



# Corporate Social Responsibility

# Result of Operations



“ Today, we are humbled and grateful to celebrate 100 years of hard-earned wins – only this time, we are celebrating free of formalities and fancies and with a renewed sense of purpose to drive change for a better world. The call to do good has never been greater than it is today. For us in the Aboitiz Foundation, the last 32 years prepared us for a time such as this. While we are grateful to have been given the privilege to help thousands of individuals and communities, there is much work to be done. Filipinos will always wear a smile come rain or shine, mask or no mask. But we would rather see them smiling confidently because they are prepared to overcome challenges. This is why we remain committed to co-creating safe, empowered and sustainable communities. It is always about progress achieved not by one, but many – not in a day, but throughout generations to come. ”

**Maribeth L. Marasigan**  
President and COO  
Aboitiz Foundation



Aboitiz Foundation and Visayan Electric's COVID-19 response included providing meals for 1,500 frontline workers at Vicente Sotto Memorial Medical Center and other private hospitals in Cebu.

In 2020, three themes stood out that prompted us to rethink our strategy:

**The need to address the digital divide.**

Before COVID-19, the poorest 40% of households in the Philippines have the lowest access to televisions, radios, mobile phones, and computers. Only 4.35% of this group have a computer at home. Low digital literacy and lack of access to technology created undesirable conditions in the delivery of social services, such as distance learning for students.

**Greater focus on inclusive recovery.**

We are uniquely positioned to not just serve the community as a whole, but also focus on

tailoring programs for vulnerable groups such as women, children, persons with disabilities, and the elderly. Beyond demographics, there is also a need to help micro and small businesses to find ways to stay afloat especially during these hard times.

**Underpin resiliency like never before.**

Resilience is more than just having a positive outlook — it is having the ability to prepare ahead and use resources to respond to, endure, and bounce back from unfavorable situations. Disasters have taught us time and again that having a cohesive response and plan of action enable our communities to move the needle between wreck to recovery.

**Responding to the challenges of the COVID-19 era**

As individuals, organizations, and communities around the world rethink their way of life and choices as a result of the pandemic, we found ourselves asking the same question of purpose: how can we make a more significant contribution to the communities we serve?

The Philippines continues to be hammered by COVID-19, ranking second in Southeast Asia for the highest number of confirmed cases and deaths. It strained our healthcare system, exposing decades-old problems in service delivery, manpower and funding. But beyond the case numbers, the impact of COVID-19 rippled across the everyday life of Filipinos.

Self-rated hunger is at its highest since 2014 as a result of job losses or underemployment. Five million or 14.6% of the labor force were either let go by their employers or had to look for additional work to meet their basic needs. In the education sector, enrollment dropped to 89% in both public and private schools combined, which means 2.3 million students are out of school. In urban areas where a large population sees a higher rate of transmission, the urban poor is disproportionately affected — facing hunger, joblessness, lack of access to basic services, and threats to their safety.

COVID-19 has challenged the status quo of corporate social responsibility.



**138,490**  
Number of Beneficiaries



**264**  
Number of Participants in Capacity Building Programs



**423,515**  
Number of Direct and Group Beneficiaries



**270,441,450**  
2020 CSR Fund Allocation



**428**  
Number of CSR Projects



**CSR parameters and our success measures**

We continue to be guided by our CSR 2.0 parameters to ensure that we achieve inclusive impact. These parameters include the alignment with the Group’s core businesses and the Foundation’s program pillars, scalability, team member engagement, and provision of long-term benefits for our partner-communities.

CSR 2.0 JOURNEY				
YEAR	1.0	1.5	2.0	CSR FUNDS
2017	10%	37%	53%	PHP277 million
2018	7%	39%	54%	PHP261.7 million
2019	10%	49%	41%	PHP267.6 million
2020	46%	15%	15%	PHP270.4 million

In 2020, we focused our efforts in providing immediate support to the COVID-19 response, especially in providing our frontliners with personal protective equipment and families needing assistance with relief goods. We also made a PHP100 million donation through the Philippine Disaster Resilience Foundation’s Project Ugnayan, which aims to provide assistance by distributing grocery vouchers. This shifted our CSR 2.0 projects from 41% last year to 15% in 2020. Total funds provided by Aboitiz Foundation alone for COVID-19 response reached PHP189 million, which comprises the majority of our CSR 1.0 allocation.

