started with three schools in Norzagaray, Bulacan in its advocacy on efficient energy use and environmental protection. The following years, HELP Earth evolved into a more comprehensive program. From energy literacy, the program expanded to youth empowerment and leadership development with more focus on sustainable approaches.



8. UNIVERSAL HARVESTER, INC. SOCIAL EMPOWERMENT CATEGORY

BACK-TO-FARM PROJECT

BACK-TO-FARM (Balik Saka) is a project of Universal Harvester, Inc. in collaboration with the Junior Chamber International, Philippines in 2013. The project was initiated to aid the communities, assist the rehabilitation and improve the productivity of farm communities in Eastern Visayas devastated by super-typhoon Haiyan (Yolanda). Its mission is to ensure the beneficiary community achieve a sustainable agriculture livelihood and thereafter enable them to help other communities. The project aims to assist farmer-family through farmer's cooperatives and associations to (1) return to their damaged farms and jump-start their agriculture activities; (2) revive the productivity of their farms through technical and financial assistance, introduction of new crops and renewed cooperation; and (3) empower farmers to help other farmers and share the moral responsibility of passing on the benefits of the project.

Enterprise Asia hosts International CSR Summit Focuses on 'Driving the Sustainability Agenda Forward'

BRINGING TOGETHER the world's top Corporate Social Responsibility (CSR) thinkers, doers, speakers and leaders, Enterprise Asia is hosting the International CSR Summit (ICS) 2015 at Banyan Tree, Macau SAR, China today.

This will feature the most stirring conversations in CSR today. With the theme, "Shared Value for Profitable CSR Practices," it will see to the deliberation of new forward thinking solutions

to society issues where leading CSR and sustainability figures address current complexities.

Today, conducting CSR is not enough to create a sustainable world. It is the institutions which move beyond this to embed sustainability into their core operations. These companies have reinvented CSR and reinvented strategies to create sustainable businesses from the top, creating a trickle-down effect of the programs and en-

sureing a greater impact on its beneficiaries and stakeholders as these corporations institutionalize sustainability.

The summit is a platform for its 300 delegates to strengthen ties, share experiences, understandings and insights, as well as identify regional challenges and opportunities to shape Asia towards a more responsible, sustainable and progressive socio-economic market. It comprises three panel sessions which are

the Ministerial Roundtable: Creating a Legislative Framework for Sustainable Practices; CEO Roundtable: Shared Value and Impact on Business Profitability; and the Best Practice Panel Session: Checking Boxes vs Going The Extra Mile.

Speakers will be the leading individuals from different rungs and realms of the sustainability landscape of the global CSR arena including high-level ministers to business leaders



in relevant industries to field experts, all sharing real-life experiences and inputs from their professional backgrounds.

Some panelists and speakers include Congresswoman Gwendolyn Garcia, 3rd district representative, Cebu, Philippines; Dr. Eugene Chien, former minister of Foreign Affairs and of Envi-

ronment, Taiwan; Paul Norman Janelle, president director, PT HM Sampoerna Tbk., Indonesia; Dato' Michael Tio, group chief executive and managing director, PKT Logistics Group Sdn Bhd., Malaysia; and Seah Kian Peng, chief executive officer, NTUC Fairprice Co-operative Ltd., Singapore.



TOFARM Village farmer from Villaconzoilo, Jaro, Leyte shows her carrots harvest.



caption here
caption here
caption here
caption here

Alex Aborita, farmer leader, personally inspects and manages the community seedlings.

Uplifting the lives of farmers

UHI's Back-To-Farm project to receive citation today

After just a decade in the business, Universal Harvester, Inc. (UHI) has established itself as the top exporter, manufacturer, and distributor of fertilizers in the country. Moreover, the firm's endeavors are not only limited to business as it continues to increase efforts in implementing support programs for the agricultural sector. Nevertheless, this initiative would not go unnoticed.

