

# *Living by our purpose*

## Corporate Responsibility Report 2015-2016

*part  
of it:*



## At a glance: 2015 CR figures

800<sup>+</sup>

Number of people who participated in our CR projects



4,000<sup>+</sup>



Estimated number of volunteering hours

PHP7.7million

Cash donations received from PwC Philippines and PwC member firms in the aftermath of Typhoon Haiyan



2,948

Seat of Hope chairs in 21 schools all over the Philippines



94%

"I am satisfied with the actions PwC is taking to be socially responsible."

15

Number of scholars of Accountancy programs and review schools



1,993

Number of participants in campus programs

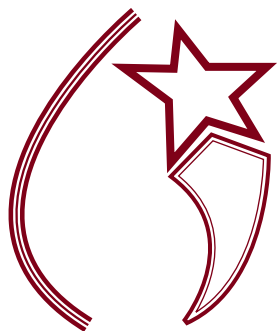


50%+

increase in members of the Isla Lipana & Co. Foundation, Inc.

3x+

increase in member contributions of Isla Lipana & Co. Foundation, Inc.



PwC East Cluster  
**Recognise** Awardee

*en1*repreneur 

9 Developmental Social Enterprise Awardees

27 Total number of entrepreneurs assisted



5

Number of times  
our office hosted  
an event for  
external CR events

Open  
office

13/800<sup>+</sup>

groups /people doing our  
*Tourism with a Purpose*  
campaign

90%

Our tree planting success rate

## Contents

01	Welcome message from Alex and Gina
03	Get to know our network and our firm
04	Corporate responsibility at PwC Philippines
06	Our approach to corporate responsibility
07	Delivering on what we promised: Haiyan relief and rebuild projects
10	Laying the foundation of hope: Our commitment to learning and education
15	Responsible business: An enterprise of integrity and social cause
19	Corporate citizenship: Keeping our people happy and our workplace positive
24	More than green: Caring for our environment
26	Details
27	Contacts
28	Acknowledgment



### About the cover

School children of an Aeta village in Sitio Maporac, Cabangan in Zambales receive school chairs from Isla Lipana & Co. Foundation's "Seat of Hope" project. These needy children and disadvantaged communities are the reasons that we exist to live our purpose as a responsible business.

## Welcome message from Alex



### Alex B. Cabrera PwC Philippines Chairman and Senior Partner

On our second year of reporting our Corporate Responsibility (CR) projects, we take a look at integrating the firm and our Foundation's reports. The Foundation acts as the left arm of our firm, without which, no work can be completed. Our CR initiatives will not be complete without the help of the people behind Isla Lipana & Co. Foundation.



**Hands-on care** Alex B. Cabrera and Gina S. Detera with the family beneficiaries of the Isla Lipana GK Village in Lawaan Samar during the shelter turnover to the victims of Typhoon Haiyan.

When current and former partners gather together, expect a huge amount of ideas and topics being discussed. What a great venue and platform to form a foundation just like Isla Lipana & Co. Foundation, Inc. (ILCFI) run by committed professionals with compassionate hearts.

The Foundation is not just an extension of our firm. Independently, it has a mind and a heart of its own, thinking and beating towards inclusive growth and common good.

Formed in 1997, ILCFI is our way of adapting to an ever changing need to embed corporate responsibility to the way we do business. We chose education, community engagement, and environmental stewardship as main focus areas of ILCFI programs. Believing that we are all part of a bigger solution to social challenges, the Foundation has a lot of promise and potential to help.

I commend the Board of Trustees and members of the Foundation for this first integrated CR report. I see this as a step on transparency and not as a picture of pride though we take pleasure in how and what our volunteers, employees and stakeholders have come up and are still planning to do. This report is a testament that in PwC we aim to do the right thing and be a catalyst for change.

To the Foundation and to the firm, congratulations and here's to more life changing projects and activities.

A handwritten signature in black ink, likely belonging to Alex B. Cabrera.

---

## Welcome message from Gina

**Gina S. Detera**  
**PwC Philippines Assurance Partner**  
**Corporate Responsibility Leader and**  
**Isla Lipana & Co. Foundation, Inc.**  
**President**

I will always say that I am blessed to be doing Corporate Responsibility (CR) as a partner of PwC Philippines. While most of my time is spent doing my Assurance work, I will always desire and find time to join a CR project. Being able to connect with our people who are generous donors and volunteers and create an impact on our beneficiaries – particularly with the children, are most memorable and well spent time.

This second Corporate Responsibility Report will speak of how proud we should be to be part of PwC. This report will show what is equally important to us. We desire to do responsible business, to be consistent in doing what is right, to take part in solving important problems in our society.

We feel privileged that in spite of our work schedule, the stress that we need to manage every day, the deadlines we should not miss, the people we need to coach within our teams – we find precious time to give back. About 94% of you say that you are satisfied with the actions our firm is taking to be socially responsible. Even with this confirmation, please know that we want to do more.

Going forward, we want to involve more people and expand our reach. Your partners believe that as we expand our business, we should be doing more to give back and create an impact in our society. The Isla Lipana & Co. Foundation is extending its reach that we have started to invite our employees, alumni and friends to become members of the Foundation. We are reconnecting with our Alumni and encouraging them to be part of the Foundation and participate in many projects that will benefit our less fortunate countrymen. Our firm believes in doing projects that will create more impact and will be sustainable for a long term. An example is our Developmental Social Enterprise Awards (DSEA) which aims to support Social Enterprises – the multipliers of inclusive growth for our country. This report will give you more information regarding the DSEA project.

We continue to progress in this aspect of our commitment to our people, clients, our less fortunate brothers and our country. We will aim to do the right thing and be the catalyst for change. We will always work hard to continue to build trust in our society and participate in solving important problems. It is always difficult to be consistent, but with all of us together in doing what we are called to do, then accomplishing our purpose should always be possible.

Thank you for all your generosity in sharing your blessings and may the Lord continue to guide and bless us.



## Get to know our network and our firm



### PwC

*PwC is among the leading professional services networks in the world.*

With offices in 157 countries and more than 208,000 people, we help organisations and individuals create the value they're looking for by delivering quality in assurance, tax and advisory services.

In FY15, PwC firms provided services to 418 companies in the Fortune Global 500 and 443 in the FT Global 500.

For the year ending 30 June 2015, PwC's gross revenues were US\$35.4 billion, up 10%, a strong performance in the face of some challenging circumstances.

### PwC Philippines

*PwC is known as Isla Lipana & Co. in the Philippines.*

Isla Lipana & Co. has provided professional services in the country for over 94 years. We stick to the highest quality standards in delivering audit and assurance, tax and advisory services within and outside the Philippines.

Our diverse team of experienced professionals includes accountants, tax advisers, systems analysts, economists, human resources professionals, project development managers, industrial engineers and investment advisors.