**COVID-19 funds allocated by Aboitiz Foundation in 2020**

Aside from COVID-19, natural disasters have also impacted the Philippines. While we have had very strong disaster response efforts in the previous years, the ongoing pandemic has made it twice as challenging in 2020.

RELIEF OPERATIONS/RECOVERY			
DISASTERS	AMOUNT	BENEFICIARIES (FAMILIES)	BENEFICIARIES (INDIVIDUAL)
Taal Volcano Eruption	4,359,350	7,909	22,592
Masbate Earthquake	384,900	474	2,370
Manolo Fortich Bukidnon Landslide	78,300	29	145
Typhoon Rolly	6,206,100	9,304	46,475
Typhoon Ulysses	6,810,000	14,400	74,400
<b>TOTAL</b>	<b>17,835,650</b>	<b>32,116</b>	<b>145,982</b>

Due to the community lockdown brought by the pandemic, helping from home was made possible by the crowdfunding platform, KINDer by Aboitiz. Online donation served as the most convenient way to extend a helping hand to the communities in need.



**17**  
new KINDer campaigns focused on COVID-19 response, disaster relief, and livelihood recovery of affected families



**PHP5 million**  
amount raised in 2020 through the collective generosity by KINDer donors



**PHP700,000**  
amount raised to provide assistance to families affected by the Taal Volcano eruption



**PHP2 million**  
million total donations raised through KINDer’s partnership with T.O.W.N.S. and U.P Medical Foundation. This was used to procure Personal Protective Equipment of medical frontliners in various hospitals in Metro Manila.



**PHP1 million**  
total donations raised for disaster relief response for the communities affected by Typhoon Rolly and Typhoon Ulysses, which was used to provide relief kits and home repair materials to the affected households in Metro Manila, Rizal, Cagayan, and Isabela.



**PHP1.5 million**  
total amount of KINDer Gift Certificates sold, which served as personal gifts or corporate giveaways during Christmas season. Each Gift Certificate served as a voucher that can be donated to a KINDer campaign. The KINDer Gift certificates benefitted 14 partner organizations.

We believe that we can help in many ways. Through supporting other organizations in raising their funds through KINDer we strengthen collaboration and widen resource mobilization.

**iCSR: #OneAboitiz in action**

As the organization’s movements were limited due to the pandemic, the Integrated Corporate Social Responsibility (ICSR) focused its efforts in ensuring that the projects per island region co-implemented by the Regional Councils, were in full swing.

In Luzon, the business units through its integrated project, “Collaboration Towards Disaster Resilience,” conducted relief operations to communities in Northern Luzon affected by Typhoon Ulysses and in Bicol Region affected by typhoon Rolly. ICSR Luzon members organized to provide food needs, shelter repair and assistance in re-energization.

In the Visayas, the Regional Council focused its resources in responding to the COVID-19 pandemic, spearheading the relief efforts in Cebu and providing extended assistance to frontliners and patients in Cebu City’s quarantine centers, ensuring their immediate needs were addressed.

And finally, the Mindanao iCSR Cacao Agribusiness Project directed its efforts towards strengthening the Apo Farmers

Multipurpose Cooperative (AFAMULCO) through mentoring on financial management and record keeping, and membership management. The adopted community, which is composed of the Bagobo Klata Indigenous People, were also provided other livelihoods to augment income from cacao such as egg-laying machines and assistance in linking to markets for their fruit produce. This effort was joined by 9 Mindanao-based BUs.

**Education**

Aboitiz Foundation believes that education is an essential sector that must continue amidst the pandemic. Its disruption on access to education has encouraged the innovation of digital solutions, leading to the development of online platforms and activities to keep the Aboitiz scholars engaged and informed. These innovations enhanced the existing education programs, and more importantly, ensured continued access to education in the time of COVID-19.