Awarding bodies both in the country and abroad have been acknowledging the efforts of UHI in empowering farmers across the archipelago. This year, Enterprise Asia took notice of one of UHI's programs by giving them the "Asia Responsible Entrepreneurship Award (AREA), which honors Asian businesses that champion sustainable and responsible entrepreneurship, took notice of one of UHI's programs.

The company's Back-To-Farm (Balik Saka) project, an initiative implemented in collaboration with the Junior Chamber International Philippines in 2013, is given the aforementioned award. The project was initiated to extend aid to communities in Eastern Visayas after Typhoon Haiyan swept through the country. The project was not designed to be a momentary relief effort; according to UHI Executive Vice-President Dr. Milagros Ong-How, the main goal of the project is to provide continuous assistance to farmers towards sustainability.

The project is connected to UHI's social mission of uplifting the lives of the farmers by providing them with quality farm inputs at the lowest possible price through tapping the network of farmer organizations as hubs of distribution for these commodities," Dr. How said in an email to *BusinessWorld*. "The project, including other initiatives of UHI for the farmers, provides avenues for brand awareness, product discovery, brand interac-



In spite of her busy schedule, Dr. Milagros O. How makes it a point to grace the harvest festivals and training culminations in the TOFARM Villages. In photo (L-R) are Ruby Pascual, a farmer graduate; Dr. How; Leyte Vice Governor Carlo Loreto; Dr. Elvira Torres of DA 8; and Alangalang Town Mayor Loreto Yu in one of these events at Brgy. Binongtoan, Alangalang, Leyte.

tion, partnership, improved customer relations, and eventually, increased client network."

The group, Dr. How added, innovated an approach which would make the program more sustainable and extend its reach to more people in the area.

"The unique aspect of the Back-To-Farm Project is presented in three forms; first is the collaboration between the private sector, the government and the beneficiary communities; second is the support on financial management and marketing of produce," she said. "Last but not most importantly is in the 'pay back by paying it forward' system. This approach is a radical departure from the usual "dole out" mode of assistance to victims of natural calamities — an approach that inculcates social

responsibility, accountability and positive attitude."

Almost two years after Typhoon Haiyan hit Eastern Visayas, the project now caters to farmers outside the province of Leyte. The group started to implement the program in various areas in Luzon and Mindanao.

"The program is now being expanded under Adopt-a-Farmer Program. Under all our CSR programs, we've reached 14 regions and over 5.4 millions of farmers nationwide," Dr. How said, adding, however, that "we feel it's not enough, we need to do more."

Today, UHI is bent on accelerating the expansion of the program and it intends to do so by tapping more groups and individuals from the private sector for their support.

There are still myriad challenges that trouble farmers in the country today, Dr. How said. For instance, small-scale farmers have to compete with giants in the industry both locally and internationally.

"The biggest problems of our farmers now is their capability to compete with corporate farming and imported agriculture products, not to mention the opportunist traders who force our farmers to sell out at low prices," she said. UHI, she added, is fighting tooth and nail against these issues.

"We are supporting the growth and financial sustainability of cooperatives, helping associations to become cooperatives and cooperatives to become federations by consolidating their resources and capacity, then eventually seeing them expand their businesses in

terms of financing, distribution and retail."

Even with its many successes in helping the sector, Dr. How shared that she never foresaw that UHI would go beyond business and become well-recognized for its efforts in helping the agricultural industry, particularly farmers living in the countryside. Nonetheless, she is proud of what UHI has achieved and it has only motivated her to further develop the program's capabilities.

"We never thought of getting something by helping our farmers, but we appreciate the honor of it. We hope to inspire others to do the same," Dr. How said. Other than giving them fish to eat, we can also teach them how to fish and thereafter, empowering them to support themselves and share their knowledge to others."



UHI CSR Program Director Rommel Cunanan turns over vegetable seeds to Villa Corazon Farmers Association in Burauen, Leyte.



UHI CSR staff pose with farmers at Brgy. Villaconzoilo, Jaro, Leyte.



