



THE 4TH PHILIPPINE CONFERENCE ON RESEARCH IN CSR



THEME: “CSR Enhances Human Dignity”

September 29, 2014 | 7:30AM - 5:00PM

Asian Development Bank
6 ADB Avenue, Mandaluyong City
Metro Manila, Philippines

Presented by



**BENITA & CATALINO
YAP FOUNDATION**

Co-presented by



Supported by



COORDINATING COUNCIL *of*
PRIVATE EDUCATIONAL ASSOCIATIONS



Endorsed by



Department of Science
and Technology (DOST)



The BCYF Story

The Foundation was organized in 1993 to honor the memory of Catalino D. Yap, Sr., Founder of a number of schools around 1945 including St. Anthony College of Technology Pampanga, precursor of the SACT College System, one of whose programs is the SAOP (Saint Anthony Outreach Program), which included BCYF as one of its key offices.

Starting with scholarships and programs which assisted those affected by Pinatubo, the Foundation, now tethered to Saint Mutien College, quickly got involved with Sports, Education and Institution-Building projects till about the mid 2000s when there was a fortuitous meeting between Mr. Antonio Yap and Dr. Lilian Sison, then Dean of the UST Graduate School. Over the next few years, Mr. Yap would agree to organize the First Philippine Conference on Research in CSR while preparing suggestions on how UST might be able to get more involved in CSR, particularly CSR Research. It was clear to Mr. Yap that the wonderful work of various corporations in helping various segments of society, based on anecdotal and other evidence, would only be better served with such research at UST, at BCYF, and other institutions.

The Foundation is now organized into seven departments: CSR World, Institute for Social Enterprise and Development (ISED), BCYF Education, Consulting and Business Services for Social Enterprises (CBS), CSR Research Institute (CRI), Volunteer Matching Exchange (VMX), and BCYF Special Projects.



The 2nd National CSR Youth Leaders Congress with the theme: "CSR: Emerging Beyond Its Culture".



GameChanger Night: Community Social Enterprise, hosted by Coca-Cola Philippines, is part of BCYF's GameChangers Program, which aims to introduce and attract young professionals to social entrepreneurship.



CSR Caravan at the Pamantasan ng Lungsod ng Maynila. Other caravans have been to St. Scholastica's College-Manila, Mapua Makati, Lyceum of the Philippines-Batangas, Assumption College, and Far Eastern University.



BCYF also conducts Regional Student Leaders events. The picture shows the 2nd Regional Tertiary Student Leaders Forum at the Lyceum of the Philippines University - Cavite.

Welcome



Dear Participant,

Welcome to the 4th installment of our 5-year, five part introduction by BCYF of its key initiative -- CSR 3.0 (Personal CSR).

In the first Conference, Dr. Wayne Visser talked about “CSR Basics” and the idea that philanthropy and corporate good works were not CSR but these “traditional” charitable activities still deserve mention.

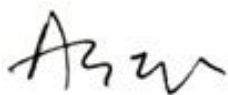


The second Conference, featuring Mr. Thomas Thomas, brought forth the idea that “Doing Good Is Not Good Enough”, while the third Conference explained that “CSR Is Not Just For Business”. In fact, Dr. Rebecca Kim Chung-hee explained that Human Value must be a top concern.

This 4th Conference, which features Ms. Angela Kang of the Global Competitiveness Empowerment Forum (GCEF), will bring forth the proposition that “CSR Enhances Human Dignity”. The Department of Science and Technology (DOST) Secretary Mario Montejo, in turn, will talk about how the science, technology, and manufacturing sectors with CSR will help the country develop.

We look forward to seeing you!

Very Truly Yours,



Antonio S. Yap
Founder and Chairman
BCY Foundation



Dr. Benita S. Yap, Ed.D.
Honorary Chair
BCY Foundation



The BCYF Board of Trustees. From L-R: Dr. Ma. Veronica Yap, M.D., J. Anton Yap, Ronaldo de los Santos, Po Tim Ang, Antonio S. Yap

*Not in photo:
Abp. Paciano Aniceto, D.D., Raymond Ma. Qua*



Members of the BCYF Advisory Council. From L-R: Mr. Benjamin de Guzman, Mr. Gil Miguel T. Puyat, Gov. Mariano Un Ocampo II.