- Keeping our scholars connected even from a distance is a priority. In 2020, the Aboitiz Scholarship Microsite was launched. It is a one-stop scholarship



Aboitiz Foundation scholars continued to have access to education through online platforms despite the disruptions caused by the pandemic.

hub created exclusively for our scholars nationwide. This app is easily accessible to all scholars nationwide. It contains features such as updating their profile, an advisory page where they can access the latest announcements and guidelines, and e-learning page where they can access webinars and modules that will help them cope with the new normal.

- Holistic support is also important for the scholars in these trying the times. Aside from the financial assistance, scholars and other education stakeholders also need to be guided on how to navigate in the new normal. To attain holistic support, Aboitiz Beyond Classrooms (ABC) was put into place. ABC is a virtual learning series which serves as a platform that combines all virtual learning activities targeting various education stakeholders. The learning sessions keep the scholars informed of topics that are relevant to them, and keep them engaged through conversations with guest speakers and the Aboitiz Foundation project team.
- As we fully embrace digital transformation in the new normal, the Aboitiz Scholarship Application Portal was launched. It is an online application system which moves the annual recruitment process from manual to online. The system allowed applicants to apply for the scholarship in just a few clicks, and significantly reduced man hours in terms of screening and reviewing the applications.



**BRIDGING EDUCATION TO EMPLOYMENT (2014-2020)**

	SCHOLARS	GRADUATES	EMPLOYED BY OTHERS	EMPLOYED BY ABOITIZ	EMPLOYMENT RATE
College	505	517	310	52	70%
Techvoc	672	618	324		52.43%

### Enterprise Development

We aim to support our partner cooperatives and MSMEs nationwide to restart their operation and recover from the economic loss and failure brought about by the pandemic. Supporting cooperatives and MSMEs is vital for preserving jobs and productivity. This also includes helping them take advantage of the use of digital tools to continue operating their businesses and providing services to cooperative members.

- Implemented Digital Coops in partnership with UnionBank's GlobalLinker and DTI, transforming our coop-partners into digital coops so they can take advantage of emerging opportunities in e-commerce. The project assisted cooperatives and MSMEs to utilize digital technology for their businesses, specifically for banking transactions, member transactions, e-commerce and e-learning. These were conducted through online training and mentoring sessions, assistance in applying for and utilizing banking products, e-commerce platforms and e-learning portals.
- Provided [re]start support to help communities recover their livelihoods that were affected by COVID-19. Our partner cooperatives/MSMEs received "re-starter" kits such as farm inputs, bakery package and egg laying machine that will help their organization to recover from economic loss and can provide employment opportunities to the community members. The project was implemented in close partnership with the different Aboitiz Business Units where partner cooperatives are located and in collaboration with different government agencies, NGOs, and private entities. The framework of the Restart Program is aligned with the recovery plan of the government which includes financial or capital assistance, supply chain and market linkages for new business, business diversification or reinvention and skills development, and retooling. At the end of the project, partner cooperatives have used the restarter packages to restart their businesses. They have also accessed financing or acquired new skills and suppliers/buyers to help recover their businesses.
- Launched the Community Marketplace Microsite which supported the cooperatives in marketing their products online. This is a one-stop shop where Aboitiz team members can access or avail the products and services of our supported communities nationwide.
- Conducted E-learning Seminars on Cooperative Strengthening, and Business Continuity Planning and Disaster Risk Reduction, in partnership with the Department of Agriculture, Cooperative Development Authority, and Go Negosyo which benefited 264 participants in 9 organizations nationwide. The training conducted aims to strengthen and enhance the management leadership skills of our partner organizations/communities.

### Environment

Our Environment program ensures that projects undertaken directly or through partnerships will maintain and enhance the benefits of ecosystem services, build resilient communities, and promote an environment-friendly transport system.

**A-Park.** In line with the extension of the DENR's Enhanced National Greening Program to 2028, which aims to revitalize what it cited as "the remaining unproductive, denuded, and degraded forestlands nationwide through reforestation initiatives," Aboitiz Group has transcended its target to plant 9-million trees by 2020. As of December 31, 2020, there were 11.73-million trees planted, in partnership with the tree growing project of Ramon Aboitiz Foundation, Inc., the Philippine Business for Social Progress, and the Carbon Sink Management Program of Therma South, Inc. and Therma Visayas, Inc.

