

Center
for Social
Development

OPERATIONAL HIGHLIGHTS

The Center
for Social Development (CSD)
pursued initiatives in development areas related to
education, the environment, youth development, technology
entrepreneurship, and migration. It was able to gather the support of both
old and new partners to ensure the success of its programs.

AYALA SOCIAL INITIATIVES

Ayala Foundation Inc. (AFI) continued to move forward in 2008 with its program for strengthening corporate citizenship within the Ayala group of companies. Through the Ayala Social Initiatives, AFI now convenes the Ayala Corporate Social Responsibility (CSR) Council.

As part of the ongoing effort to enhance Ayala's CSR programs and to establish a strategy for effectively communicating these programs to stakeholders, key representatives from Ayala companies attended an ASI orientation on the Global Reporting Initiative (GRI), an internationally accepted standard for sustainability reporting. The Ayala group is the first business house in the Philippines to adopt this standard.

This move signals the Ayala group's commitment to monitor and assess its performance in terms of the triple-bottom line, which not only considers a company's profitability, but also its environmental and social obligations.

The first Ayala Social Initiatives Corporate Social Responsibility Report, *Focus for Greater Reach and Impact*, was published in November. The report discusses the CSR programs of the Ayala group in 2007. The first steps have already been taken to produce the conglomerate's first sustainability report, which will be released in 2009.

GFMD 2008 CIVIL SOCIETY DAYS

With the help of its network of partners, AFI convened the Civil Society Days of the 2008 Global Forum on Migration and Development (GFMD) in Manila in October. Over 270 delegates, experts, and speakers from 60 countries attended the civil-society gathering to discuss global migration issues.

In preparation for the event, AFI conducted national consultations with civil society groups in Metro Manila/ National Capital Region, Luzon, Visayas, and Mindanao. A national consultation workshop was also organized to consolidate inputs from local civil society with the event's agenda, and to select 30 local delegates to the Global Forum.

MacArthur Foundation provided a grant of \$450,000 to AFI, through Ayala Foundation USA (AF USA), for the civil society event. The total funds generated for the caucus amounted to about \$800,000.

AYALA FOUNDATION USA

The year 2008 boded well for AF USA and its Philippine-based partner organizations as the group mobilized close to \$2.3 million in the US—the highest amount AF USA has raised since it started in 2000. Notably, AF USA's volunteer group in the New York/Tri-State area exceeded the \$50,000 fundraising target it had set at the start of the year.

AF USA's other volunteer groups held awareness campaigns all over the US, conducted workshops, and organized fundraising events to benefit various social causes in the Philippines, such as education, health, enterprise development, environment, and disaster relief.

Twelve Philippine organizations were added to the AF USA family of supporters, increasing its total number of partner organizations to 156. Also, 1,013 individuals and institutions were added to the list of donors.

The cumulative number of AF USA donors is 2,275.



THE GILAS SOCIAL CONSORTIUM

Through the Gearing Up Internet Literacy and Access for Students (GILAS) consortium, AFI advanced its goal of providing the youth with access to innovative educational tools by connecting an additional 448 public high schools or around 224,000 students in the country to the Internet. As program manager and secretariat of GILAS, AFI seeks to connect all the 6,300 or so public high schools in the Philippines to the World Wide Web.

A total of 2,102 public high schools, or more than 2 million students, in the Philippines are now linked to the information superhighway. Furthermore, 9,359 teachers nationwide have undergone training on information and communication technology, computer maintenance, networking, and project sustainability.

The public sector fundraising campaign of GILAS yielded P5.9 million for Luzon, P150,000 for the Visayas, and P9.8 million for Mindanao. The Ayala group accounted for P20 million of the total private sector donations received by the program, while non-Ayala donations amounted to P8.9 million. GILAS raised a total of P54.4 million in cash donations, and P6.2 million worth of in-kind donations from the public sector, private sector, and benefactors overseas. To date, public high schools in 37 cities and provinces in the country are connected to cyberspace.