We now have 25 partners and over 1,000 professional staff.

**One network, One PwC** PwC network leadership led by Global Chairman and CEO Dennis Nally (seated fourth from right) with PwC Philippines partners during the 2015 APEC CEO Summit in Manila.



[www.pwc.com/ph](http://www.pwc.com/ph)

# Corporate responsibility at PwC Philippines

At the formal turnover of school chairs, books and toys. Bringing hope and joy to the children of Tambo North Elementary School, San Leonardo, Nueva Ecija.

## PwC Philippines Corporate Responsibility (CR) Team

*Our CR Team drives our firm's corporate responsibility strategies and commitments.*

Assurance partner Gina Detera heads the firm's Corporate Responsibility core team composed of volunteers from different departments and lines of service.

The members render volunteer hours to help in the planning and execution of the firm's Corporate Responsibility activities.

The core team works hand-in-hand with the firm's Human Capital, Ethics and Risk Management and Markets groups.



## Isla Lipana & Co. Foundation

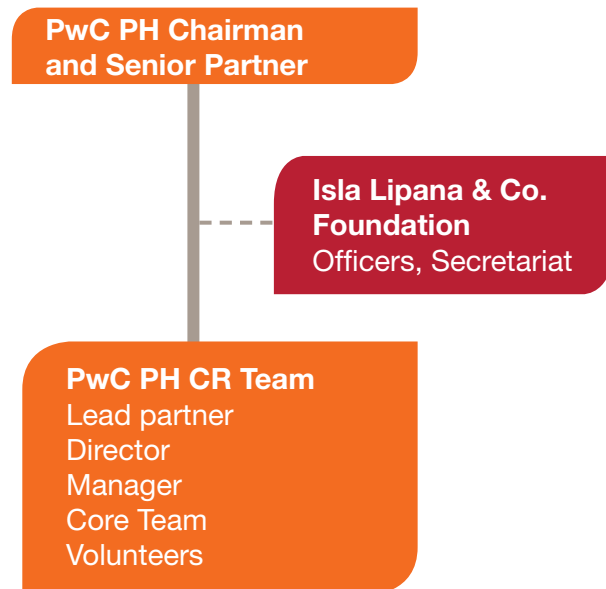
*Isla Lipana & Co. Foundation, Inc. is the official foundation of PwC Philippines.*

Established in 2007, the Isla Lipana & Co. Foundation, Inc. is a non-profit independent organisation composed of the firm's present and former partners in the Board of Trustees.

Purpose:

1. Promote social awareness and responsibility among partners, principals, employees, alumni and friends of Isla Lipana & Co.
2. Undertake socio-civic programs that promote responsible business, diversity and inclusion, community engagement and environmental stewardship.
3. Sponsor fora in accounting, taxation, business management or other similar programs in various educational institutions, and
4. Accept and receive donations, endowments, grants and contributions of any form and kind from any and all sources.

## CR leadership



## Program summary



## Reaching out to our alumni



Eight years after it was founded in 2007, the Foundation opened its doors to current employees and friends of the firm and to its alumni, where membership was exclusive to present and former partners of Isla Lipana & Co. This important move welcomes as many people who would like to get involved in the charitable work of the Foundation.

To know how to be a member and the benefits of being a member, please go to [www.pwc.com/ph/en/cr/ilcfoundation](http://www.pwc.com/ph/en/cr/ilcfoundation). Like us on [facebook.com/ILCFoundation](https://www.facebook.com/ILCFoundation).

### Board of Trustees:

- Gina S. Detera
- Myrna M. Fernando
- Editha O. Tuason
- Melissa L. Ramos
- Roderick M. Danao
- Wilfredo S. Madarang, Jr.
- Angelito M. Gabriel
- Oscar A. Torralba
- Rosario B. Nafias

### Past presidents of the Foundation:

- Tomasa H. Lipana (2007 to 2012)
- Judith V. Lopez (2012 to 2013)
- Blesilda A. Pestaño (2013 to 2015)

# Our approach to corporate responsibility

All our programs are guided on the aims and strategy of the PwC network

## Strategy

*At PwC we believe in being 'part of it': part of the global conversation and movement towards responsible business practices that create positive change in the world.*

Through our own CR agenda, we can be part of the solution to global challenges in two ways. We set out our strategic intent as:

Doing the right thing, which means playing our part on responsible business issues that are central to our business – from the quality of our services and the diversity of our people, to our engagement with communities and our environmental footprint.

Being a catalyst for change, which is about using our skills, voice, and relationships to work with others and influence activities that make a difference, create change and have a lasting impact on the world around us.

These aims form the core of our global CR Strategy. Across the PwC network, our firms support these network-wide goals.



## Focus areas

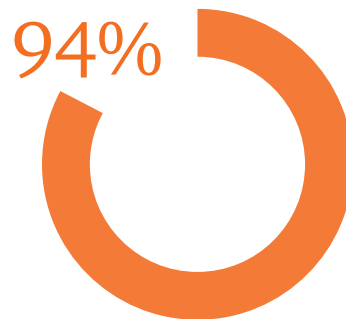
*To align and structure our CR activities across the network, we focus on four areas in which PwC people across the world can play their part*

**Responsible business:** focusing on issues on ethics, integrity and building trust; creating new client services; creating new reporting standards; developing approach to responsible and ethical procurement

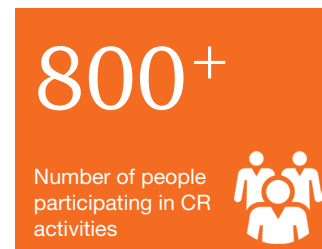
**Diversity and inclusion:** encouraging open minds; creating career opportunities; creating leaders; creating better work places for our people

**Community engagement:** supporting education programmes; supporting social entrepreneurs; raising reporting standards for non-for-profit sector; contributing to disaster recovery

**Environmental stewardship:** creating new client services; creating a new language for business decisions; reporting our green house gas emissions; supporting the creation of new water management methods; creating new sustainable office environments; engaging our staff



"I am satisfied with the actions PwC is taking to be socially responsible."



Delivering on what we promised

## ***Haiyan relief and rebuild project***

### **Shelter project**

*The turnover of the homes to families whose houses were destroyed by Typhoon Haiyan marks a significant milestone*

Isla Lipana & Co. through the Foundation sponsored a Shelter Project with Gawad Kalinga (GK) for the benefit of 20 families who survived Typhoon Haiyan in Lawaan, Eastern Samar in November 2013. The “PwC Village” was turned over to the beneficiaries on the second quarter of 2015. The funds for the Shelter Project came from donations received from the firm employees and partners as well as from PwC member firms around the world.

Called the “Isla Lipana GK Village”, volunteers from our firm joined in building these houses as part of the ‘sweat equity’ that Gawad Kalinga or GK villages are known for. Our people traveled to Lawaan in October 2014 and in February 2015 to participate in the GK house-build activity. They worked with the family beneficiaries to complete the project.

