

**RESPONDING  
TO THE MILLENNIUM  
DEVELOPMENT CHALLENGE:**  
A ROADMAP FOR PHILIPPINE BUSINESS

# Responding to the Millennium Development Challenge: A Roadmap for Philippine Business

Publication funded by the United Nations (UN) in collaboration with the Philippine Government through the National Economic Development Authority (NEDA).

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# Message from UN

*"In an age of interdependence, global citizenship – based on trust and a sense of shared responsibility – is a crucial pillar of progress. At a time when more than 1 billion people are denied the minimum requirements of human dignity, business cannot afford to be seen as a problem. Rather, it must work with governments and all actors in society to mobilize global science, technology and knowledge to tackle the interlocking crises of hunger, disease, environmental degradation and conflict that are holding back the developing world."*

**UN Secretary General Kofi Annan**

In September 2000, 189 member states of the United Nations, including the Government of the Republic of the Philippines, committed to work together to reduce extreme poverty and worst forms of human deprivation by 2015. In this historic summit, the Millennium Development Goals became the collective vision of nations for the peoples of the world.

The road to meeting the Millennium Development Goals is not without challenges. This global commitment requires the allocation of more funds and resources to meet the goals. It requires laws, policies and programmes that will target the most marginalized and poorest sectors of societies.

The business sector has an absolutely crucial role to play in ensuring societies meet the goals through advocating for the right policies and ensuring that development initiatives result in the improvement of the lives of people.

The Philippines is fortunate to have a business sector which has taken on the challenge of the Millennium Development Goals, as evidenced by this first Philippines Business Publication on the Millennium Development Goals, entitled: "Responding to the Millennium Development Challenge: A Roadmap for Philippine Business" – an example for the world.

This Roadmap shows the great contribution of the business sector to supporting the achievement of the Millennium Development Goals. It provides good practices and lessons learned, as well as recommendations for a Millennium Development Goals-focused social investment portfolio.

The United Nations in the Philippines extends its warmest congratulations to the business community for coming up with this excellent initiative and is honoured to have been a partner in this endeavor. We look forward to continuing to work with the business sector as we collectively strive towards realizing the Millennium Development Goals.



DEBORAH LANDEY  
Resident Representative



# Message from PBSP

The Philippine Business for Social Progress (PBSP) marks a milestone as it presents a roadmap for the business community to adopt in order to help our country reduce poverty and hunger, provide access to education, improve health standards and ensure a sustainable environment by 2015. Using the framework of the United Nation's Millennium Development Goals, businesses are encouraged to look into three core modes of involvement: first, its own core business community; second, enhance social investment; and third, advance policy advocacy and dialogue.

Established in 1970, PBSP has since become to be the catalyst for the growth of corporate social responsibility or CSR in the country and in Asia. This strategic position as the leading corporate-led social development Foundation encourages us to set the example. We enter 2005 with a challenge from the Board of Trustees to focus and align our programs with our government and United Nation's MDGs so as to achieve a common goal. We can use our experience to mobilize the business community to do more for our people, to encourage a more effective mode of social investment and persuade our colleagues in business to be stronger advocates for positive change.

As more businesses take the heed to collaborate with PBSP, it is heartwarming to see that there exists corporate models to emulate and follow. And only if we can put our efforts and resources together can we move a step further to achieve the MDGs. Also, we realize that partnerships have to be established and strengthened. The private sector is but a portion of the entire equation that includes government, civil society, and every Filipino.

Let me reiterate our commitment to the Millennium Development Goals and thank the Government of the Philippines and the United Nations for its full trust in the Philippine Business for Social Progress!



MANUEL V. PANGILINAN

*Chairman, PLDT*

*Chairman, PBSP*

# Glossary of Acronyms

## Business Organizations and Foundations

<b>BBC</b>	Bishops and Businessmen's Conference
<b>CCC</b>	Center for Corporate Citizenship
<b>ECOP</b>	Employers Confederation of the Philippines
<b>FCCCI</b>	Filipino-Chinese Chamber of Commerce and Industry
<b>IBLF</b>	International Business Leaders Forum
<b>LCF</b>	League of Corporate Foundations
<b>MBC</b>	Makati Business Club
<b>PBE</b>	Philippine Business for the Environment
<b>PBSP</b>	Philippine Business for Social Progress
<b>PCCI</b>	Philippine Chamber of Commerce and Industry

## Government Agencies and Units

<b>ARMM</b>	Autonomous Region in Muslim Mindanao
<b>DENR</b>	Department of Environment and Natural Resources
<b>DepEd</b>	Department of Education
<b>DOH</b>	Department of Health
<b>DSWD</b>	Department of Social Work and Development
<b>HUDCC</b>	Housing and Urban Development Coordinating Council
<b>NEDA</b>	National Economic Development Authority
<b>NNC</b>	National Nutrition Council
<b>TESDA</b>	Technical Education and Skills Development Authority

## Civil Society Groups, Multilateral Organizations and Aid Agencies

<b>ADB</b>	Asian Development Bank
<b>CBCP</b>	Catholic Bishops' Conference of the Philippines
<b>NCCP</b>	National Council of Churches in the Philippines
<b>PCPD</b>	Philippine Center for Population and Development
<b>UN</b>	United Nations
<b>UNDP</b>	United Nations Development Program
<b>WWF</b>	World Wildlife Fund

## Other Acronyms

<b>CC</b>	Corporate Citizenship
<b>CEO</b>	Chief Executive Officer
<b>CSR</b>	Corporate Social Responsibility
<b>HIV/AIDS</b>	Human Immunovirus / Acquired Immune Deficiency Syndrome
<b>LGU</b>	Local Government Unit
<b>MILF</b>	Moro Islamic Liberation Front
<b>NGO</b>	Non-government Organization
<b>OFW</b>	Overseas Filipino Worker
<b>RH</b>	Reproductive Health
<b>SME</b>	Small and Medium Enterprises
<b>STI</b>	Sexually Transmitted Infection

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# Executive Summary

The Philippine business sector is seeking ways of aligning its considerable social development contributions with the country's endeavor to achieve the Millennium Development Goals (MDGs). The Philippines is a signatory to the 2000 Millennium Declaration that seeks to address issues of uneven development and poverty on a global scale. The Philippine government is encouraging the participation of multi-sectors in the national MDGs campaign.

In the process, the business sector is forging an active partnership with other sectors in Philippines society to shape the common agenda for involvement in the country's MDG\* effort. The Center for Corporate Citizenship (CCC) of the Philippine Business for Social Progress (PBSP) facilitated a four-cornered discussion, called the *square-table discussion* regarding the country's MDG accomplishments, the factors that hinder the attainment of targets, and the opportunities for business involvement in the effort. These discussions were clustered into four themes, namely 1) poverty, 2) education, 3) health and 4) the environment.

The square-table discussions served as a staging area of recommendations that would galvanize business action. This report contains these recommendations that point to a roadmap for Philippine business leadership to deliver an effective response to the Millennium Development Challenge.