Sky Ranch Tagaytay prepares activities to celebrate dads' day

TREAT DADDY to a one-of-a-kind weekend at Sky Ranch Tagaytay when it rolls out the red carpet for all fathers on June 21. There will be fun games such as Papa Pong, where you get to test your catching and throwing skills; Tower of Flawless, a game of patience and consistency; Balloon Relay, a test to your balance and instincts; and lastly, Kettle Korn Poppin' fun game where team spirit is at risk and with special prizes and surprises awaiting them on this day. There will be a special program at 2 p.m. and 5 p.m., featuring Sky Ranch's daddy Sgt. March who will lead the celebration. A handful of lucky dads in the crowd will win special prizes, courtesy of Sky Ranch's special partners. At the end of the day, there will be a spectacular fireworks display that will surely delight all park goers.

Groups host 'LoveYourself Pride Carnivale'

IN AN effort to reduce discrimination and stereotyping on lesbian, gay, bisexual, and transgender (LGBT) community, the LoveYourself, Inc., together with its partner organizations, invites everyone to join its fun-filled and liberating activities in celebration of the Pride Month this June dubbed as LoveYourself Pride Carnivale 2015.

Happening on June 20 at Quezon City Memorial Circle, LoveYourself Pride Carnivale 2015 is a two-part fundraising event to promote self-awareness and expression, equality, unity, and health education within the LGBT community.

LoveYourself Pride Carnivale 2015 kicks off with Rainbow Race, which involves challenges affirming the LGBT pride, and increase awareness about issues of discrimination, and sexually transmitted infections such as HIV/AIDS.

Apart from LoveYourself, other beneficiaries of this fund-raising activity are the Project Red Ribbon (TRR), and the Sustained Health Initiatives in the Philippines (SHIP) Foundation.

TRR advocates for HIV and AIDS prevention composed of both persons living with HIV and advocacy supporters; while SHIP participates in the

national intervention on HIV prevention (including focus to injecting drug users), treatment, care and support through working with existing groups and organizations to provide alternative solutions for the same cause.

Alongside the race are "Pride booths" by community-based organizations and civil service organizations showcasing goods for sale to raise funds for their respective organization, while also advocating for greater awareness among LGBT community, families and friends on HIV prevention, sexual orientation, and gender identity and expression.

In June 2014, LoveYourself launched its first the Pride Carnivale in Mandaluyong City to celebrate and empower the LGBT community.

LoveYourself is a non-profit organization that offers free HIV testing and counseling through events and its clinics to reach out to others in propagating the ideas, attitudes, and practices that encourage loving oneself. It is now at the forefront of the fight against HIV cases in the Philippines.



TC Shopping Plaza opens in Tutuban

In photo (L-R) are Tutuban Center officials Christopher Sioson, Building Administration manager; Christopher De Leon, AVP for Construction & Engineering Management; Sylvia Tecson, vice-president for Sales & Marketing; and Teodocio Mosquito, AVP for Security & Safety Compliance, formally opening the new TC Shopping Plaza at Tutuban Center on Independence Day. With over 170 operating from 9 a.m. to 7 p.m., the plaza serves as an exciting daytime complement to Tutuban Center's thriving night market scene. The TC Shopping Plaza is located near Bonifacio Plaza (in front of Prime Block and Centermall).

DHL Express Philippines cited in Stevie Awards

DHL EXPRESS Philippines was recently honored with a bronze award for the Best Customer Service provider during the Stevie Awards 2015 held at the Bellagio in Las Vegas, Nevada.

The Stevie Awards honors and recognizes the achievements and contributions of organizations and working professionals on a global scale.

This year, DHL Express has been recognized as one of the most competitive brands offering exceptional customer service around the world.

DHL Express won not only the Best Customer Service of the Year Award but also the Silver Award for Best in Customer Service Team of the Year in the Asia Pacific Stevie Awards and placed third in the Airlines, Distribution, and Transportation category at the People's Choice Stevie Awards for Favorite Customer Service.