In May 2016, our CR volunteers visited the village to start profiling the home owners as the firm plans to propose a livelihood program for these beneficiaries.



As part of its community engagement activities, the firm through the Foundation organizes shelter reconstruction projects.



The Isla Lipana GK Village is home to 20 families in Lawaan, Eastern Samar who survived Typhoon Haiyan.

Family beneficiaries receive symbolic keys to the Isla Lipana GK Village.



.....  
*We didn't ask for help and yet you wholeheartedly approached and helped us. You do not know us, but you blessed us with this new house. May the Lord continue to bless more your company. Thank you very much!"*

*~ Isla Lipana GK Village beneficiary*

## Responding to Typhoon Haiyan

*Since the aftermath of the super typhoon in 2013, we have continued our efforts of rebuilding lives*

# US\$1,000,000

PwC global network donations

Donations from the PwC network of firms reached almost US\$1m

PHP7m was turned over to the Philippine firm. Some PwC firms gave directly to global disaster response organizations

The donations received by the PH firm were earmarked for medium- and long-term recovery and rehabilitation efforts

## PHP7.7m donation summary



### School repair and construction

**PHP1.9m**

In 2015, we completed the repair of six classrooms in Lawaan, Samar and the construction of a school building in Alang-alang, Leyte.



### Seat of Hope chairs

**PHP1.2m**

Through Isla Lipana & Co. Foundation and PhilamLife Foundation, we supplied classroom chairs and teachers' desks in schools damaged by the super typhoon.



### Shelter construction

**PHP3.3m**

We donated funds for the construction of one village in coordination with Gawad Kalinga.

**PHP1.3m**

Livelihood projects planned for 2016



### PwC Philippines' Haiyan story receives PwC award

*Every year the East cluster firms of PwC bestows a special award that exemplifies excellence.*

Our inspiring story of aiding the survivors of Typhoon Haiyan bagged the East Cluster (EC) region's most coveted PwC Experience Recognise Awards. It earned the most deafening applause from the EC leaders and its new partners during the 2015 New Partners' Experience Dinner held in Taipei City, Taiwan.

Our story, the last one to be recognized among the five winning territories, received the award for the "Most Outstanding Achievement during an Unfortunate Event". It described how the victims of the catastrophic typhoon in the Philippines benefitted from the compassion and relief-efforts expertise of the people in the PwC network.

Laying the foundation of hope

## Our commitment to learning and education

### “Seat of Hope” Project

*Our campaign aims to address the shortage of quality school chairs and teacher’s desks in selected public elementary and high schools nationwide.*

Every year, many students in public schools receive their lessons either sitting on the floor or on dilapidated chairs. By donating quality school chairs they can comfortably sit on, the “Seat of Hope” aims to provide a better and conducive environment for education.

In 2015, the firm and the foundation donated 150 school chairs in Alang-alang Elementary School in Leyte where PwC also shared in the construction of a three-classroom school building through Philam Foundation, Inc. (PFI), the corporate responsibility arm of the Philam Group of Companies.

Ninety (90) chairs were also donated to New San Juan Annex School in Sitio Maporac, Cabangan, Zambales situated in the heart of the Aeta community.



Another 150 chairs were donated to Tambo North Elementary School in Barangay Tabuating, San Leonardo, Nueva Ecija that was hit by Typhoons Lando and Nona in the latter part of 2015.

From November 2010 to January 2016, the Foundation has donated a total of 2,948 school chairs to 21 public schools in various parts of the country. Of this number, 1,400 chairs were given to 15 “Philam Paaralan” schools in the provinces of Cebu, Leyte, Samar, Roxas, Aklan and Iloilo which were badly hit by Typhoon Haiyan in 2013.

The Foundation will continue to identify more schools to benefit from this noteworthy program.

Brand new and durable classroom chairs for our youth, hope of our nation.

2,948

Seat of Hope chairs in  
21 schools all over the  
Philippines





## School construction

Together with Philam Foundation, Inc. (PFI), we funded the construction of a three-classroom building in Alang-alang Central Elementary School in Alang-alang, Leyte.

The project is under PFI's "Philam Paaralan" program, which aims to build standard Department of Education classrooms in typhoon-affected areas. The funds for the school building construction came from donations received from the firm employees and partners as well as from PwC member firms around the world.

School children thank their benefactors, Isla Lipana & Co. and Philam Foundation, Inc.



## PwC Scholarships

The firm through the Foundation provides educational grants for Accountancy undergraduates and reviewees taking the licensure exams for Certified Public Accountants (CPA). As of 30 June 2016, the Foundation supports 15 scholars from the following schools: Pamantasan ng Lungsod ng Maynila, Polytechnic University of the Philippines, University of the East, Lyceum of the Philippines University, and University of the Philippines.

We believe in investing in education by providing deserving students with an opportunity to realize their dreams of earning a college degree through the PwC Scholarship Program.

4

Number of school buildings repaired and constructed



15

Number of scholars





Far Eastern University students with our people from Human Capital and Learning & Development.

## ***Prepare for Work* increase students' chances of being hired**

***Some 2,000 students in 25 universities have benefited from our popular program***

PwC conducted the “You Version 2.0: Prepare for Work” program for 126 graduating Accountancy and Internal Auditing students of Far Eastern University aimed at providing guidance on how to prepare for an interview and what to do at a job application.

The activity gave students valuable insights from real life testimonies of our employees on their experience working with PwC.

1,993

Number of participants



Our partners and staff shared their expertise and discussed personal brand and communicating with confidence. Students learned how to develop one's brand by working on personal strengths and received tips on performance enhancement.



## ‘Aspire to Lead’ Roadshow

In February 2015, PwC hosted its second global webcast on women and leadership as part of ‘Aspire to Lead: The PwC Women’s Leadership Series’. The live webcast featured distinguished women who shared their experiences on building confidence: Confidence Code Authors Katty Kay and Claire Shipman and Google UK-Ireland Managing Director Eileen Naughton. Facilitating the panel was PwC Global and US Talent Leader Mike Fenlon.

Sharing the message to a broader audience, the HC group ran Aspire to Lead workshops for students of different schools and universities.



Aldie Garcia (second to the left) together with alumni from the Polytechnic University of the Philippines (from left to right) Allan, Gina, Avhie and Kevin during the panel discussion of Aspire to Lead in PUP.

*Take risks. Be confident enough. Speak up. These are the things I learned from the event that will definitely help me to take a step in achieving and pursuing my goals.*

~ from Polytechnic University of the Philippines – Sta. Mesa

*The whole seminar was empowering. The insights are helpful in order to improve and become more confident as a person.*

~ from De La Salle University – Manila



## More educational programs for shoosls

### *Tax updates for Accountancy professors*

PwC Conducted a tax update seminar entitled “Stepping up to the challenges of 2016” for Accountancy professors at the University of Santo Tomas in February 2016.