The massive poverty and low-income capacity of majority of Filipinos pose as the biggest MDG challenge. Poverty in particular is a leading factor that hinders the attainment of MDG targets in nutrition, education, health and the environment. The Philippines has a poverty incidence of more than 30 percent, of which 16 percent is considered poorest among the poor. A volatile political regime, poor economic performance and explosive population growth are principal issues that need to be addressed.

Business recognizes its key role in poverty alleviation as a provider of opportunities for employment and livelihood, as a producer of goods and services for the poor, and as an advocate of greater participation of the poor in the formal economy.

Whereas government envisions that the goal of providing universal access to basic education can be achieved by year 2015, the business sector worries about the continuing decline in the quality of public education. In this instance, the business sector's strategic response is to extend funding assistance for the upgrading/

\*In this document, two acronyms are used for the Millennium Development Goals: MDGs when it is used as a noun or stands alone: MDG when used as an adjective.

construction of classrooms, the training of teachers, and the introduction of new information systems and technologies.

The MDG targets for health deal with a wide array of challenges, such as reducing maternal-child morbidity and mortality, controlling diseases, promoting reproductive health for women, and responsible parenthood program for couples. Business sees that these challenges are best addressed by supporting the delivery of a comprehensive, responsible health care program and by strengthening local capacities to meet health issues.

Environmental strategies cover targets involving biodiversity and environmental protection, slum development, and access to potable water and sanitation services. Conservation efforts are hampered by the poor implementation of environmental laws, and the general public's apathy to the environment. Slum development suffers from a continuing lack of low-cost housing, low private sector investment and a reluctance to upgrade slum services for fear that it will encourage more informal settling. Issues concerning water source development arise from the continuing loss of forests, inadequate capabilities to manage watersheds and protected areas, and low investments in the water delivery industry.

Business perceives its role in this field as an advocate to help raise environmental awareness among sector insiders and among the general public. Business will continue to look at operating standards and practices to lessen the impact of industry on the environment; it will advocate the adoption by more industries of accepted environmental standards as a means to gain larger markets. It will continue to fund conservation programs being implemented by conservation organizations. Business will, moreover, support the improvement of slum conditions and will strike more innovative partnerships with local governments for the delivery of water supply and sanitation services.

The concrete action points for all four-discussion groups are as follows:

## Business and Poverty

CORE BUSINESS	SOCIAL INVESTMENT	POLICY ADVOCACY
<p><b>GENERATE EMPLOYMENT.</b> Intensify efforts to directly and indirectly provide opportunities to create jobs. Specific focus will be on:</p> <ul style="list-style-type: none"> <li>Adopting policies that give priority to the local workforce</li> </ul> <p>Building through mentoring the capacity of SMEs to grow as part of the supply chain</p> <ul style="list-style-type: none"> <li>Expanding credit facilities to un-served areas. Specifically, for the banking sector to increase the capacity of SMEs to create jobs in the countryside</li> </ul>	<p><b>DEVELOP AND SUPPORT SOCIAL ENTERPRISES.</b> Sustain social development programs using profits as investment to build social capital.</p>	<p><b>ADVOCATE TAX INCENTIVES FOR START-UP BUSINESSES.</b> Help advocate safety nets and provide pressure points to push for reforms and favorable policy environment.</p> <p><b>POPULARIZE AND PUT INTO ACTION THE UNITED NATIONS REPORT ON UNLEASHING ENTREPRENEURSHIP.</b> Unleash the full economic and social potential of small and medium scale enterprises. It was noted that this sector of business directly employs and serves the world's poor. The following action points recommended were adopted such as:</p> <ul style="list-style-type: none"> <li>Channel private initiative into development efforts</li> <li>Develop linkage with multinational and large domestic companies to nurture smaller companies</li> <li>Pursue business opportunities in bottom-of-pyramid markets</li> </ul>
<p><b>SUPPORT TO SMALL, MEDIUM AND MICRO ENTERPRISES.</b> Provide credit facilities for the livelihood activities and micro enterprises of the entrepreneurial poor and family members of Overseas Filipino Workers.</p>	<p><b>INSTITUTIONALIZE AND MAXIMIZE EMPLOYEE ENGAGEMENT.</b> Enable employees to give/share expertise, time, and resources to help micro entrepreneurs and SMEs improve their systems and increase competitiveness.</p>	
<p><b>POPULARIZE FOOD FORTIFICATION and NUTRITION PROGRAM IN THE WORKPLACE.</b> The Food Fortification Law mandates the fortification of staple food such as rice, sugar and flour.</p> <p>Field company experts (nutritionists and chemical engineers) to help the National Nutrition Council and the Department of Education develop a Comprehensive Nutrition Plan or support other health and nutrition related programs.</p> <p>Companies can develop and implement a Health and Nutrition Program in the Workplace.</p>	<p><b>ADOPT A HEALTH AND NUTRITION PROGRAM AT THE COMMUNITY LEVEL.</b> Adopt the National Nutrition Council's Supplementary Feeding Program requiring 120 days of center-based feeding as part of the company's Community Relations Program.</p>	<p><b>ADVOCATE NUTRITION EDUCATION THROUGH MASS MEDIA.</b> Encourage consumers to patronize products with <i>Sangkap Pinoy</i> seal.</p>

## Business and Education

CORE BUSINESS	SOCIAL INVESTMENT	POLICY ADVOCACY
<b>UTILIZE CORPORATE BRANDS TO EDUCATE.</b> Utilize advertising media to promote positive values, associate brands around social causes and promote a sense of nationalism.	<b>SUPPORT DIRECT SCHOOL IMPROVEMENT.</b> Involve companies in physical school improvement such as school building construction, refurbishment, and the provision of electricity and water, and equipment for science and computer laboratories.	<b>ADVANCE GENDER ISSUES VIA MEDIA CAMPAIGN.</b> Encourage media to correct gender stereotypes, promote gender parity and themes that respect women. At the CEO forum in which these action points were presented, one of the reactors proposed that business must also endeavor to correct how media and advertising exploit women as the primary subject of product marketing.
<b>INVEST IN SYSTEMS IMPROVEMENT.</b> Initiate or intervene in the larger educational system to address systemic issues such as curriculum development and innovations.		
<b>SUPPORT CAPABILITY BUILDING.</b> Continue supporting teacher training to maximize impact and multiplier effect in achieving quality education. Principals and administrators can also be supported through the conduct of mentoring and training on management skills.		