**Aboitiz Cleanergy Park.** In 2020, Aboitiz Cleanergy Park was cited as a birdwatching haven according to a local expert, with its wide variety of animal habitat types combined with the area's relative isolation and secure environment. The eight-hectare park showcases a mangrove reforestation

site, nursery, and botanical garden for the propagation of 29 natives tree species and is home to 100 species of birds. Since 2014, the park has already released more than 4,939 hawksbill hatchlings, planted 13,992 mangrove propagules, and rescued 16 pawikans (sea turtles).

#### **Balabag Wetland Park (Wetland 4).**

Even with the onset of the pandemic, rehabilitation efforts continued for the Balabag Wetland Park (Wetland 4) in Boracay, Aklan. The turnover was set for 2021 which saw the conversion of the whole area to an urban linear park, along with these enhancements:

- Installed 5 aerators to improve the water quality.
- Installed 3D Boracay signage which tourists and locals can use for social media photo-ops.
- Completed the community center which serves as an activity area (in front of D'Mall).
- Completed the perimeter landscaping and pavers in the whole area for visitors to walk around and interact with nature.
- Completed the parking area for visitors' proper loading and unloading area.



The Aboitiz Cleanergy Park in Davao City has been cited as a birdwatching haven.

**San Juan River Rehabilitation.**

In partnership with DENR, the #WOWSanJuanRiver program or the San Juan River (Manila Bay) Rehabilitation Project has continuously conducted stakeholder engagement initiatives involving different government agencies in the development of a working framework, and a model for other Manila Bay tributaries. Part of the pipelined activities with the community is the eco-hub, the purchase of trash traps, and a small boat to clear areas and sections of the river.

**Calubcub II: Pawikan Conservation**

**(Year 3).** AboitizLand, in partnership with UP Diliman-Institute of Environmental Science and Meteorology, achieved the company’s goals in setting up the facilities for the Pawikan Conservation in Brgy. Calubcub, Batangas. The group continues to research and monitor environmental impacts, conduct conservation operations, capacity-building, and Information, Education and Communication (IEC) activities within the supported locality. And as of end-2020, a total of 1,181 pawikan hatchlings were released in Seafront, Batangas.

The first fully electric, free ride shuttle service in Mindanao was launched in Davao City on December 11, 2020. The **BEST Bus (Business for Environmentally Sustainable Transformation)** has a seating capacity of 30 persons but can only accommodate 15 passengers, in observance of the physical distancing, to curb the coronavirus transmission. The BEST bus would provide a safer and more convenient transport experience and bring Davao City closer to a more sustainable future.

The COVID-19 pandemic has caused an upheaval in social and economic life across the country and the most severely affected are the MSMEs. For these businesses to survive, they must be able to adapt their operations to the new environment. As such, we conducted a **blended e-learning program on DRRM and Business Continuity Planning** for the 99 participants of the Department of Agriculture - Philippine Rural Development Project. Business continuity planning is a component of building business resilience in normal times and is especially critical in cases of large disasters like the pandemic.



Davao City Mayor Sara Duterte (center) during the launch of the BEST Bus.

**Creating resilient, empowered, and sustainable communities**

As the pandemic left no community unaffected, our focus on resilience is anchored on the need to find solutions that will protect the communities we serve from the crippling impact of disasters. The United Nations expounds on this: “Resilience is about anticipating, planning and reducing disaster risk to effectively protect persons, communities and countries, their livelihoods, health, cultural heritage, socio-economic assets, and ecosystems.”