Hosted by the UST-AMV College of Accountancy, the event gathered 52 professors from De La Salle University (Dasmariñas), De La Salle Lipa, Far Eastern University, National University, St. Scholastica’s College (Manila), San Beda College (Alabang), Technological Institute of the Philippines (Manila), University of the East (Manila and Caloocan campuses), University of the Philippines (Diliman), and UST. All participants received CPE credits.

### *Crash course for CPA board takers*

PwC sponsored a crash course review for Accountancy graduates of De La Salle University (Manila) taking up the Certified Public Accountant Licensure Examination in October. A

total of 45 board takers attended the event at the St. Joseph Hall, De La Salle University campus.

### *Technical session for Holy Angel University*

As part of Holy Angels University-Junior Philippine Institute of Accountants’ celebration of Accountancy Week, our people updated graduating Accountancy students on Philippine Financial Reporting Standards (PFRS) and tax last August 2015.

The seminar ended with an open forum to respond to the students’ questions on PFRS.

### *NFJPIA-NCR Annual Grand Summit*

The Human Capital (HC) team trooped to Baguio City to participate in the Annual Grand Summit hosted by the National Federation of Junior Philippine Institute of Accountants - National Capital Region (NFJPIA-NCR). The Annual Grand Summit ran from 12 to 15 April 2015 at Hotel Supreme. More than 500 delegates and student organizers from various colleges and universities attended.



Clockwise: Technical session on PFRS in Holy Angel University; Tax updates for Accountancy professors at the University of Sto. Thomas; NFJPIA-NCR Annual Grand Summit; and crash course for Dela Salle University-Manila board takers.

## Responsible business

# ***An enterprise of integrity and social cause***

## **Integrity has always been the bedrock of the firm**

***PwC Philippines is validated “Advanced” on ethical practices.***

Our firm participated in the Integrity Summit 2015, a day-long gathering of business, government and anti-corruption and good governance advocates held last December 2015.

The Summit, also dubbed as “Investing in Integrity” marks Integrity Initiative’s fifth year of making integrity everyone’s business. The event enjoins all sectors to heed the urgent call to go beyond fighting corruption towards building systems for integrity and multi-sector circles of integrity.

The Integrity Initiative, Inc. is a private-led effort to promote good governance, transparent business transactions and implement integrity standards in the Philippines.



PwC is an active founding member and participant of the Integrity Summit.



PwC delegates attend the Integrity Summit.



Video clips of Alex Cabrera’s interview is regularly featured in Integrity Initiative events.



Tax consultants from the firm volunteer their time and expertise to assist taxpayers with filing concerns.



Our people from Deals teach the basics of running a business to members of a community organization in Taytay, Rizal.

## Helping taxpayers and entrepreneurs

### *Tax consultants volunteer in “Lingkod TMAP” Help Desk 2015*

A total of 27 Tax consultants and senior consultants in the firm saw action in the last tax filing season by assisting taxpayers in the preparation and filing of their annual income tax returns or ITRs from 13 to 15 April.

Every year, Tax Management Association of the Philippines (TMAP) in cooperation with the Bureau of Internal Revenue (BIR) organizes a Taxpayer’s Assistance Center or “Lingkod TMAP” activity to support taxpayers in their income tax filing concerns.

### *Deals holds Microbusiness Accounting Workshop for Sta. Ana, Rizal residents*

Twenty representatives of the Kaakibat sa Kaunlaran ng mga Magulang at Mag-aaral, Inc. (KAMAI), a community organization based in Sta. Ana, Taytay, Rizal, came to learn about the fundamentals of running a business.

Some of the attendees already have viable businesses such as rag making, soap making, rice selling, pre-school management, and cupcake baking, while some are yet to start their own business. They maintained their eagerness and enthusiasm from beginning to end.

Volunteers from Deals trudged through the concepts of variable and fixed costs, break-even point, running a successful business, bookkeeping and other financial statement transactions.

KAMAI trainees also learned the definition of a business entity, the law of supply and demand, pricing strategies, and fixed and variable expenses.

.....

*Isang malaking kaalaman ang aking natutunan ngayon araw po, at sana po ay marami pa kayong tao o samahan na matulungan na kagaya namin.*

~ KAMAI member/  
trainee

## Supporting social enterprises through the Developmental Social Enterprises Awards (DSEA)

*Our firm partnered with a social enterprise foundation to hold the first ever award of its kind in the country*

In 2014, our firm partnered with a social enterprise foundation to hold the first ever award of its kind in the country. Isla Lipana & Co./PwC Philippines and the Benita & Catalino Yap Foundation (BCY Foundation) recognize Filipino enterprises committed to social objectives through their enterprises through the Developmental Social Enterprise Awards.

On its first year, Ecosystems Work for Essential Benefits, Inc. (ECOWEB), based in Iligan City, was named the overall winner. ECOWEB was organized in 2006 to respond to interlinking problems of poverty, conflict, environmental degradation and poor governance. It partnered with farmers and women to produce natural fertilizers and pest repellent under the trade name “EcOrganic”.

In 2016, Cebu-based weaving culture advocate ANTHILL or the Alternative Nest and Trading/ Training Hub for Ingenious/Indigenous Little Livelihood Seekers won the DSE Awards. ANTHILL works with weaving communities within the country to purchase their raw materials, and then works with local designers, organizations and entrepreneurs to fashion these indigenous fabrics into modern and stylish items.



Senator Bam Aquino (second from left) and PwC Chairman & Senior Partner Alex Cabrera (far right) pose with the grand winner and finalists of the Developmental Social Enterprise Awards together with BCYF Chairman Antonio Yap (far left)

Winners received cash prizes and free consultation services from the firm. Finalists also received pro-bono consultation.

Supporting DSEA for two consecutive years, Senator Paolo Benigno “Bam” Aquino IV heads the panel of judges together with representatives from PwC, BCYF, Department of Trade and Industry, the academe, and business sector as judges.

For more information about DSEA, visit [www.dseawards.com](http://www.dseawards.com)

## Our support to the DSEA winners and entrepreneurs continues

*“Mind Your Own Business”.*

Social enterprises (SEs) are multipliers of inclusive growth, which our country needs. Recognizing the important role that they play in nation-building, Isla Lipana & Co. created the Developmental Social Enterprise Awards (DSEA) to support those enterprises that are committed to solving social problems. The firm offered to provide outstanding SEs with free consultancy and training to help them succeed as a business.

Last 22 May 2015 Assurance Partner & Corporate Responsibility Leader Gina Detera led a team from Assurance and Tax to offer a seminar on basic entrepreneurial skills called “Mind Your Own Business” at the Central Mindanao University (CMU) in Maramag, Bukidnon. It became the first leg of the basic skills training seminar our firm intends to carry out for social enterprises and community stakeholders in various parts of the country.