## Business and Health

CORE BUSINESS	SOCIAL INVESTMENT	POLICY ADVOCACY
<b>INVEST IN EFFECTIVE AND SUSTAINABLE REPRODUCTIVE HEALTH PROGRAM.</b> Institutionalize comprehensive and operational Reproductive Health and Responsible Parenthood programs in the workplace and in the communities where businesses operate.	<b>INVEST IN STRENGTHENING LOCAL HEALTH SERVICE DELIVERY SYSTEM.</b> Upscale and popularize existing programs that support improvement of local stakeholders' capacity in developing, implementing and sustaining effective and efficient health service delivery mechanisms at the municipal level.	<b>USE ADVERTISING TO ADVOCATE FOR POPULATION MANAGEMENT MESSAGES.</b> Utilize advertising resources and influence to enlighten and educate people to become good decision-makers in planning their families.
<b>MAINSTREAM HIV/AIDS, TB AND MALARIA PROGRAMS IN THE WORKPLACE.</b> Institutionalize Education-Prevention programs on these three public health concerns.		<b>PROMOTE HEALTH POLICIES IN THE WORKPLACE.</b> Adhere to local and international health and safety standards (e.g. AIDS Law and Family Welfare Law) and institute self-regulatory initiatives to maintain a healthy work environment and care for their workforce.

## Business and Environment

CORE BUSINESS	SOCIAL INVESTMENT	POLICY ADVOCACY
<b>ADOPT SUSTAINABLE PRODUCTION AND CONSUMPTION.</b> Integrate environmental agenda in mainstream business operations such as adopting green production and using clean technologies.	<b>ADOPTING AND INVESTING IN BIODIVERSITY ACTION PROGRAMS.</b> Support conservation endowment funds or programs that encourage alliances among environmental NGOs, the local communities, and government. Companies can align with or replicate environment programs that have demonstrated considerable support and success.	<b>INTENSIFY ENVIRONMENTAL EDUCATION.</b> Use advertising and brand to advocate stewardship of the environment both on the personal and institutional levels through green processes and production, green technologies, and supply chain development and support.
	<b>PROMOTE AND SUPPORT SUSTAINABLE WATER UTILIZATION.</b> Involve companies in Public- Private Partnership for Innovative System in Potable Water Distribution that promotes co-sharing of funds and other resources needed in establishing conservation and sustainable mechanisms in the supply of water.	
	<b>INVEST IN SLUM AREA DEVELOPMENT.</b> Provide leadership in forging Public-Private Partnerships for Slum Area Development that involves social preparation, partnership building with local stakeholders, livelihood, site development, and housing improvement/ construction. Companies can support, replicate or upscale existing initiatives in comprehensive site development.	
	<b>INVEST IN CREATION OF MODEL COMMUNITIES IN NEW AREAS OF OPERATION.</b> Build model communities where vital basic services are provided and jobs are available.	



# Introduction

In the year 2000, the world ushered in a new millennium filled with the promise of a better life for all people through the synthesis of global economic cooperation among nations. Nearly half or 2.8 billion of the world's population of six billion lived on less than two dollars a day, not enough to clear the international threshold of poverty. Furthermore, a full fifth of humanity, 1.2 billion people, lived in absolute poverty.<sup>2</sup> The absolute poor lived on incomes that could not support the most basic needs of food, clothing and shelter.

Poverty is a multi-dimensional challenge. It does implies not only the lack of income or capital, but also non-access to credit, education, basic services like water and sanitation, health, material resources, know-how, and technology. It means being marginal and helpless in the face of natural or artificial calamities; moreover, it connotes the frigid inability to address the condition. To quote James Wolfensohn of the World Bank, "Poverty is about more than inadequate income...it is about lack of fundamental freedom of action, choice and opportunity."<sup>3</sup>

"Poverty is about more than inadequate income... it is about lack of fundamental freedom of action, choice and opportunity."

The problem of poverty is not new but its solution has become an urgent global imperative in an increasingly interconnected world. In an era when western developed economies continue to prosper, the enduring wretchedness of the poor in underdeveloped countries seems plainly anomalous. It is not as though nothing has been done to address poverty, but its great puzzle is that it has remained intractably entrenched in certain regions and in some social sectors in spite of government measures. Clearly, a new tact has to be taken to make the market economy work for all of the world's people.

In September 2000, the heads of government of 189 member-states of the United Nations ratified the Millennium Declaration affirming their commitment to address poverty as a pressing global development challenge. The declaration, composed of eight specific goals now referred to as the Millennium Development Goals (MDGs), aims to combat aspects of poverty, increase incomes, improve the quality of life, ensure access to basic

There is great interest among development organizations to get the private sector, most especially the business sector, involved in attaining the MDGs.

services such as health and water, protect the environment, guarantee access to education, and build partnerships between sectors and nations – all in a synchronized effort to overcome the hindrances to development in poor countries.

Meeting the MDG targets on time is primarily the responsibility of governments. But the Millennium Declaration also encourages partnerships between countries and sectors to address the challenge. This has been the objective of several commissions established by the United Nations (UN) after the Millennium Summit. In a forum of business leaders and social development practitioners hosted by the International Business Leaders Forum (IBLF) and the United Nations Development Program (UNDP), it was the consensus that business engagements intended for MDG attainment should be tackled on a per-country basis. Three countries were identified as leading models where business has been actively and creatively engaging government for social development: Brazil, South Africa and the Philippines.

The Philippines was identified as a model for business sector involvement in MDG attainment largely because of the deeply rooted practice of social responsibility in the country's corporate culture. For year 1999 alone, corporate giving in the Philippines amounted to Php268 million (\$4.8M)\*\*.<sup>4</sup> This figure accounts only for contributions made by 63 companies. From 2002 up to 2004, the consolidated amount of social investments made by 20 companies through their own corporate foundations amounted to over Php2.6 billion (46.4M).<sup>5</sup> Over half of this amount represented the combined commitments of member companies of the PBSP (over Php800 million (\$143M) or 31%) and Mirant Foundation (Php1 billion (\$19.9M) or 34%). The remaining balance corresponds to commitments made by other members of the League of Corporate Foundations. These figures are quite significant although they represent contributions made by only a fraction of the Philippine business community. This available resource, if and when it is consciously connected to the MDGs, can certainly push MDGs forward. The challenge today, then, is for business leaders to purposefully align their CSR activities with the MDGs. It will be interesting to see the impact of sector contributions, either as individual companies or as collective organizations, to the overall achievement of the MDGs.

PBSP, in partnership with the UN and the Philippine Government, took the initiative to consolidate the country's business sector response to the MDG challenge. PBSP's Center for Corporate Citizenship (CCC) was tapped to facilitate discussions on the goals and to bring government officials, business leaders, NGO advocates and multi-lateral and bilateral funding agency representatives together to discuss a common platform of action. Four discussion groups were formed to tackle the MDGs as they correspond to general areas of CSR involvement: poverty, education, health and the environment. For each of these areas, a square-table discussion group composed of representatives from government, civil society, business, and funding agency was formed; each group tackled the challenge, identify the factors that hinder or facilitate MDG accomplishment, indicate the points where business can get involved, and draw a plan of action that will serve as inputs to a roadmap for business.