Aboitiz Foundation’s long term vision and aspiration is aligned with the government’s Ambisyon Natin 2040 – which envisions families that thrive in vibrant, culturally diverse, and resilient communities. While that may still be a long way to go, we commit to begin the work now. For 2021, we direct our focus on these four key strategies:

- *Integrate resiliency as a goal and framework.*  
We will consider all the dimensions where we can help prepare and equip individuals and communities we work with; in facing social and economic disruptions.
- *Use digital technology in CSR programming.*  
We will help bridge the gap for individuals and communities struggling with access and use of technology. Our programs will help accelerate technology adoption for students, educators, and other members of the community; and assist micro and small businesses to use e-commerce platforms to keep their livelihood thriving.
- *Increase core business interventions.*  
Our work in the past three decades in the education, environment, and enterprise development sectors helped establish the portfolio of competencies that we have today as a foundation. We have also created trusted relationships in the communities we work with, and strong ties with partners in the public and private sectors. There is no greater time than now to ramp up our core work in these sectors, and sustain the momentum of the programs we’ve built.
- *Scale up social impact.*  
Our core value of teamwork will always guide how we collaborate in projects with the many business units across the Aboitiz Group. Our people on the ground know best — and as a team, we will create and scale up smart, localized solutions that will yield immediate positive results, where it matters.

We are writing this report at such a time when Filipinos eagerly await for vaccination to begin. A remarkable year has taught us to review the path we charted ourselves to conquer, both as individuals and as an organization. 2020 is also a year that cemented the Foundation’s mission to enable more communities to be resilient — bouncing back from adversities because they can; empowered — leveraging technology to create opportunities to thrive; and sustainable — conscious of the finite yet accessible natural resources, and embracing environment-friendly practices.



# Milestones

- Launched the Aboitiz Scholarship Microsite, a one-stop scholarship hub created for our scholars nationwide. This app is easily accessible to all scholars nationwide.
- Successfully conducted the Aboitiz Beyond Classrooms, a virtual learning series for Aboitiz Scholars which serves as a platform that combines all virtual learning activities targeting various education stakeholders.
- Launched the Aboitiz College Scholarship Application Online, moving the annual recruitment process from manual to fully digital.
- Successfully implemented the KINDer GC, a project that promotes a KINDer Christmas by encouraging the spirit of giving through KINDer Gift Certificates. From the initial target of PHP200,000 the project reached PHP1.5 million at the end of December 2020.
- Implemented Digital Coops in partnership with UnionBank's GlobalLinker and DTI, transforming our coop-partners into digital coops so they can take advantage of emerging opportunities in e-commerce.
- Provided [re]start support to help communities recover their livelihoods that were affected by COVID-19.
- Launched the Community Products Microsite which supported the cooperatives in marketing their products online.
- Conducted E-learning Seminars on Cooperative Strengthening, and Business Continuity Planning and Disaster Risk Reduction, in partnership with the Department of Agriculture, Cooperative Development Authority, and Go Negosyo which benefited 264 participants in 9 organizations nationwide.
- Launched the AXIS eLearning for CSR BU Officers, which aims to effectively educate the AXIS users of the system's capability and functions to navigate the system with minimal assistance.
- Launched the CSR Academy Microsite, a platform that provides online courses and modules that the Foundation curated from various sources. Aboitiz CSR Academy responds and executes one of Aboitiz Foundation's strategic pillar Capability Building, to enrich the CSR professionals in the Aboitiz Group so they can effectively deliver their social responsibility mission.
- Conducted CSR 102 and CSR Clinics, activities that emphasizes the details of using AXIS, project documentation and implementation requirements both in accounting and admin systems.
- Partnered with civil society organizations to implement 17 new various donation campaigns on our crowdfunding website, KINDer by Aboitiz.



- Spearheaded several relief operations to include Taal Volcano Eruption, Masbate Earthquake, COVID-19 Response, Typhoon Rolly and Ulysses.
- Implemented post-disaster livelihood rehabilitation projects for Taal Volcano eruption and Masbate earthquake-affected internally displaced people.
- Launched the BEST Bus (Business for Environmentally Sustainable Transformation), the first fully electric, free ride shuttle service in Mindanao, making Davao among the first pilot cities in the country.