Some 50 participants representing small to medium enterprises, faculty and students attended the seminar. The firm coordinated the event with DSEA finalist Coffee for Peace, the CMU Social Enterprise and Agro-forestry Management for Inclusive Growth, and the University Income Generation Program.

### ***Societal Collaboration Lab***

Our firm, as recommended by PwC Singapore, partnered with Singapore Management University (SMU) in mounting the first Societal Collaboration Lab for developmental social enterprises (DSEs) from 20 to 24 February 2016 at the Makati office.

The five-day immersive lab brought multi-sectoral talents to generate possible solutions to DSE’s complex social issues, from the academe, government, private sector and social enterprises.

Using a facilitated design thinking process run by SMU, they tested the hypothesis that better solutions are possible when various sectors work together right from the front end of problem identification.



### ***EMERGE***

The firm actively supports the Management Association of the Philippines’ (MAP) Educated Marginalized Entrepreneurs Resource Generation (EMERGE) program where our Chairman & Senior Partner Alex Cabrera is the current chairman.

Launched in 2015, EMERGE is a mentoring and financing program to help create new entrepreneurs and guide them as they struggle to emerge, survive and grow. It seeks to help educated individuals from among the poorest of the poor take concrete steps towards realizing their entrepreneurial aspirations.

The program has three key components which are funding, mentoring, and values formation.

We assisted, visited and mentored beneficiaries that are mostly MSMEs. Some of them are social enterprises like the Developmental Social Enterprise Awards (DSEA) 2015 winner, ECOWEB, and finalists Coffee for Peace, Sentro ha Pagpauswag ha Panginabuhì, Inc. (SPPI) and Good Food Community, as well as DSEA entry Community Health Education Emergency Rescue Services (CHEERS), among others.

Representatives from Singapore Management University (SMU), Ateneo de Manila University, PwC Singapore, PwC Philippines and Social Enterprises GlowCorp and Good Food Community exchange insights during the lab.



Chairman and Senior Partner Alex Cabrera (left) and Assurance and Markets Director Allan Cao talk to abaca farmers in Iligan City.

## ***Keeping our people happy and our workplace positive***



PwC conquered Circuit Makati for its annual Family Day and Christmas Party.

### **Firmwide events**

#### ***Family Day and Christmas Party***

Dubbed as PwC Live! One big family in harmony, the firm's Christmas Party and Family Day saw the gathering of PwC partners and staff and their families in one whole day of fun, food and music.

We transformed Circuit Makati into a fun-filled venue for kids and the whole family. There were games and treats, best finds and good food for everyone. Employees formed into bands and gave their best to battle it out with their own rendition of pop and rock covers. Heating and capping the event were The Voice Philippines contestant Popert Bernadas and the famous rock group, Sponge Cola.

### **A lighter busy season**

#### ***PwC finds ways how to make the office a fun place***

##### **Jollibee visits PwC**

The firm's partners gave a jolly and pleasant surprise to our people who have been working hard during the busy season when they invited Jollibee to visit the firm. As a way of saying thanks, Jollibee meals and entertainment were provided for those working during a non-working holiday (Araw ng Kagitingan), which was a few days before the busy season ended on 15 April.

##### **Starbucks treat**

Ending the busy season on a high note, our firm's partners turned into Starbucks "baristas" and brought smiles and caffeine boost to all the staff of Isla Lipana & Co./PwC Philippines.

#### ***GoodVibes@Work***

At PwC, we believe that love translates to showing respect. The PwC Code of Conduct reminds us to treat our colleagues, clients and others with respect, dignity, fairness and courtesy. To make this season of love more meaningful and fun, we encouraged our people to take photos showing respect to colleagues. They created taglines or a sentence explaining the photo.

Using their smart phones or cameras, employees captured a scenario or object that best shows respect in the workplace or to other people. The best memes were posted in the office and were shared through internal emails to promote respect and good vibes to all.



Our partners playing “barristas” for a day during the busy season as their way of supporting and thanking our people who have spent long hours to meet the tax deadline.



Jollibee visits the firm to spread joy and good vibes around the office at the height of the busy season.



Winning Goodvibes@Work memes submitted by our employees. A meme is a humorous image, video or piece of text.

### ***Back Massage, Napping area and Coloring Nook***

The firm contracted the services of VIBES (Visually Impaired Brotherhood for Excellent Services, Inc.) to provide free dry back massage services to employees.

On dates when no massage services are offered, the Learning room was converted into a napping area for those who want to take a quick rest or nap to refresh and energize during the busy season.

Coloring books were also placed in a common area to encourage employees to take a break, sit and relax.



Chairman and Senior Partner Alex Cabrera gets a relaxing back rub.



Coloring books bring out the creative side in us.