*Responding to the Millennium Development Challenge: A Roadmap for Philippine Business* provides a logical framework for the business sector to strategically align its members Corporate Citizenship (CC) or Corporate Social Responsibility (CSR) programs or initiatives with the MDG in order to account for the sector's contribution in the national MDG achievement, either as an individual company or as a collective business group.

\*\*One dollar (\$1.00) is equivalent to fift-six pesos (Php56.00) forex rate.

# WHAT ARE THE MILLENNIUM DEVELOPMENT GOALS?<sup>6</sup>

The MDGs are eight specific goals that represent the commitments of individual UN country members to address the most pressing forms of human deprivation: wretched poverty, urban congestion, hunger, thirst, illiteracy, death, disease and environmental degradation. Under each goal are specific measurable targets to be accomplished by a certain date. Most MDGs should be met by the year 2015. The goals and targets are shown below.

GOALS	GLOBAL TARGETS	PHILIPPINE TARGETS <sup>7</sup>
1 Eradicate Extreme Poverty and Hunger	Halve between 1990 and 2015 the proportion of people whose income is less than one dollar a day.  Halve between 1990 and 2015, the proportion of people who suffer from hunger and halve the proportion of underweight children (under 5 years old).	Halve proportion of families below subsistence threshold of 20.4% of total families to 10.5%. Current rate is 16.7%.  Halve the proportion of malnourished children from 9.8% to 4.9%.
2 Achieve Universal Access to Primary Education	Achieve universal access to primary education for children everywhere, boys and girls alike, by 2015.	Achieve universal access to primary education 90.05% to 100%.
3 Promote Gender Equality and Empower Women	Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015.	Eliminate gender disparity in primary education by 100% from 95.8% and in secondary education by 100%.
4 Reduce Child Mortality	Reduce children-under-five mortality rate by two-thirds by 2015.	Reduce children under-five mortality rate from 80 per 1000 children to 26.7 per 1000 children.
5 Improve Maternal Health	Reduce maternal mortality rate by three-quarters by 2015 (half by 2000, half by 2015).  Increase access to reproductive health (RH) services to 60 percent by 2005, 80 percent by 2010, and 100 percent by 2015.	Reduce maternal mortality rate from 209 to 52.2 per 100,000 live births.
6 Combat HIV/AIDS, Malaria and Other Diseases	Halt and reverse the spread of HIV/AIDS by 2015.  Have halted by 2015, and begun to reverse the incidence to malaria and other major diseases.	
7 Ensure Environment Sustainability	Implement national strategies for sustainable development by 2005, to reverse loss of environmental resources by 2015.  By 2020, to have achieved a significant improvement in the lives of at least 100 million slum dwellers.  Halve the proportion of people with no access to safe drinking water or those who cannot afford it by 2015.	Increase proportion of households with access to safe drinking water from 73.7% to 86.8%.
8 Develop a Global Partnership for Development	Develop further an open, rule-based, predictable non-discriminatory trading and financial system, include a commitment to good governance, development and poverty reduction – both nationally and internationally.  Deal comprehensively with the debt problems of the developing countries through national and international measures in order to make debts sustainable in the long term.	Cushion the impact of globalization on local producers. Particularly look into market volatility in foreign exchange.  Ensure that globalization positively impacts on the people.

## WHY ARE THE MDGs IMPORTANT TO BUSINESS?<sup>8</sup>

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Governments, as chief managers and initiators of national development, have a fundamental interest in achieving the MDGs. Other sectors of society, however, share in the responsibility and the benefits of MDG achievement. The MDGs address poverty and the uneven distribution of development and prosperity among nations and between social sectors. Unbalanced prosperity and development create instability which can result in dangerous consequences like famine, epidemic, criminality, armed conflict, mass migration and the destruction of a nurturing environment. These consequences affect society at large.

Business has a stake in social stability and prosperity. A healthy, prosperous society underpins the long-term prosperity of a corporation. Social instability increases the risks and costs of doing business and may discourage further growth and investment. More development studies have established the link between business success and healthy societies. Therefore, it makes sound business sense to ensure that people are healthy

The MDGs address poverty and the uneven distribution of development and prosperity among nations and between social sectors.

and educated because business will benefit from a superior workforce and a more discerning market. Business derives profit from ensuring environmental health because it safeguards a sustainable source of raw materials and builds its reputation as an organization with a responsibility toward consumers. It is beneficial for business to invest in building social capital and stable societies and economies to ensure that products and services enjoy the full patronage of consumers in a robust marketplace.

These are lessons in CSR that many Philippine companies have learned first-hand. PBSP, a unique business collective that utilizes profits for development work, is not only a quiet revolution of Philippine business<sup>9</sup> to address the social tumult of the 70s; it is also a well-thought introspection that failure to address the social and economic divides threatens the continued existence of business.

This roadmap, then, is a framework that seeks to focus the Philippine business sector's CC or CSR projects on major development challenges and to maximize its impact on society.

There are other reasons why business should support MDG attainment and among them are as follows:<sup>10</sup>

**1. Investing in Sound Business Environment** – A vast majority of legal enterprises benefit from access to a healthy and competent workforce and prosperous consumers and investors. Productive and competitive companies benefit from the existence of open, rule-based, predictable and non-discriminatory trading and financial systems and a non-corrupt and well-governed economy. Failure to achieve the MDGs is likely to undermine some or all of these pillars of business, or success at both the national and international levels.

**2. Managing Direct Costs and Risks** – Investments in building and maintaining capital resources serve to reduce the costs of doing business and improving efficiency. Challenges such as local environmental degradation, global climate change, HIV/AIDS, ethnic conflict, and inadequate health and education systems add directly to the costs and risks of doing business. They increase operating costs, raw materials costs, hiring, training and

other personnel costs, security costs, insurance costs and the cost of capital. They create both short-term and long-term financial risks, market risks, litigation risks, and reputation risks. The companies that understand and address these challenges can improve their risk and reputation management, reduce their costs, improve their resource efficiency, and enhance their productivity.

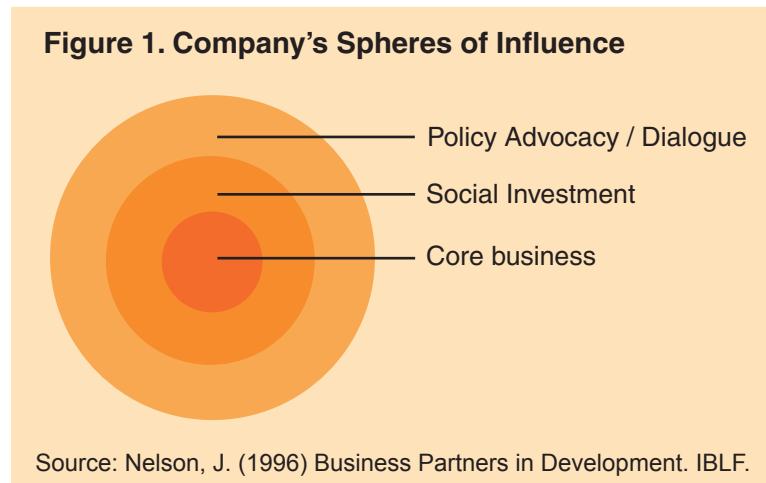
**3. Harnessing new business opportunities** – Investments in new and innovative technologies create new products and services that promote the public good. Some of the world's most successful and innovative companies are developing new products, services, and technologies; and in some cases even transforming their business models to address social and environmental challenges. They recognize that many developing countries, especially those with large populations and natural resources, offer long-term business opportunities. To these companies, helping to achieve the MDGs is not only a matter of corporate social responsibility embedded in compliance, risk management, and philanthropy. It is also a matter of corporate social responsibility embedded in innovation, value creation, and competitiveness.