Other Advisory Council members: Mr. Jose Araullo, Atty. Lamberto Dizon, Dr. Manuel Ramirez, M.D.



Members of the BCYF Experts Group. From L-R, top to bottom: Mr. JJ Moreno, Dr. Raul Sunico, Mr. Ed Amistad, Dr. Frankie Roman, Mr. José Rodríguez, Mr. Eric Canoy, Atty. Serafin S. Salvador, Jr., Arch. Felino A. Palafox, Jr.

Other Experts Group member: Dr. Robin Yap, Ph.D.

Program

Morning Session

7:30 - 8:00 REGISTRATION

8:00 - 8:30 OPENING CEREMONIES

Invocation

National Anthem

Welcome Remarks and Conference Introduction



Mr. Antonio S. Yap

Founder and Chairman

Benita & Catalino Yap Foundation

Mr. Yap is the President of the SACT College System and a former Principal with the SGV Group. He has served as the Bureau Director for Small and Medium Industry, is a past Chair of the Board for the Cultural Center of the Philippines (CCP), and one of two Convenors of the Presidential Task Force on Credit for the Poor. He is the Immediate Past President of the Philippine Association of Private Schools, Colleges, and Universities (PAPSCU).

8:30 - 9:00 PLENARY SPEECH

Science, Technology, Manufacturing, and CSR: Drivers for Economic Development

To pursue inclusive growth, the Philippines must grow its output and employment in order to be competitive, as stated in the Philippine Development Plan. Science, technology, and manufacturing will therefore be essential to drive this growth. To drive this growth, we need CSR as a key component.



Hon. Sec. Mario G. Montejo

Secretary

Department of Science and Technology

Prior to DOST, Dr. Montejo was a professor in the University of the Philippines's College of Engineering, his own alma mater. He and his team, utilizing Filipino technology, were behind the slides and waves in the water-themed amusement park Water Fun. He is also the CEO of Tree Top Adventures, which operates rides in Camp John Hay, Baguio.

9:00 - 10:00 PANEL OF REACTORS AND OPEN FORUM



Mr. Edgardo "Ed" Amistad

President

UCPB-CIIF Foundation

Ed is president of both the UCPB-CIIF Foundation and the UCPB-CIIF Finance & Development Corp. UCPB aims to uplift the livelihood of small coconut farmers and farming families through scholarships, training, reforestation efforts, and community infrastructure. He has previously served as chair of the League of Corporate Foundations.



Hon. Paolo Benigno "Bam" A. Aquino IV

Senator, 16th Congress

Republic of the Philippines

Bam is the youngest senator of the 16th Congress of the Republic of the Philippines and is a world-renowned social entrepreneur. He currently chairs the Senate Committee on Trade, Commerce, and Entrepreneurship and the Senate Committee on Youth. Bam has dedicated his entire career to empowering the youth and the poor, helping thousands of Filipinos improve their lives through access to opportunities and crucial support systems.



Ms. Natasha Davis

Senior Planning and Coordination Specialist

Chair, ADB Staff Community Fund

Asian Development Bank

Natasha has been with ADB for 11 years in operations, human resources, and institutional services. She is actively involved in the Transport Community of Practice (in particular, green logistics and cross-border transport), is a representative on Staff Council, and chairs the Staff Community Fund, a staff initiative of ADB that aims to help the needy in Metro Manila, where most of ADB is based in.



Mr. John Luis D. Lagdameo

Director, Business Resource Center

Ateneo de Manila University

An expert in business development, John heads several efforts into this field in the Ateneo de Manila University. Besides teaching marketing there, he is the director of its Business Resource Center, and is a faculty member of its School of Management Business Accelerator (SOMBA) program. He is also a business development consultant for VELPRINT Corporation, and the country coordinator for the Korea-based Resom Resort.



Mr. Darren Rushworth

Managing Director - Philippines & Emerging Markets

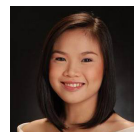
SAP Philippines, Inc.