## Tourism with a Purpose

### *More meaning to our summer outings*

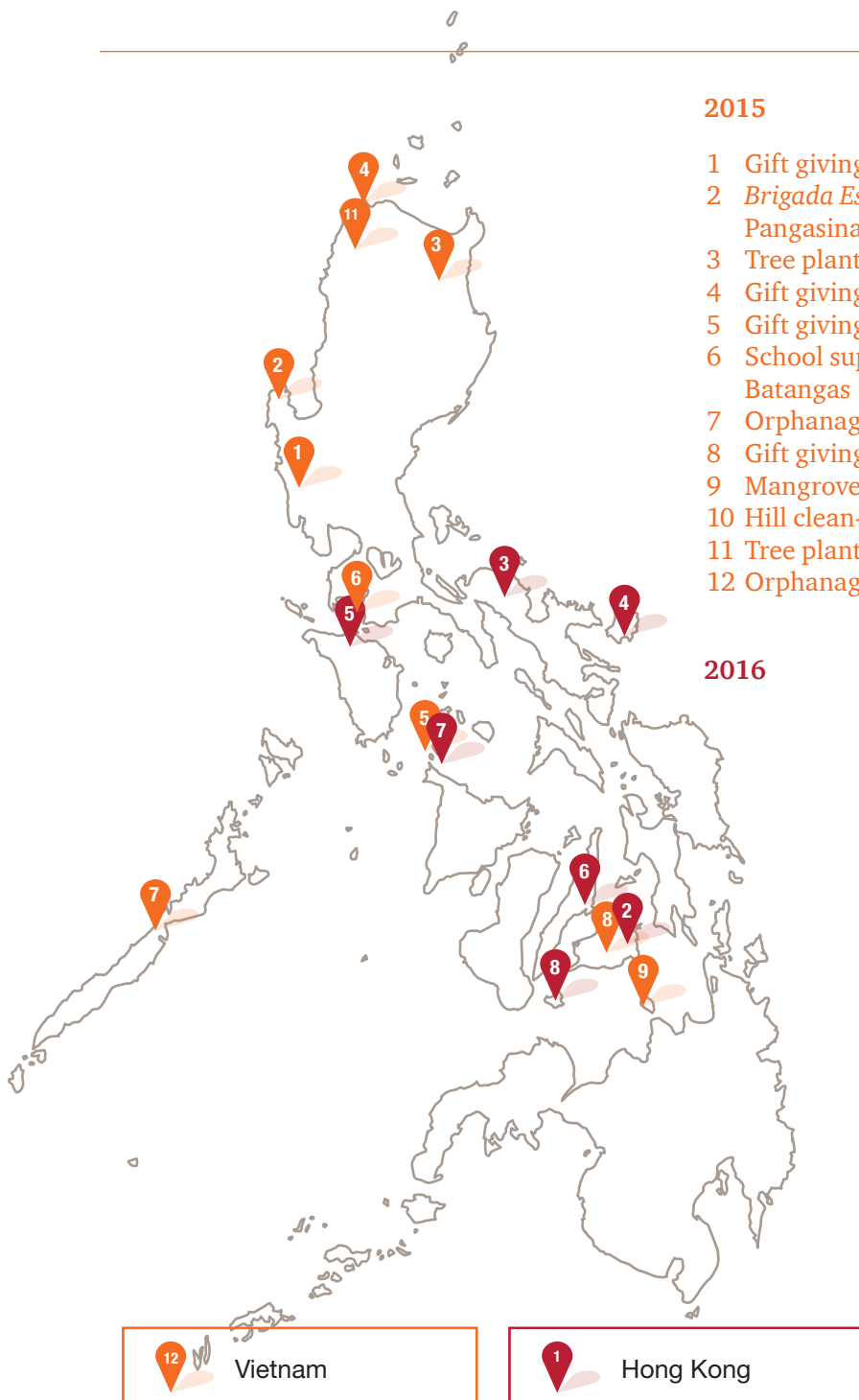
Yearly, our firm encourages all employees to plan their group summer travels by including a corporate responsibility activity in their itinerary. For three years in a row, our summer outings have never been so fun, meaningful and impactful. These creative CR activities include among others, mangrove and coastal clean-up, feeding program for school children, participating in DepEd's *Brigada Eskwela*, gift giving in schools and orphanages and donating books and school supplies.

### How we did it



Helping others while having fun. TwP is our version of paying it forward.





## 2015

- 1 Gift giving in Capones, Zambales
- 2 Brigada Eskwela and gift giving in Bolinao, Pangasinan
- 3 Tree planting in Cagayan
- 4 Gift giving in Pagudpud, Ilocos Norte
- 5 Gift giving in Boracay
- 6 School supplies donation in Anilao, Batangas
- 7 Orphanage visit in Puerto Princesa
- 8 Gift giving in Bohol
- 9 Mangrove planting in Camiguin
- 10 Hill clean-up in Baler, Aurora
- 11 Tree planting, gift-giving in Ilocos
- 12 Orphanage visit in Vietnam

## 2016

- 1 Soap cycling in Hong Kong
- 2 Gift-giving in Bohol
- 3 Brigada Eskwela in Camarines Norte
- 4 Leadership and Values Formation Seminar in Catanduanes
- 5 Career Planning and Financial Management Seminar in Puerto Galera
- 6 School supplies donation in Cebu
- 7 Community outreach in Puerto Galera
- 8 Microbusiness seminar in Siquijor

## A memorable day for our indigenous brothers

*It's raining treats, books and more when our firm revisits an Aeta village in Cabangan, Zambales*

Our Corporate Responsibility team led by Chairman and Senior Partner Alex Cabrera brought so much fun and surprises to school children in an aeta village in Sitio Maporac, Cabangan, Zambales in October.

They distributed 150 books that were donated by Kim Soriano of Fresno, California who sent the children's books after she read Alex's article, "Sleep Hungry" published in *The Philippine Star* on 5 July 2015. The article narrated the plight of the children in this indigenous community who would attend classes with an empty stomach. She thanked Alex for bringing attention to these impoverished communities in his column and making people aware of what we can do for the less privileged.



**Love at first sight** Kids are ecstatic at meeting popular mascot Jollibee for the very first time.

## Celebrating diversity and collaboration

On top of the book donation, the children enjoyed a simple meal of chicken and spaghetti and were amused no end by the famous Jollibee mascot.

San Juan Elementary School Annex in Sitio Maporac received 90 Seat of Hope school chairs from isla Lipana & Co. Foundation in June 2015. Our team also gave a cash donation to complete the school's one-classroom building for Grade 6 level students.

### *PwC and Universiti Malaysia spread love in Hagnaya*

A group of Malaysian students from the UNESCO Club of the Universiti Malaysia Pahang held last 21 August a community outreach program in the Madinah Muslim Community of Hagnaya, a town north of Cebu.

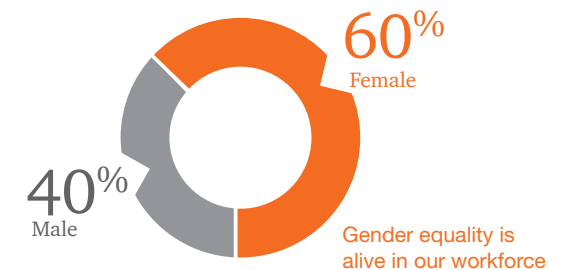
Joining the students in this activity, entitled "Spread the love and knowledge at Hagnaya", were our colleagues from the Cebu branch office who assisted the visiting students especially in translating game instructions from English to Cebuano.



PwC Cebu staff join in the activities organized by Universiti Malaysia students in the Muslim community of Hagnaya, Cebu.

### *International Women's Day at PwC*

In celebration of International Women's Day, Human Capital launched 'Aspire to Lead' in the office last 9 March. The event was attended by staff members from various groups. Assurance Partner Emy Castro, the firm's HC and Diversity & Inclusion Leader, opened the event. Participants watched a recording of the 'Aspire to Lead' webcast followed by a workshop on "Closing the Confidence Gap" facilitated by HC Director Pam Gregorio. Chairman and Senior Partner Alex Cabrera and Assurance partners Gina Detera, Aldie Garcia and Jan Michael Reyes shared their personal experiences and insights on becoming more confident.





## Sharing, being safe and keeping fit for a cause

### *GK Housebuild*

To celebrate the birthday of Assurance Partner Che Javier, employee volunteers took part in a day-long house build activity in Gawad Kalinga Reymerville Village in Sta. Cruz, Laguna. The team also brought with them clothes and gifts donated by employees and alumni.



### *Earthquake drill*

In July 2015 at 10.00am, our firm, along with other tenants of Philamlife Tower, participated in the first Metro Manila Earthquake Drill.

The Metro Manila Development Authority (MMDA), with the cooperation of various sectors, conducted the “Shake Drill” to familiarize residents and employees within the Greater Manila Area with basic earthquake response protocols. This exercise will help improve the metropolis’ capacity for disaster recovery and efficient implementation of contingencies in case of a deadly earthquake.