**Left to right:** DOH Sec. Manuel Dayrit, PLDT and PBSP's Chair Manuel Pangilinan, Nestle's Chair and PBSP's Co Vice-Chair Juan Santos, UN's Resident Representative Deborah Landey, and DSWD's Sec. Corazon Juliano-Soliman

# FRAMEWORK FOR STRATEGIC BUSINESS ACTION TO CONTRIBUTE TO THE ACHIEVEMENT OF THE MDGs

CC or CSR initiatives take on many forms and create impact on social development challenges at different levels and spheres of corporate influence. (Figure 1).



## Core Business Activities

The activities and interests that directly relate to the pursuit of profit form the core of a business. At this level, business must manage its workforce, its supply chains, its distribution chains, its production processes, and the products and services it produces. At this level of activity, businesses confront social issues among their workforce, suppliers, retailers and consumers, as well as environmental issues along the supply and distribution chains. Business can address the issues within its core by instituting policies and adopting ethical standards that, for example, guarantee better employment conditions and opportunities, and by using environmentally-friendly technologies for production. These CC or CSR practices have been effective and sustainable largely because they are fully integrated into core business operations and decision-making processes.

Some of the leading examples of CC or CSR are practices that operate at the very core of the business sphere.

## Social Investment and Philanthropic Initiatives

Many companies have specific interests they support that may or may have nothing to do with core business activities.

Business influence extends beyond core activities, flowing outward to the communities that surround its plants, and into specific social sectors or issues where it invests part of its profit or core competencies.

Many companies and business groups are involved in programs and initiatives or have invested heavily in poverty reduction through livelihood support or income generation;



education through teacher training; infrastructure skills training for youth; provision of basic social services; conservation work to preserve wildlife, endangered species and protected areas; development of local leaders; and improvement of local governance structures, among other initiatives.

## Policy Advocacy/Dialogue



The business sector, as a collective, has a great influence on society at large and can initiate or contribute to social development and change through active advocacy of issues.

Some of the emerging dialogues wherein business leaders are advocates of change revolve around how the informal sector can be unleashed to help address poverty in the long term. This engagement vests a lot of responsibility on business leaders to help ensure that

Many business leaders have influential standings in society that make them either powerful agents or huge hindrances to development as the case may be.

small and medium enterprises are given a level field in which to compete, almost certainly even with big business. Business leaders are also openly advocating government reform to reduce corruption and overspending, to provide safety nets for communities that will be severely affected by globalization, and to tackle other issues that affect the nation as a whole.

The IBLF proposes a menu of strategic options vis-à-vis the three spheres of influence that businesses can consider in crafting their response to the MDG Challenge. These strategies are outlined in Figure 2.

**Figure 2. Strategy Mix for Business Contribution to the Millennium Development Challenge**

Core Business Initiatives	Social Investment	Policy Advocacy/Dialogue
<p>Create jobs for local communities by developing policy to hire and give priority to the local workforce both for the company and its supply chain, thus fostering industrial peace.</p> <p>Produce safe and affordable products and services – look into the impact of pricing essential products on society such as medicine gas and oil and ensure access of vital physical capital such as electricity and water.</p> <p>Generate income, investment and revenue for LGUs by paying the right taxes, complying with local wage policies, making timely payments to local suppliers, and paying correct dividends and royalties.</p> <p>Build the workplace as a community by creating a workplace where people feel proud to work for and achieve fulfillment of their personal and social mission; creates a highly motivated and loyal workforce; and gives security to the intellectual capital of the company.</p> <p>Build human capital and support to SMEs by investing in training local workforce to ensure long term relations with the community and capacitating/nurturing small enterprises as effective sources of raw materials and other services in the supply chain.</p> <p>Care for Natural Capital by taking care of essential resources for the sustainability of both business and the needs of future generations.</p> <p>Address technology divides by using core business to create virtual classrooms and introduce new learning curricula through cabling technology; provide access to the Internet to help SMEs build their competitiveness</p> <p>Promote sustainable production and consumption by implementing clean production and sharing accountability to the environment with customers through education/awareness.</p>	<p>Support social, economic and environmental issues such as</p> <ul style="list-style-type: none"> <li>• Poverty alleviation through livelihood development and capital support to SMEs</li> <li>• Health by investing in programs that change or strengthen service delivery systems</li> <li>• Environment which covers conservation work and sharing of technical expertise of business</li> <li>• Education that may entail providing teacher training, direct infrastructure support or investing in systems change and all other initiatives that involve tri-sectoral or multi-sectoral collaboration operating outside the company's core business function</li> </ul> <p>Support capacity building of local community and local government units as development partners and help strengthen local structures and systems that help provide favorable environment for business and social security for communities through training and value formation.</p> <p>Employee Engagement by utilizing core competencies of business to address social and economic concerns. This involves volunteering, mentoring, business advisory, and a more integrated engagement in a particular program from designing to evaluation and reporting.</p>	<p>Advocate policy reforms on specific issues that help business thrive and operate in a healthy, predictable and fair playing field especially for small enterprises. This involves issues such as:</p> <ul style="list-style-type: none"> <li>• Minimizing red tape in business transaction with government offices</li> <li>• Tax incentives for SMEs</li> <li>• Incentives for good corporate citizenship practices</li> </ul> <p>Support local and national governance initiatives to achieve elimination of bribery and corruption, efficient public administration and service delivery, fair and transparent regulations, and respect for human rights</p> <p>Initiate open discourse and debate on social issues such as climate change, biodiversity and poverty; and develop a concerted business framework that strategically identifies concrete action to make business work for the nation's poor.</p> <p>Advocate corporate triple or integrated bottom line reporting and disclosure. More and more companies are expected to develop reports that highlight the impact of their social and environmental footprints. Of late, media and entertainment (M&amp;E) companies are tasked to reform and subject their ethical actions to the highest standards of social accountability based on the "brain print" they leave on their audiences.</p>



# CRAFTING THE PHILIPPINE BUSINESS MDG ACTION POINTS

**P**BSP, National Economic Development Authority (NEDA) and the UN took the initiative to bring business, civil society, government and UN/donor agencies into a square-table discussion on the MDGs. The square-table approach was designed to assess the country's performance, identify gaps in MDG attainment and pinpoint factors that hinder progress in target setting. The discussion was also meant to identify strategic action points of business involvement that will guide companies in investing in specific programs with significant and long-term impact on poverty.