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SOLID WASTE MANAGEMENT

In partnership with Ayala Land Inc., Ayala Property Management Corporation, Ayala Center Association, Makati Commercial Estate Association, and other institutions, AFI promoted greater public awareness of environmental concerns and introduced innovative strategies that encourage public involvement in managing solid waste.

As part of its campaign to educate the public on ecological solid waste management, AFI conducted 32 waste management seminars in the Makati Central Business District (MCBD) and Bonifacio Global City. These seminars were held in Ayala malls and Ayala properties, as well as in AFI's partner communities in Taguig City.

AFI also kept its focus on working with the buildings in the MCBD. Out of 372 buildings in the district, 319 are now managing their solid waste. As a result, approximately 1,407 tons of recyclable waste—worth an estimated ₱9.3 million—was recovered from the MCBD alone.

To further communicate the importance of caring for the environment, AFI coordinated with recyclers for the Ayala Recyclables Fair (formerly called Waste Market). These fairs were held in different Ayala venues, and provided institutions and individuals a convenient way for the proper disposal of their recyclable waste materials and even the chance to earn money on the side.

In past years, these recyclables fairs were usually held only in Ayala properties. But in 2008, several universities expressed interest in holding similar events in their campuses: special fairs were held at the University of the Philippines Manila, De La Salle University, and Ateneo de Manila University. The fairs had a total of 1,725 participants and collected 162 tons of recyclable materials and 10,800 pieces of used lead-acid batteries and ink and toner cartridges. These items were estimated to be worth ₱1.3 million.

The community-based implementation of the Solid Waste Management (SWM) program in two barangays in Taguig also gained support in 2008. For instance, daycare, grade school, and high school students from five schools in barangay Ususan bring their recyclables from home to be sold to an accredited buyer every week. As a result, a total of 11 tons of recyclables, worth ₱51,800, was collected from July to December.

Since 2001 when the program started, 24,000 tons of waste (worth an estimated ₱113 million) has been recycled, saving about 12,000 cubic meters of landfill space.

Despite the challenges of implementing the SWM program because of the fall in prices of recyclables, AFI continued to tap the strength of its partnerships to sustain the project. AFI invested in building relationships with communities and local governments to promote environmental awareness, and to gain public support in protecting our natural environment.

As environmental issues go beyond solid waste, AFI has also begun developing a program that will focus on other critical areas of environmental protection.

Building on the platform of its SWM program, AFI is expanding its environmental initiative to include clean air, clean water, and energy-efficiency programs.

AYALA YOUNG LEADERS CONGRESS

AFI brought together 73 young student leaders from all over the country for the 2008 Ayala Young Leaders Congress. The AYLC is an annual three-day summit of some of the most promising student leaders in the country. Over 400 alumni attended AYLC's 10th-anniversary grand reunion, which brought together participants from previous congresses. The reunion showcased various initiatives of AYLC alumni, and included workshop sessions and a talk by Pampanga governor Ed Panlilio.

The program's youth leadership development unit, with the help of AYLC alumni, also organized activities such as the I Am Ninoy Congress, the AYLC Leadership Forum, and the AYLA-CESB Intergenerational Leaders Dialogue. Partners for these events included the Benigno S. Aquino Foundation and the Kaya Natin Movement, among others.

The Resource and Fund Generation Project for Disaster Management of Ayala Young Leaders' Alliance (AYLA) carried out relief operations in Eastern Samar, Iloilo, Aklan, and North Cotabato, offering assistance to families affected by natural disasters. More than ₱1 million in donations was gathered to support these efforts. The AYLC Secretariat, AYLA Iloilo Chapter, and AYLC Region XII chapter led these operations, which benefited over 6,000 families.

For the 2009 congress, students from 251 schools nationwide were invited through school caravans, which yielded 524 applications.