Originating from Australia, Darren has been in the information technology industry for over 25 years, the past 18 years based in Asia with 9 of those years spent in the Philippines. He has extensive experience in sales, marketing, strategic alliances and management. He is very knowledgeable in doing business in the Philippines and across the Asia Pacific region. Prior to SAP, Darren worked with other multinational IT vendors and ran his own business specializing in automatic identification systems.

10:00 - 11:00 PANEL DISCUSSION

Making CSR a Lifestyle I: Youth CSR

Efforts in development and social responsibility are driven by people, for people. The effectiveness therefore of CSR falls on individuals who personally make citizenship, sustainability and social responsibility a lifestyle they live every day. Hear from several of them on how they live their CSR.



Ms. Joanna "Jojo" L. Armenta

Program Officer, CSR World

Benita & Catalino Yap Foundation

Beginning as a volunteer for BCYF's 1st National CSRYouth Leaders Congress, Jojo went on to head CSR World, the youth CSR arm of BCYF. Her experience in CSR began even as a student leader, where she initiated various programs and projects related to helping the less fortunate in Manila.



Mr. Michael Fua

President

AIESEC Philippines

At age 23, Michael currently heads the Philippine chapter of the world's largest youth-driven organization, AIESEC, which is present in 124 countries and territories with over 80,000 active members. In the past, he managed and designed AIESEC-powered youth leadership events such as the Global Youth Summit, Asia Pacific Youth-to-Business Forum, International Youth Leadership Conference, among others.



Mr. Ponce Ernest Samaniego

Lead Youth Coordinator, Youth Initiative

Asian Development Bank

A social entrepreneur experienced in training for youth and civil society organizations in various conferences from local to international, Ponce also co-founded the Outliers project, providing business development services for Philippine NGOs and social enterprises. A business administration major, Ponce availed of an Erasmus Mundus scholarship and spent a term in the University of Warsaw reading international business.



Ms. Renelyn Tan
Advisor
World Youth Alliance

Renelyn has been with the World Youth Alliance since 2007. She served as regional director for the Asia-Pacific region for five years, and moved on to become the overall programs manager. She was a key volunteer for BCYF, handling its Volunteer Matching Exchange (VMX) project.



Hon. Gregorio Ramon "Gio" A. Tingson
Chairman and CEO
National Youth Commission

Gio was president of the Sanggunian ng mga Mag-aaral ng mga Paaralang Loyola, the student council of the Ateneo de Manila University, and also served as chairman of the Student Council Alliance of the Philippines and external vice-president of the Union of Catholic Student Councils. He coordinated the university's task force for Ondoy relief, created a more efficient budget approval process in student funds, and led the formulation of a mid-term youth agenda among the Ateneo universities.

11:00 - 11:30 KEYNOTE SPEECH

CSR Enhances Human Dignity

In a diverse and divided society, how does one effectively pursue the common good? Here, the discussion is on why Human Dignity must be at the center of all CSR efforts and how can Citizenship, Sustainability and Social Responsibility enhance the value of the human person.



Ms. Angela Kang Joo-hyun
Founder and Executive President
Global Competitiveness Empowerment Forum

The Seoul-based GCEF aims to promote CSR, sustainability, and business integrity. Angela was advisor of the Presidential Council of Nation-Branding of her native South Korea and currently serves as a CSR advisor of Korea Trade Promotion Agency (KOTRA) and an advisor of Korea Social Enterprise Promotion Agency, among others.



Mr. Shin Kyung-nam
Principal Financing Partnerships Specialist, Office
of Co-Financing Operations
Asian Development Bank

Kyung-nam's line of work includes support of ADB's resource mobilization initiatives from private grant donors, including the Bill & Melinda Gates Foundation. Prior to ADB, he served 13 years in his native South Korea's Ministry of Finance as a senior official in public finance, tax, and international finance.

11:30 - 12:30 PANEL OF REACTORS AND OPEN FORUM



Mrs. Jan Chavez-Arceo
Partnerships & Linkages Officer, Legal Division, Inter-Agency Council Against Trafficking-in-Persons
Department of Justice

Besides her position in DOJ, Jan is also the co-founder, senior strategist, and managing consultant of Impact Solutions Research Institute, which is into research related to legal and social development among others; and chief strategist and creative officer of One Asia Touchpoint, which specializes in marketing research and brand activation among others.