To facilitate the discourse, the MDGs were clustered into four major areas of focus: Poverty, Education, Health, and Environment. These clusters correspond to the four major areas where business heavily invests socially.

The four themes were perceived to encompass the eight goals as follows:

CLUSTERS	GOALS
Business and Poverty	1. Eradicate Extreme Poverty and Hunger
Business and Education	2. Achieve Universal Access to Primary Education 3. Promote Gender Equality and Empower Women
Business and Health	4. Reduce Child Mortality 5. Improve Maternal Health 6. Combat HIV/AIDS, Malaria and Other Diseases
Business and Environment	7. Ensure Environment Sustainability 8. Develop a Global Partnership for Development

## Business Partners for MDG

It was business' consensus to work closely with the following structures as partners in MDG achievement:

- **government** in particular NEDA; as the lead actor that consolidates the efforts of all the different sectors towards achieving the MDGs.
- **civil society groups** as the main servers and capacity builders of micro-entrepreneurs.
- **leaders of the different churches** as an extensive network that aids MDG accomplishment and implements ongoing programs targeting the poor that can be supported and upscaled.
- **government agencies** as partners to advance the poverty agenda within their focal areas.
- **business groups** as a collective that can contribute significant resources and exert tremendous influence on policy.
- **media** as a shaper of public opinion and consciousness.
- **funding agencies**, such as the Asia Development Bank (ADB), World Bank, International Financial Corporation (IFC) and others as institutions that fund MDG programs aimed at poverty alleviation.

## Enabling Factors to Advance the Business Sector's Commitment to MDGs

As discussed among members of Business and the MDG's Advisory Committee, there are essential enabling factors that help business advance its commitment to the MDG:

- **Peace and order situation.** This is essential to the attraction of investment. Therefore, peace and order issues across the regions particularly in conflict areas must be addressed peremptorily; otherwise, the country risks the loss of investment. Business can advocate with Local Government Units (LGUs) to create the enabling environment for investment to come in.
- **Enabling policy environment.** To level the playing field between big and small businesses, there is a need to strongly advocate safety nets that will encourage the growth of SMEs as a vital economic engine through the establishment of national and local legislative framework, laws and ordinances.
- **Focused agenda.** Corporate resources are not limitless. Available resources must be used judiciously to create a broad-based impact. Therefore, business must focus on one or two issues and align its social agenda with the MDG targets of the government.
- **Clear parameters for success.** Companies must set clear and definite targets and benchmarks in MDGs as well as performance indicators to measure gains through the design of rational and transparent reporting mechanisms.
- **Leadership of the CEOs.** Leadership plays a vital role in all MDG initiatives.
- **Effective and credible development partners.** To optimize results of MDG strides, business needs partners that are convincing and capable of program delivery to be able to implement CSR programs.

## Responding to the Millennium Development Challenge

The following summary report is the product of seven months of discussions. It outlines the strategic action points identified by the four square tables that emanated from the series of discussions and consensus-building workshops and meetings attended by over 80 participants representing 33 companies, 11 non-governmental organizations, seven UN/funding agencies and 12 government agencies. The following sections highlight the discussions and agreements of the four square tables.

“Whether intentional or not, our response does not only take on the UN challenge. It also dovetails with the President’s goal of **creating six to 10 million jobs** during her term, helping 3 million small entrepreneurs grow bigger, and the **development of 1 million hectares** of raw farm lands for agribusiness.”

**Sergio R. Ortiz-Luis, Jr.**  
Chairman, Philippine Chamber of  
Commerce and Industry

**“I know of no country as of the Philippines which has made so much progress in translating the Millennium Development Goals from aspirations to action.”**

**Peter Brew**  
Director for Corporate Practices,  
Prince of Wales International Business  
Leaders Forum

**“I believe that these strategies are sober, realistic and sustainable contributions to the common goal of a better health for all.”**

**Donald G. Dee**  
Governor, Employers’  
Confederation of the  
Philippines

“We should take pride that the Philippines together with Brazil and South Africa were identified to take the center stage as these countries have demonstrated interesting and innovative models on how the business sector has engaged with government and civil society in responding to development challenges.”

**Mr. Juan B. Santos**  
Chairman, Nestle Philippines  
Co Vice-Chair, PBSP

# BUSINESS AND POVERTY

## Goal 1: Eradicate extreme poverty and hunger by 2015



**“Business cannot  
exist within the  
ocean of poverty.”**

Oscar Hilado, Chair,  
Phinma Group of Companies

**Target 1:** Halve proportion of families below subsistence threshold from 20.4% to 10.5%.

**Target 2:** Halve the proportion of malnourished children from 9.8% to 4.9%.

About a third of all Filipinos are poor<sup>11</sup> and one in five Filipino families lives on income levels that are inadequate to meet food requirements. Malnourishment afflicts one in ten children under the age of five. These are the bare figures that provide an impression of Filipino poverty. The insufficiency of income is a major poverty concern because it has an impact on other MDG targets. Poverty means malnourishment, inadequate health and lower levels of education.

Poverty is greatly affected by the country's economic performance. In the mid-1990s, there was great progress in reducing poverty, but in the last five years, as a result of lackluster economic growth, political instability, and high population growth rates, the effort has decelerated. Today, the five million Filipinos who are unemployed<sup>12</sup> and another four million who are underemployed pose serious challenges to the attainment of the MDG poverty target by 2015.

Job creation is a core business activity, but poor economic performance limits the ability of companies and industries to create new jobs. The factors that keep the economy afloat are the thriving informal economy and the increasing number of micro, small and medium enterprises that comprise 99%<sup>13</sup> of businesses in the country. By their sheer numbers, the informal businesses cushion the impact of the economic slowdown, create jobs, and offer food and other basic needs for the Filipino poor.

**Target 1** aims to halve the proportion of families living below the subsistence level<sup>14</sup> of about Php107.00 (\$1.91) for a family of five or the Php21.50 (\$0.38) per capita food threshold. Currently, at least 13.1% of families, or 16.8% of the population, live below the P107.00 (\$1.91) food threshold per day (from a baseline figure of 20.4% in 1995).

Philippine poverty is concentrated in the rural areas. According to the NEDA, about 78.8% of poor families reside in the rural areas. Based on 2003 data, subsistence incidence across regions was highest in the Bicol region at 27.8% followed by Autonomous Region of Muslim Mindanao at about 27.2% and Central Mindanao at 25.5%.

The prevalence of malnutrition among 0-5 year old children in 2000 is at 9.2% and the target is at 4.9% from a baseline of 9.8% in 1995.

To achieve the target, we need at least -0.87% average rate of progress but so far we are only accomplishing -0.31%.