### *Freedom and Integrity Runs*

**Freedom Run.** As a gesture of our support for the advocacy to fight corruption, runners from the firm joined the 2015 Freedom Run last 27 September at Liwasang Ulalim, CCP Complex, Pasay City. The theme for the run was “I am free from Corruption”.

**Integrity Run.** Aimed at all sectors of society to take a step forward to create a culture of integrity,



### *Bloodletting*

Ninety-two employees signed up for the annual Bloodletting Activity on 9 October 2015, where the first blood donor for the day was no less than our Chairman and Senior Partner Alex Cabrera.

the firm participated in “I Run for Integrity: I am part of the solution” last December 2015 at the Liwasang Ulalim.

The run brought together 5,000 runners from different sectors: government, business, youth, civil society, academe, church and media with the common goal of being part of the solution to fighting corruption.

More than green

## Caring for our environment



Participants of the R!SE Asia launch at the Asian Development Bank

### R!SE

#### *Building a global alliance to reduce risks from disasters*

PwC, in partnership with the United Nations International Strategy for Disaster Reduction (UNISDR) and the Asian Development Bank (ADB) launched the R!SE Initiative in Asia Pacific in February 2015.

The initiative aims to build an alliance on a global scale among public and private sector leaders to invest in prevention and development in order to reduce risks from disasters. Nick Shufro, PwC US lead for R!SE in the Americas and Southeast Asia, led the launch.

### PwC Forest

#### *CR team installs PwC Forest marker*

Our CR team, in partnership with Calawis Punlaan Bayan Inc. (CPBI), inspected our tree planting site in Barangay Calawis in Antipolo City.



The PwC Forest marker symbolizes our commitment to protect the environment.

In the last tree planting activity, our employees planted 535 trees. They also installed the PwC Forest marker at the site to mark our support in protecting the environment.

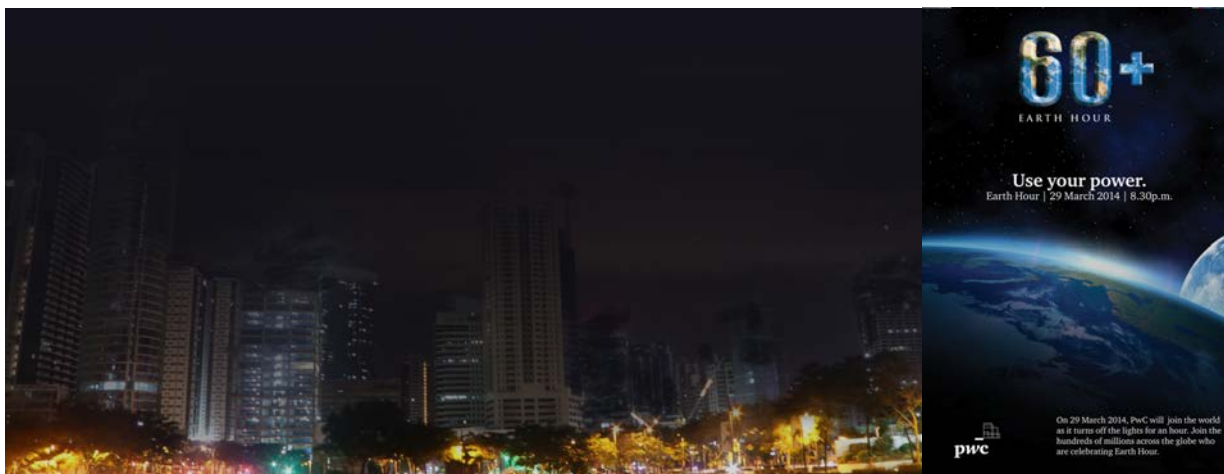
The PwC Forest project involves a rainforestation farming that encourages the community to continue propagating native trees and foster sustainable livelihood for farmers in the Marikina Watershed.



Survival rate of trees planted in PwC Forest

#### *Consultancy Clinic for POs of Marikina Watershed in Antipolo*

The firm opened its doors to members of 11 people's organizations (POs) in the Marikina Watershed to hold a session on bookkeeping and taxation. Volunteers from Assurance and Tax gave insights on how to manage books and broaden their understanding of withholding tax, among other topics.



PwC offices around the world including PwC Philippines took part in the annual “switch off” activity during Earth Hour.



In an effort to lessen paper usage, PwC publications are now available in digital form saved in PwC branded thumb drives.

## Green office initiatives

### *Green Week 2016*

Green Week is a week-long online and offline activity that aims to make employees think Corporate Responsibility (CR) and focus on environmental stewardship. During Green Week, email blasts from the CR team were sent discussing different topics in solving environmental challenges. It also aims to share the firm and PwC network’s initiatives in mitigating our environmental impact and carbon footprint. Employees were also encourage actively participate in online discussions in Spark and sign up to the activities lined up for entire week. Participants won prizes for sharing their insights and uploading their Best Green Dress during Earth Day.

A salad party with social enterprise Good Food Community, one of the Developmental Social Enterprise Awards 2015 finalists, made a presentation about organic vegetables and green living and summed up the event.

### *Earth Hour and ‘Lights out’*

Every year the firm takes part in celebrating Earth Hour and encourages its employees to turn off non-essential lights or gadgets for an hour. Submission of photos, changing of profile pictures in Spark and other social networking sites and Earth Hour email signatures were some of the activities done to promote this event.

Our own little way of conserving energy and reducing carbon footprint is to turn off lights during lunch time from 12.00pm-1.00pm.



# Details

## Seat of Hope school beneficiaries

School	Chairs donated	Date
Dalandanan National High School, Valenzuela City, Metro Manila	240	November 2010
San Mateo National High School, San San Mateo, Rizal	200	November 2011
Sta. Lucia National High School, Calumpit, Bulacan	200	November 2011
Ramona S. Trillana High School, Hagonoy, Bulacan	418	November 2012
Lawaan Elementary School, Lawaan, Eastern Samar	150	July 2014
Beta-og Elementary School, Lawaan, Eastern Samar	100	July 2014
Balanggiga Elementary School, Balanggiga, Eastern Samar	50	July 2014
Marasbaras Elementary School, Tacloban City	150	September 2014
San Jose Central Elementary School, Tacloban City	100	September 2014
Manlilisid Elementary School, Javier, Leyte	150	September 2014
Pastrana Central Elementary School, Pastrana, Leyte	150	September 2014
Salug Elementary School, Guiuan, Eastern Samar	100	September 2014
Sta. Fe Central Elementary School, Sta. Fe, Bantayan Island, Cebu	100	September 2014
Medellin Central Elementary School, Medellin, Cebu	100	September 2014