Tourism Malaysia-Manila launches new campaign

WITH 2015 dubbed as the Year of Festivals, Tourism Malaysia-Manila welcomes Dato' Mirza Mohammad Taiyab, director general of Tourism Malaysia along with the rest of the Malaysia delegation comprising of state tourism boards, product owners, hoteliers and tour operators, to the Philippines to meet and greet with those from the local tourism industry including local travel agents and airline companies as well as the press, as Tourism Malaysia-Manila gets ready to launch a special campaign.

In his speech, the director general shared, "For MyFest 2015, we aim to have 29.4 million tourist arrivals and RM89 billion in tourist receipts, leading up to our ultimate goal of 36 million tourists and RM168 billion in tourist receipts by 2020. This is part of the government's National Blue Ocean Strategy to create value innovation through public-private partnership collaboration. To that end, I would like to invite all of you to work with each other and develop new tourism products and packages that will highlight our culture, and promote it as a tourist attraction to the rest of the world."

In line with the Year of Festivals 2015, with the theme, "Endless Cel-



ebrations," BFF or Be Friends Forever very well complements the year-long campaign of the Manila office. These three letters effectively mirror the bonds that were built, the fun and adventure shared, and the lasting memories that have been created from traveling with best friends.

For this new campaign, Tourism Malaysia would like to position itself as

a best friend to a certain extent who is looking out for their visitors, who wants them to have fun, who caters well to their needs, and helps create the best memories during your travels.

Likewise, the campaign would also like to imbibe the feeling that Malaysia remains to be a destination of choice for families and friends who are looking for a very enjoyable vacation.

People

Emerson Network names director of service sales in Asia

EMERSON NETWORK Power announced the appointment of Barry Bunyi as the director of service sales in Asia.

Under this new role, Mr. Bunyi will provide regional management to Emerson's service business, driving initiatives that will strengthen Emerson's "Life Cycle Management" programs to support Emerson's customers in the industrial, telecom, and data center infrastructure industries, and ensure that their critical infrastructure are operating at optimal levels and maximum efficiency.

"Now more than ever, our customers are looking at not just the quality of the equipment, but more and more the overall service quality — from site selection, installation, configuration, life cycle, and after sales service — which is crucial for the longevity of the overall infrastructure. Emerson Network Power continues to grow and expand our service business as our customers' needs continue to evolve," said Chris Mandahl, vice-president for

service and project management, Emerson Network Power in Asia. "I am confident that with Barry's tremendous experience, he will be able to drive our service business further in the region."

As data centers and IT facilities evolve together with technology, so too do the workloads placed on them. Infrastructure failure or downtime can be disastrous for organizations and can result in unmet service-level agreements and customer dissatisfaction.

"As the world has become more dependent on immediate access to and rapid movement of data, the task of maintaining mission critical systems has become much more complex for organizations. Emerson Network Power's service business is designed to make this task easier for our customers with comprehensive offerings for equipment and site-level," said Mr. Bunyi. "In my new role, I am tasked to further strengthen Emerson's service business by working more closely with

our customers to understand their service requirements and making sure that they can rely on us to protect their IT assets, minimize operating costs, and maximize return on investment."

Mr. Bunyi brings to the role a wealth of experience gained from close to 20 years of sales and marketing experience in the IT industry, having previously been director and country manager of Dell Philippines.

He first joined Emerson in 2010 as director of solution partner business in Asia. In 2013, he held a dual role by acting as country manager for Emerson Network Power in the Philippines.



PBB feted in Franchise Asia Philippines 2015

Photo shows Philippine Business Bank (PBB) accepting the plaque of recognition during the recently concluded Franchise Asia Philippines 2015 at the SMX Convention Center (L-R): Dr. Alan Escalona, Conference chair, Franchise Asia Phil 2015, Fruit Magic; Senior Vice-President Alice P. Rodil, PBB Head Comptroller; and Bing Sibal-Limjoco, vice-chairman, PFA, Francorp Phil.