## PLANTING SEEDS OF PEACE

### THE DATU PAGLAS/LA FRUTERA CASE

Datu Paglas is a small town in the heart of Maguindanao province characterized as “no man’s land”. It was a “war zone” before La Frutera, the local representative of Chiquita brands risked all odds to establish the first banana plantation in the Muslim area. As a result of the investment, Paglas Corporation was able to employ over 2,000 people, 50% of whom are former MILF active combatants. In the words of Datu Ibrahim Paglas III, President & CEO of Paglas Corp. — “through employment, we were able to transform my town from a “war zone” to “economic zone.”

Aside from the strong and visionary leadership of Datu Paglas, the ARMM government also played an important part in extending the necessary legal support to investors.

In the end, the people benefited from the development as downstream industries mushroomed and the town is practically a bustling economy. Datu Paglas also put up a rural bank to cater to the needs not only of their employees but of the growing micro entrepreneurs.

*“To kill or be killed is nothing for someone who has nothing to lose. But now, I have a stable job and all my children are in school. Going back to the fighting field doesn’t make sense anymore.”*

**Abe Puasalias**  
a.k.a Commander Spider  
Former MILF Commander  
No. 1 Supervisor of Paglas Corp.

**Hindering Factors:** Political and economic instability, the state of peace and development in Mindanao, high crime incidence in urban centers, and rapid population growth exert a negative impact on poverty alleviation.

Although NEDA reports that the poverty reduction targets are on track, this assessment is heavily dependent on maintaining GNP growth rates of between 4.5 and 7.0 percent in the next few years.<sup>15</sup>

The most pronounced effect of peace and order situation has been on the capital investment structure of Philippine business. The country as a whole is classified by international standards





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as a high-risk business location, forcing foreign investors to channel their investments to more secure countries. ARMM, in particular, has received fewer investments as a result of perceived threats and risks to businesses in the region.

Population growth rate is eating into the economic growth of the Philippines. Under the Medium Term Development Plan for 2001-2004, the population growth will be kept at an average of 2.0 to keep the MDG targets on track. Population growth, however, has historically hovered at 2.3 percent.

**Target 2** aims to halve the proportion of population below the minimum level of dietary energy consumption and halve the proportion of underweight children under five years old. Malnutrition is still one of the major threats to the Filipino child's survival. Likewise, unsafe drinking water that causes diarrhea remains one of the major killer diseases among children.

**Hindering Factors:** The UN reports and the NEDA admits that of the targets, reducing malnutrition will most likely not be achieved by 2015. At the current rate of accomplishment, it will take 24 more years (or 2039 instead of 2015) to achieve the target of halving the proportion of people who suffer from hunger. It was noted in the square table discussions that hunger and malnutrition are directly related to high poverty incidence as well as to ineffective nutrition intervention.

A government law that seeks to fortify basic food items like rice, cooking oil, sugar and flour with vitamins and minerals, has already been passed; however, government implementation and monitoring has been poor, the public has been indifferent, and the food processing industries have largely not complied with the provisions of the law.



# OPTIONS FOR BUSINESS RESPONSE TO POVERTY

## (Building on the gains of best practices)

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The consensus that emanated from the square table discussions was to address the issue of poverty using an approach that takes advantage of internal or core business functions and competencies.

### CORE BUSINESS ACTIVITY

**1 EMPLOYMENT GENERATION.** Companies can intensify efforts to directly or indirectly create employment opportunities. This can be done on two levels:

**At the Industry Level.** Companies can re-direct a portion of their investment resources to provide employment or generate business opportunities with the spin-off effect of creating more jobs and raising incomes. This poses a particular challenge to multinational companies that invest in large-scale operations in areas where the local communities should derive benefit from the company's presence. The Local Government Code mandates companies/industries to prioritize local labor and to hire at least 10% of requisite skills from the immediate community. The *Job Link Program*<sup>16</sup> of Pilipinas Shell Corporation adopted a policy that required contractors to hire 100% of unskilled labor requirements from communities surrounding its gas plant in Batangas. A company can also adopt a corporate-community business partnership, which encourages big business to build up local enterprises that can become part of its supply chain. One good example is BJ Coco Oil Mill<sup>17</sup> in Sulu, a supplier of the San Miguel Iligan Coco Oil Mill. While BJ Coco employs less than 50 locals, it buys over Php60 million (\$1.07M) worth of dried copra from over 3,000 coconut farmers in the island of Sulu. Unilever mentors and nurtures Best Foods<sup>18</sup> by ensuring that the company buys cucumber from local SMEs for its pickle processing.

**At the SME Level.** The banking and financing sector can expand credit facilities to underserved areas in order to reach SMEs. It was a square table consensus that business should invest in building the capacity of start-up SMEs or share its competencies to strengthen SME capacities. This will directly improve SME sustainability and competitiveness, and multiply the potential to create more jobs.

#### MAXIMIZING ECONOMIC BENEFITS TO LOCAL STAKEHOLDERS SHELL PROVIDES LINKS TO JOBS

When Pilipinas Shell began to construct its on-shore gas plant in Tabangao, the petroleum company set out to make the surrounding communities benefit from its presence by sourcing its labor requirements locally. While government regulations require companies to hire a minimum of 20% of labor from surrounding communities, Shell embarked on a policy to source all its labor locally. Shell tasked its main contractor to provide a list of all skills needed to build the plant. The Pilipinas Shell Foundation designed a training course in tandem with the Technology Enhancement and Skills Development Authority (TESDA) for local applicants. The company was able to source more than 75 percent of labor from the locality. The program became a successful catalyst of local development by offering employment not only at the gas plant but also in other industries located within the area.

**2 SUPPORT TO MICRO ENTREPRENEURS.** For companies whose main lines of service do not include direct credit support, it may be more feasible to establish relationships with neighboring communities by

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engaging promising entrepreneurs as service providers or building their capacities to become a potential part of the company's supply chain. Best practices in this area of *Business-Community Partnership* show that it is more sustainable and beneficial to establish business partnerships with the community than perpetuate the traditional "donor-donee" relationship. Business can increase opportunities for entrepreneurs and for the self-employed by providing greater access to credit for *Livelihood Activities and Micro Enterprises*. The business sector should focus on two major sectors: the entrepreneurial poor who have the capacity to develop into successful businesses, as in the case of Jollibee, and the entrepreneurial members of Overseas Filipino Workers' (OFWs) families who form the base of a powerful middle class, remitting \$8 billion per year. There are two concrete action points that can support this agenda:

**Micro Finance Support.** The banking sector can offer, as part of its core business operations, credit and financing facilities for the poor by engaging in *Micro Finance for the Entrepreneurial Poor*. Aside from credit, the big business circle can help micro entrepreneurs by providing market linkage mechanisms especially in the area of product and service outsourcing.

**Create New Banking Services or Products.** The banking sector can create or develop new financing products. CitiBank, for instance, provides an easy credit facility for SMEs and micro entrepreneurs. The credit card system can be developed into new loan schemes for micro entrepreneurs.