From a pool of 141 short-listed nominees interviewed by Ayala executives, 75 participants to the 2009 AYLC were selected.





TEXT2TEACH

Text2Teach aims to provide a total of 350 public elementary schools with rich multimedia packages and videos in English, Mathematics, and Science by 2010. With the grant provided by Nokia in 2007, AFI was able to start the implementation phase of the project in 2008.

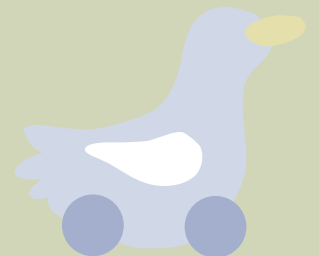
The Text2Teach package also comes with a 3G-ready mobile phone with 8 GB memory and a 29-inch television set.

In 2008, Text2Teach began its preparatory work with other partners and identified 217 under-resourced schools to be given the Text2Teach technology, in 3G-ready areas in Northern Luzon (CAR, Regions 1 and 2).

As the program's lead organization in resource mobilization, AFI also initiated talks with government units to look for counterpart funding, ensure the program's sustainability, and start providing the initial targeted 82 schools with the necessary technology. These schools are in Isabela; Tuguegarao City; Baguio City; La Trinidad, Benguet; and Vigan and Candon City, Ilocos Sur.

AFI was also tasked with preloading the mobile phones with rich content from Pearson and SEAMEO INNOTECH (Southeast Asian Ministers of Education Organization–Regional Center for Educational Innovation and Technology).

Globe Telecom provides a twice-a-year load allowance for downloading new or updated content. To date, 410 teachers from the initial set of 82 schools have undergone training related to the implementation of the project.



EDUCATION AND LIVELIHOOD SKILLS ALLIANCE

The second phase of Education and Livelihood Skills Alliance (ELSA), a project funded by the United States Agency for International Development, was formally launched in February. AFI, a key member of ELSA, is involved in community organizing, relationship building with schools and municipalities, resource mobilization training, and youth leadership training.

Activities included generating baseline data in the identified priority areas; touching base with local governments, field partners, and schools; and facilitating the introduction of ELSA's interventions in the priority areas.

AFI assessed the capacities of 105 parent-teacher and community associations and seven local school boards. It also participated in the Department of Education's Brigada Eskwela project and book distribution to Mindanao schools. Around 210 youth leaders participated in leadership training camps held in Bongao, Tawi-Tawi; Kidapawan, North Cotabato; Koronadal City; and Zamboanga City.



AYALATBI

The Ayala Technology Business Incubator (AyalaTBI) supports the formation and development of technology-based businesses. AyalaTBI advanced its goal of implementing and supporting projects that help local entrepreneurs find means to set up and sustain technology-oriented business ventures.

AyalaTBI now has four facilities that can accommodate 48 technological startups. These facilities are located in the following areas: University of the Philippines Diliman campus (UP-AyalaTBI), Asian Institute of Management campus (AIM-AyalaTBI), University of the Philippines Visayas in Cebu campus (UPV Cebu-AyalaTBI), and the TechnoHub (TechnoHub-AyalaTBI), also in UP Diliman.