NOTE: Press and photo releases are published in this paper free of charge. Priority will be accorded to releases of news value, which are subject to editing. Releases, preferably with high-resolution photos, may be e-mailed to bulletins@bworldonline.com. Materials sent become BW property.

Briefs

SyCipLaw anniversary party, homecoming set on July 10

SYCIP SALAZAR Hernandez & Gatmaitan (SyCipLaw) turns 70 this year. To celebrate this milestone, the firm will be hosting Balik Friday Club, an anniversary party and homecoming for SyCipLaw residents and alumni on July 10, 5 p.m., at the 17th Floor of the SyCipLaw Center. All SyCipLaw Alumni are welcome. Prizes will be given to the most complete batch and the oldest batch, among others. But mostly, the event will be about sharing war stories, hanging out, eating and drinking in the best Friday Club tradition. For more information and to confirm attendance, contact (+632) 982-3735, (+632) 982-3762, or e-mail to: balikfridayclub@syciplaw.com.

Avon Philippines unveils Father's Day campaign

AVON PHILIPPINES has recently announced the launch of Beauty for a Purpose, a new global brand statement focused on the company's commitment to empowering Avon representatives and women around the world through beauty and financial independence. Avon's commitment to women empowerment invites both men and women to engage in the movement through their latest Father's Day campaign via the Avon Philippines Web site www.avon.com.ph. Consumers, representatives and employees are invited to celebrate their fathers and encourage them to say #SalamatDad and take the "Empowerment Pledge," reflecting their commitment to take personal steps to create a better world for their daughters, sisters, and women in the Philippines.

The Heritage Hotel Manila offers 'To Dad With Love' buffet

ON JUNE 21, The Heritage Hotel Manila celebrates the loving dads through its Father's Day Buffet entitled "To Dad With Love" at the hotel's famed Riviera Café. This event invites guests to a memorable dining experience with your dearest dad and experience a gastronomic culinary dishes prepared by Riviera Café's top-notch chefs. Open for lunch and dinner reservations, this event is further heightened by the chance to win a lunch or dinner buffet for two at the Riviera Café on Father's Day, June 21. Simply join their Facebook promo at [facebook.com/theheritagehotelmanila](https://www.facebook.com/theheritagehotelmanila) and post a letter to your Dear Dad and express how much you love him. The photo with the most number of likes win. For more information, contact 854-8888 local 7355.

M Café marks 11th anniversary, re-introduces iconic cocktails

AS THE cool rainy season starts to set in, M Café brings back its iconic cocktails through the years, but this time reinvented to celebrate its spanning 11th year. Known for its creative and palate-pleasing menu where Asian and Filipino rest comfortably next to each other, its cocktail classic lineup is certainly no exception. Sample the Rockstar, a mesmerizing cocktail made of vodka, amaretto & lychee; or get seduced by Suzie Wong, an irresistible blend of citrus vodka, fresh lime juice, and watermelon. Dedicated to the smooth beats of DJ Mark Cali-Jentes, one of M's first resident DJs, the Cali-Jentes is a smooth mix of amaretto, cherries and orange. The M, on the other hand, is an unbeatable classic M Café Martini made with melon vodka, pineapple and calamansi.

Vivere Hotel Hotel presents room, dining promos for dads

VIVERE HOTEL & Resorts treats all fathers on their special day with room and dining offers that is perfect, not just for dads, but for the whole family as well. The Nest Dining in the Sky located at the 31st floor of Vivere Hotel & Resorts presents "Oh my Daddy!: A Father's Day Lunch Buffet" on June 21 from 11 a.m. to 2 p.m. Relish this wondrous occasion by matching dad's big appetite with the wide selection of comfort food prepared by their talented chefs. As a way of paying tribute to the man of the house, Vivere Hotel & Resorts also prepared exciting activities for the family, and treats to all dads at the Picasso Function Room. All of these for only P1,200 net per adult and P600 net per kid. For the ultimate Dad's day gift Vivere Hotel & Resorts offers "My Dad, My Hero" room package.