## Outlook

- Pilot Adopt-a-City to promote disaster resilience via resource-sharing, to properly equip the city in times of emergencies and disasters, and to prepare it in terms of immediate recovery.
- Implement LCF WinS (WASH in Schools) in cooperation with the League of Corporate Foundations (LCF) and other corporate foundations to ensure a clean and safe learning environment as we prepare for the resumption of physical classes across the country.
- Establish Digital Schools or digital learning delivery by building the capability of educators to teach online and to support the Learning Continuity Plan (LCP) of the Department of Education. We will do this by partnering with UnionBank and CitySavings on their implementation of HEROES 2021 and PROJECT AGILE.
- Continue to bridge education to employment by continuing our college and techvoc scholarship programs and pursue existing education projects aligned with our strategy.
- Expansion of Digital Coops Project / E-Commerce in more areas and exploring the use of digital technology in agriculture to help farmers access new markets or facilitate partnerships and processes across value chains.
- Evaluation of the pilot implementation of BEST Bus and explore expansion in other areas.
- Focus on watershed rehabilitation to include protection and conservation practices and agroforestry aside from tree planting.



# ABC Story

## Aboitiz-supported coop hits PHP100M in assets, gives back to community amid COVID-19



Months before its December 2020 target, Benguet-based Thanksgiving Multi-purpose Cooperative (TMPC) hits 'Php100 million in assets', thanks to the support of the Aboitiz Group.

What was once a small all-women cooperative with an initial membership of 22 and a starting capital of only Php 102,500 has now become an 800-strong membership that owns a total asset of over PHP100 million, including its four-story building along Camp 6, Kennon Road in Tuba, Benguet – a notable milestone amid the challenges brought about by the COVID-19 pandemic.



TMPC is a multi-business cooperative that offers loans, savings, and time deposits, as well as miscellaneous services such as photocopying and bookbinding. In collaboration with Hedcor and Pilmico, we provided financial assistance, capacity-building, as well as livelihood skills training for its members such as dressmaking and baking, among others.

The restrictions of the health crisis saw TMPC's loan applications and payments decline as cooperative members opted not to apply due to payment uncertainties as the majority of them were unable to work upon the imposition of the Enhanced Community Quarantine (ECQ) in the area.

However, these restrictions soon became opportunities as the ECQ prevented other bread suppliers from entering their community. As the only bakery operating in the area, the TMPC bakery operates day and night to meet the demands of the community. This has brought their income to a 117% increase in terms of sales from the month of March and April, compared to January and February of the same year. Their grocery store also saw a 50% sales increase despite the ECQ.



Through Aboitiz Foundation's enterprise development program, the Thanksgiving Multi-purpose Cooperative was able to grow their dressmaking and bakery businesses.

"Thank you for donating our starter kits for our dressmaking and bakery business which we now enjoy and very much in demand in this time of the pandemic. Again, the officers and members of the Thanksgiving Multi-Purpose Cooperative are very much privileged to be one of your chosen partners in fulfilling your Corporate Social Responsibility (CSR). Without the support extended to us by Aboitiz Foundation, HEDCOR, and Pilmico, we will not be able to reach our status today, a large cooperative with an asset of over Php100M," said Emma Golocan, General Manager of TMPC.

### Giving back to the community

With the success of TMPC, the cooperative pays it forward by giving back to the communities it serves. Recently, the cooperative conducted a relief operation in the affected areas of COVID-19.

"What sets us apart from other cooperatives is perhaps our belief that 'in giving, you shall receive'. TMPC donates 10% of its annual net income to the church since the beginning of its operation in 1993. This is a true testament to our faith in the Almighty and with all the unending support of our partner agencies, the officers, and the members, I can say that we made it all possible for TMPC to be where we are now," Golocan added.

TMPC also conducts regular medical and dental missions, participates in community clean-up drives, implements tree planting activities, initiates Brigada Eskwela every start of the school year, and other similar initiatives.

"With all of us working together, we can make more self-reliant organizations like TMPC – able to firmly stand on their own, grow their businesses, and in their own inspiring ways, contribute to co-creating safe, empowered, and sustainable communities," said Maribeth L. Marasigan, Aboitiz Foundation President and Chief Operating Officer.

Through our enterprise development program, we empower cooperative members with effective organizational management and technical skills, financial and infrastructure support, and access to the market to help grow and expand their business. Since its inception, this program has benefited over 53 cooperatives with nearly 16,000 members as of 2019.



Target 10.2 Empower and promote the social, economic and political inclusion of all