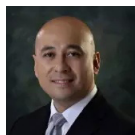
Dr. Marie Lisa M. Dacanay
President
Institute for Social Entrepreneurship in Asia

Apart from her own institution, Lisa has also previously served as vice-president of the Philippine Rural Reconstruction Movement, project manager of the Department of Agrarian Reform's (DAR) Asian Development Bank (ADB) Agrarian Reform Communities Project, and associate professor at the Asian Institute of Management (AIM), directing the Master in Entrepreneurship for Social and Development Entrepreneurs program.



Dr. Patricia Bustos-Lagunda
Immediate Past Chair
Coordinating Council of Private Educational Associations

Patricia is a school administrator involved in general administration, academic management, strategic business and organizational development of a university first to be granted autonomous status by CHED in Region III. She is actively involved in policy, legislation at the national level as well as in programs and services for member schools. Currently, she is Executive Vice-President of the Baliuag University in Baliuag, Bulacan, and is immediate past chair not just in COCOPEA but also in the Philippine Association of Colleges and Universities (PACU).



Mr. Jonathan Juan "JJ" Moreno
Past President
Institute of Corporate Directors

JJ previously served as Principal at Palladium Group, Inc., a global leader in strategy execution consulting founded by Harvard Business School professors - and the creators of the Balanced Scorecard - Drs. Robert S. Kaplan and David P. Norton. He was instrumental in helping BCYF organize the roundtables with Ortigas & Co. that led to the decision to organize the 1st Philippine Conference on Research in CSR.

12:30 - 13:30 Networking Lunch

Afternoon Session

13:30 - 14:30 CSR RESEARCH PRESENTATIONS

In order to be considered effective, CSR efforts must not remain anecdotal and must be supported by research and analysis. This hopes to influence more organizations to engage in research as they pursue their initiatives for the betterment of society.

Schools presenting include:

Ateneo de Manila University
Bohol Island State University
De La Salle University CBRD
Lyceum of the Philippines University - Laguna
Polytechnic University of the Philippines - San Juan



Photos of participants from (L-R): 1st (UST); 2nd (UST); and 3rd Philippine Conferences on Research in CSR (AIM)

14:30 - 15:30 PANEL OF REACTORS



Mrs. Chiqui Escareal-Go
President
Mansmith and Fielders, Inc.

Mansmith and Fielders, Inc. is the leading marketing and sales training company in the country. Chiqui also co-founded the Young Market Masters Awards, which recognizes exemplary feats in brand and business building from Filipino marketers and entrepreneurs 35 years old and below; and is executive director and vice-chairwoman of Waters Philippines, an MLM company distributing premium consumer durables such as the Waters Bio Mineral Pot and the Noah Ion Cell Cleanse Foot Detox System.



Dr. Francisco "Frankie" L. Roman, Jr.
Executive Director, Ramon V. del Rosario Center
for Corporate Social Responsibility
Asian Institute of Management

Frankie has been with AIM since 1970, currently teaching at its Washington SyCip Graduate School of Business. His research has made links between CSR and governance. He received his DBA from Harvard Business School, in International Business, with a sub-specialization in agribusiness in developing countries.



Dr. Benito "Ben" Teehankee
Chair, CSR Committee
Management Association of the Philippines

An Associate Professor at the De La Salle University, Ben has done research in the areas of ethics, leadership, social responsibility, and corporate governance. He was the founding president of the Philippine eLearning Society, president of the Philippine Society for IT Educators, founding president of the Philippine Academy of Management, and president of the National Association for Sikolohiyang Pilipino.

15:30 - 16:30 PANEL DISCUSSION

Making CSR a Lifestyle II

This panel is composed of individuals in the creative industry who use their passion and talent for arts to do good. This hopes to showcase that CSR is not just confined in the realms of business, social work, or government. CSR can be lived by anyone, no matter what field, background and age.



Atty. Alexander "Alex" B. Cabrera, CPA
Chairman and Senior Partner
PricewaterhouseCoopers Philippines

Alex has been in the aforementioned position since 2013, and also PwC Philippines' practice leader in Mergers & Acquisitions and international tax planning. He is also the managing partner of Cabrera & Co., a law firm he founded in 2002. He is a contributor columnist to "Taxwise and Otherwise" and MAP Insights column in *BusinessWorld*.