School	Chairs donated	Date
Jawili Integrated School, Tangalan, Aklan	100	April 2015
Don Francisco Dinglasan Memorial School, Roxas City, Capiz	100	April 2015
Estancia Central Elementary School, Estancia, Iloilo	100	April 2015
Bayabas Elementary School, Cadiz City, Negros Occidental	100	April 2015
Alang-alang Central Elementary School, Alang-alang, Leyte	150	August 2015
San Juan Annex School, Sitio Maporac, Cabangon, Zambales	90	June 2015
Tambo North Elementary School, Tabuating, San Leonardo, Nueva Ecija	100	January 2016
<b>Total: 21</b>	<b>2,948</b>	

\* Philam Paaralan schools

## PwC Scholars

School	Scholars
Pamantasan ng Lungsod ng Maynila	6
Polytechnic University of the Philippines	4
University of the East	1
CPA Review Center	3
Lyceum of the Philippines University	1

## 2015 DSEA winners

Social Enterprises	Award
Ecosystems Work for Essential Benefits, Inc. (ECOWEB)	Grand Winner
Coffee for Peace	Finalist
Bistro 3846	Finalist
Good Food Community	Finalist
Global Organic and Wellness Corporation (GlowCorp)	Finalist
Staff Search Asia Service Cooperative	Special Recognition
Alternative Indigenous Development Foundation, Inc. (AIDFI)	Special Recognition
Medical Mission Group Metro Manila East Hospital and Health Services Cooperative	Special Recognition
SEDPI Development Finance, Inc.	Special Recognition

## 2016 DSEA winners

Social Enterprises	Award
Alternative Nest and Trading/Training Hub for Indigenous/Ingenious Little Livelihood seekers (ANTHILL)	Grand Winner
BayanBrew	Finalist
BAG943	Finalist
Advocafe	Finalist
Sentro ha Pagpauswag ha Panginabuh, Inc. (SPPI)	Finalist

# Contacts

**Alexander B. Cabrera**

*PwC Philippines Chairman and Senior Partner*

[alex.cabrera@ph.pwc.com](mailto:alex.cabrera@ph.pwc.com)

**Gina S. Detera**

*Assurance Partner, CR Leader and Isla Lipana & Co. Foundation, Inc. President*

[gina.detera@ph.pwc.com](mailto:gina.detera@ph.pwc.com)

**Allan M. Cao**

*CR, Isla Lipana & Co. Foundation, Inc. Executive Director*

[allan.m.cao@ph.pwc.com](mailto:allan.m.cao@ph.pwc.com)

**Edwin Padillo**

*CR, Isla Lipana & Co. Foundation, Inc. Project Director*

[edwin.padillo@ph.pwc.com](mailto:edwin.padillo@ph.pwc.com)

**Glacy Tabirara**

*Isla Lipana & Co. Foundation, Inc. Project Director*

[glacy.s.tabirara@ph.pwc.com](mailto:glacy.s.tabirara@ph.pwc.com)

**Athenis Joy B. San Jose**

*Isla Lipana & Co. Foundation, Inc. Administrative Officer*

[athenis.joy.san.jose@ph.pwc.com](mailto:athenis.joy.san.jose@ph.pwc.com)



[pwc.com/ph/corporate-responsibility](http://pwc.com/ph/corporate-responsibility)  
[pwc.com/ph/ILCFoundation](http://pwc.com/ph/ILCFoundation)



[facebook.com/PwCPhilippines](https://facebook.com/PwCPhilippines)  
[facebook.com/ILCFoundation](https://facebook.com/ILCFoundation)

**Isla Lipana & Co. Foundation, Inc.****Myrna M. Fernando**

*Vice-President*

[myrnafernando@gmail.com](mailto:myrnafernando@gmail.com)

**Editha O. Tuason**

*Corporate Secretary*

[edith.tuason@yahoo.com](mailto:edith.tuason@yahoo.com)

**Melissa L. Ramos**

*Treasurer*

[melissaliggayu@gmail.com](mailto:melissaliggayu@gmail.com)

**Roderick M. Danao**

*Trustee*

[roderick.danao@ph.pwc.com](mailto:roderick.danao@ph.pwc.com)

**Angelito M. Gabriel**

*Trustee*

[anjigabriel@gmail.com](mailto:anjigabriel@gmail.com)

**Wilfredo S. Madarang, Jr.**

*Trustee*

[willie.madarang@yahoo.com](mailto:willie.madarang@yahoo.com)

**Rosario B. Nanagas**

*Trustee*

[rbnanagas@gmail.com](mailto:rbnanagas@gmail.com)

**Oscar A. Torralba**

*Trustee*

[otorralba@hotmail.com](mailto:otorralba@hotmail.com)

**PwC Philippines CR Core Team (Volunteers)****Pam M. Gregorio**

[pam.m.gregorio@ph.pwc.com](mailto:pam.m.gregorio@ph.pwc.com)

**Ronald Anthony C. Melendres**

[ronald.anthony.c.melendres@ph.pwc.com](mailto:ronald.anthony.c.melendres@ph.pwc.com)

**Maria Grace A. Aries**

[grace.aries@ph.pwc.com](mailto:grace.aries@ph.pwc.com)

**Revelino R. Rabaja**

[revelino.r.rabaja@ph.pwc.com](mailto:revelino.r.rabaja@ph.pwc.com)

**Genpros Loren C. Sanidad**

[genpros.loren.c.sanidad@ph.pwc.com](mailto:genpros.loren.c.sanidad@ph.pwc.com)

**Bernadette G. Aucina**

[bernadette.g.aucina@ph.pwc.com](mailto:bernadette.g.aucina@ph.pwc.com)

**Dennis P. Bautista**

[dennis.p.bautista@ph.pwc.com](mailto:dennis.p.bautista@ph.pwc.com)

**Chrissie G. Roque**

[elenore.g.roque@ph.pwc.com](mailto:elenore.g.roque@ph.pwc.com)

**Ampy C. Misagal**

[ampy.c.misagal@ph.pwc.com](mailto:ampy.c.misagal@ph.pwc.com)

**Myla B. Berones**

[myla.b.berones@ph.pwc.com](mailto:myla.b.berones@ph.pwc.com)

**Herbert C. Tuazon**

[herbert.c.tuazon@ph.pwc.com](mailto:herbert.c.tuazon@ph.pwc.com)

**Cyril B. Pestilos**

[cyril.pestilos@ph.pwc.com](mailto:cyril.pestilos@ph.pwc.com)

---

***www.pwc.com/ph***

© 2016 Isla Lipana & Co. All rights reserved.

Isla Lipana & Co. helps organisations and individuals create the value they're looking for. We're a member of the PwC network of firms in 157 countries with more than 223,000 people who are committed to delivering quality in assurance, tax and advisory services. Tell us what matters to you and find out more by visiting us at [www.pwc.com/ph](http://www.pwc.com/ph).