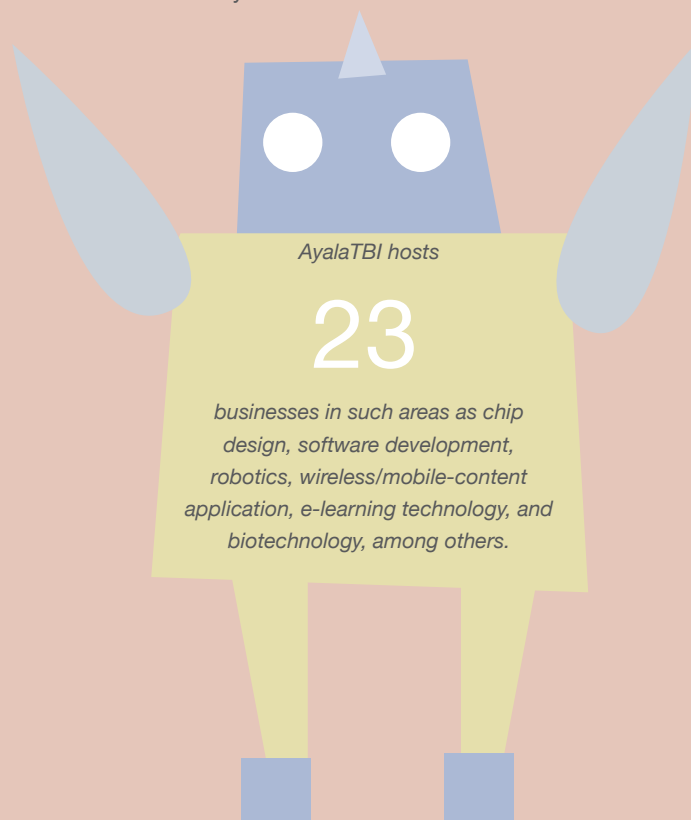
The occupancy profiles of these facilities are as follows: nine startups out of nine facilities in UP-AyalaTBI, three startups out of 17 facilities in AIM-AyalaTBI, two startups out of 10 facilities in UPV Cebu-AyalaTBI, and 12 startups out of 12 facilities in TechnoHub-AyalaTBI.

As of 2008, the program was hosting 23 businesses in such areas as chip design, software development, robotics, wireless/mobile-content application, e-learning technology, and biotechnology, among others. AyalaTBI also expanded its service network through technology forums that attracted about 1,000 participants. The program organized six Innovation Forums in Makati City; four Innovation Forums in Cebu, Davao, Cagayan de Oro, and Baguio; and three Kape + Teknolohiya (coffee and technology) forums at UP.

Furthermore, AyalaTBI conducted two TechBootCamps (three-day training on technology entrepreneurship) with Morph Code for 60 Software-as-a-Service (SaaS) developers, and with UP for 200 research and development teams and engineering and technology entrepreneurship students.

AyalaTBI widened the reach of its Start-Out-of-the-Box (SooB) starter package to help locators with human resource, payroll, benefits, accounting, bookkeeping, Internet protocol, and legal services. It also developed 10 case studies on technology entrepreneurship, and collaborated with the Department of Science and Technology (DOST) to develop two websites—labtechnetwork.org and philtechexperts.org—to map the supply chain for technology entrepreneurs.

AyalaTBI's strategic initiatives for 2009 include establishing a Council of Advisers on Science and Technology, and launching a Start Up Fund within the AyalaTBI network.



OTHER COMMUNITY DEVELOPMENT PROJECTS

AFI also implements several area-focused programs that invest in particular communities that need support for education, arts and culture, heritage preservation, and entrepreneurial development.

Much work has been done in Bohol, where 159 individuals from three communities underwent training in entrepreneurship.

To preserve Bohol's unique culture, AFI supported the restoration of the Baclayon pipe organ, which was built in 1824 but fell into disrepair in the 1940s. AFI was also instrumental in restoring the Dauis Convent roof to preserve the *trompe l'oeil* paintings on the convent's ceiling.

AFI's links to the Mangyans in Mindoro, meanwhile, remained strong, as the Iraya Mangyan Development program continued to support the education of 66 students and the training of four Mangyan teachers. Seven Mangyan parents served as volunteers in the implementation of AFI's projects. The program also offered medical assistance to 3,510 patients.

In Silang, Cavite, the AFI-managed daycare center, Buklod Bahayan, continued to implement holistic development programs for children from poor families.

Parents also participated actively in the project. Teachers and parents rendered volunteer hours worth ₱135,050. Furthermore, the parent-teacher association raised funds for school activities. Preparations are ongoing to turn over the daycare's day-to-day operations to the parent-teacher association in the next school year.