Mr. Danny de la Cuesta
Faculty Member
CSB School of Fashion & Design

Danny's creative and artistic career spans three decades of prolific output in design, training and consultancy. In 1994, he opted to broaden his horizon by extending his artistic calling by means of embarking into a career in Culinary Design. He became the first National Champion of the San Miguel Culinary Cookfest which paved him to pursue a Diploma in Culinary Arts at the Le Cordon Bleu Ecole de Cuisine, London Campus, England.



Ms. Haidy Ear-Dupuy
Social Development Specialist, Regional and
Sustainable Development Department
Asian Development Bank

A conservation biologist and agricultural economist by training, Haidy has worked in government and civil society organizations, tackling sustainable development issues like rural livelihoods, education, health, and microfinance. In ADB, her work with CSOs extends to coordination with South Asian CSOs, knowledge-sharing on related issues, support of their participation in ADB operations, and support to ADB's CSO Anchors Network.



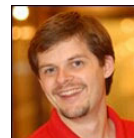
Ms. Mae Paner
Political Activist, Actress, and Producer

Mae's Juana Change persona has become popular on YouTube, where she represented different "characters" based on the current political and governmental landscape. She is also a partner-volunteer for BCYF, with its Big Change Media project.



Mr. AG Saño
Founder
Dolphins Love Freedom

AG and DLF are responsible for the murals depicting dolphins all around Metro Manila. Overcome upon watching a documentary discussing the annual slaughter of 23,000 dolphins in Taiji, Japan, the next day he began painting his friend's wall, which became viral on social media. In 20 months, the volunteer-run DLF had painted 35,000 dolphins on 200 walls. In May 2012, he and 1000 others painted the 1,075-meter Biodiversity Wall of Nature showcasing over 200 native mammalian and marine species.



Mr. Dylan Wilk
Co-Founder and CEO
Gandang Kalikasan, Inc. (Human ♥ Nature)

Dylan founded one of the UK's largest gaming companies, Gameplay (ICE Ltd.), and served as its director for seven years. But after experiencing a personal epiphany, he sold the company and became a volunteer for Gawad Kalinga, managing international partnerships, and marrying GK founder Antonio Meloto's daughter Anna in the process. The two of them, plus Anna's sister Camille, began Human Nature, an all-natural personal care enterprise, in 2008.

16:50 - 17:00

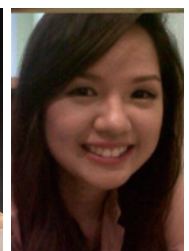
CLOSING CEREMONIES

Mr. J. Anton R. Yap
Executive Vice-President, BCY Foundation
President, Saint Mutien College



Conference Chairs, left (L-R):
Dr. Lilian Sison (1st Conference
Co-Chair);
Arch. Felino Palafox, Jr. (2nd Con-
ference);
Mr. Miguel T. Puyat
(3rd Conference)

4th Conference, right (L-R):
Mr. J. Anton Yap (Conference Chair);
Ms. Joanna L. Armenta (Co-Chair)
Ms. Noreen C. Bautista (Co-Chair)



About the Logo



The Conference logo is all about human dignity. The Circle reflects the innate worth in man. We are created in God's image, symbolized by the dark green portion above the person. Green is also the color of BCYF, and is a symbol of vitality and growth with everyone moving towards a CSR 3.0 lifestyle.

20th Anniversary



BCYF turned 20 in 2013. To celebrate, a special Concert featuring the Philippine Philharmonic Orchestra under the baton of Mr. Olivier Ochanine was held on November 30, 2013, at the Salakot in the Clark Special Economic Zone.

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Secretariat



Aloy Chua



Lalissa Singson



Erik Umali



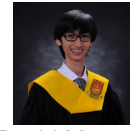
Maica Ylagan



Jamaica Lazaro



Anne Heramia



David Mercado



Janine Chiong



April Ong Vaño



Jaira Salunga



Manuel Yap



Fely Pinton



Errold Serrano



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