It was a square table  
consensus that business  
should invest in building the  
capacity of start-up SMEs  
or share its competencies to  
strengthen SME capacities.

This component presents itself as a crucial intervention considering that micro, small and medium enterprises<sup>19</sup> (often referred to as the informal or underground economy) account for 99.6% of the total registered business in the country and employ 70% of the workforce.<sup>20</sup> It is important to note that while the *Magna Carta for Small Enterprise* instituted through Republic Act 6977, amended as RA 8289 in 1997, requires all lending institutions to set aside 6% of their total loan portfolio to small businesses

and 2% to medium-sized enterprises, it did not include the micro enterprises which account for over 97% of the total enterprises in the country.

The challenge is, therefore, for both government and business to find and learn new modalities and approaches to track and backstop small-scale businesses and to legalize their operations. The glaring reality today is that most of the micros and SMEs operate outside the bounds of the law and official sanction. In many ways, maintaining the status quo prevents them from going through red tape when they register their businesses -- a very common complaint among small entrepreneurs. The most attractive argument for many is that if they are not registered, they need not pay taxes. However, the downside of this practice is that being beyond the reach of the law and institution also means they cannot have the facility and the system to organize and demand access to markets, credit, training opportunities, and technology.

**3 FOOD FORTIFICATION and NUTRITION PROGRAM.** Compliance with the Food Fortification Law by corporate entities in the food industry can figure prominently in the implementation of public health initiatives like the food program, in outright support of the Health and Nutrition Council's food fortification campaign. Availing of the *Sangkap Pinoy* seal through the incorporation of nutritional properties in specific food products



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provides manufacturers and processors not merely the means to comply with the law but also the opportunity to promote sales through the use of the seal as a potent marketing tool.

**Comprehensive Nutrition Program.** Food companies can share their core expertise (nutritionists and Chemical Engineers) with the National Nutrition Council and the Department of Education to develop a Comprehensive Nutrition Plan.

**At the company level.** A company can implement a Health and Nutrition in the Workplace Program. Components of this program may include the holding of comprehensive nutrition education and awareness classes or blitzes, installation of support systems for nursing mothers/employees such as breastfeeding rooms and child-minding centers to ensure that children below the age of five are given adequate nutrition while their parents are at work.

## SOCIAL INVESTMENT

**1 DEVELOP AND SUPPORT SOCIAL ENTERPRISE.** As a direct input to job creation, some businesses may find the niche to invest in the construction of social enterprise. The purpose of *Social Enterprise or Social Entrepreneurship* is mainly to support social development programs utilizing profit. A substantial volume of studies and models was developed along this line in the last few years. Khun Mechai Veravaidya<sup>21</sup> of Thailand has demonstrated the most successful models through the PDA or Population and Development Association's *Cabbages and Condoms Restaurant*. The restaurant is a very successful venture that has grown from one store to several branches all over Thailand. Khun Mechai has successfully maximized his social marketing skills to communicate the core message of the enterprise, which is responsible parenthood and sexual behavior, in support of the PDA's development programs in the countryside using profits from the restaurant.

The long tradition of the cooperative movement in the Philippines can be utilized as both a model of social enterprise and a springboard of new approaches in developing and sustaining social programs. Figaro has successfully utilized and taken full leadership in this tradition. Figaro's model has inspired and awed not only CSR advocates in the Philippines but also around Asia and even in the U.S. and Europe. The company has committed to support local coffee farmers and revive the *barako* (*Cafea Liberica*) coffee blended from indigenous coffee beans. Figaro's leadership also envisions to revitalize the Philippine coffee industry (Philippines having been

### FIGARO CASE ON SOCIAL ENTREPRENEURSHIP

The Figaro Coffee Foundation was formed in 1998 with a singular thrust – to boost Filipino coffee production, particularly Barako. As part of this process, it provides aid to the remaining local coffee families. The foundation's activities are mostly communications-focused: art exhibits and seminars shedding light on the domestic coffee industry situation. Geared towards obtaining consumer sympathy, the foundation's initial activities were aimed at securing a steadily increasing domestic demand for Barako coffee.

Another facet of the foundation's work pertains to City Blends. These are specially designed coffee packs indicating particular cities chosen as beneficiaries of specific charities. All City Blend beneficiaries are children. As an example, the Makati Blends coffee benefits the 'Children's Hour', a charitable institution based in Makati. Using the same strategy as City Blends, the company developed the Barako Blends, the proceeds of which go to the operations of the foundation.

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the 3rd biggest coffee producer in the world) by way of promoting the local *barako* variety which is synonymous with Philippine culture.

**2 EMPLOYEE ENGAGEMENT OR MENTORING.** Big businesses can share their valuable core competencies with communities by involving some of their staff in community-based programs. In enterprise development, for instance, the company experts can mentor, on a one-on-one approach, individual entrepreneurs or institutional enterprises based in the communities to professionalize their bookkeeping systems, transfer technical expertise for the adoption of clean technologies, or implement environmental management systems for local food processing plants.

**3 NUTRITION PROGRAM AT THE COMMUNITY LEVEL.** Companies can integrate health and nutrition agenda or objectives into their Community Health Programs. This can especially be done by social marketing units or similar structures within the corporation. They can touch base with and engage the participation of local community leaders in the Local Government Units of location. For instance, companies can adopt the National Nutrition Council's (NNC) Supplementary Feeding Program that requires from participants the completion of a 120 day-cycle<sup>22</sup> center-administered feeding course. Companies can assist by establishing feeding centers in identified communities of choice on a needs basis.

## POLICY ADVOCACY / DIALOGUE

**1 ADVOCATE TAX INCENTIVES FOR START-UP BUSINESSES.** Business leaders can wage twin advocacies on two fronts: one, advocate stronger economic safety nets for SMEs and two, prod government to implement policy reforms that create an enabling environment for SMEs and start-up businesses. CEOs can especially apply pressure tactics on government to provide adequate incentives to the informal business sector, thus encouraging it to operate formally.

For many start-up businesses, one major concern is the amount of energy and time spent in documentation. It is important to advocate a reduction in bureaucratic requirements to hasten registration processes. Corporations can organize a unified stand to push for the standard implementation of laws and regulations and the streamlining of local business registration and accreditation processes.

**2 POPULARIZE AND PUT TO ACTION UN'S REPORT ON *UNLEASHING ENTREPRENEURSHIP: Making Business Work for the Poor***<sup>23</sup>. The Advisory Committee of Business and MDGs agreed that in advancing Goal 1, the central point of discussion, commitment and action should be on how business works for the poor. The square-table discussants agreed to refer to the framework of the UNDP report on *Unleashing Entrepreneurship: Making Business Work for the Poor*. This report provides a plan of action to help big business unleash the full economic and social potential of small and medium-sized enterprises. It was noted that this sector of business directly employs and serves the world's poor.

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The action points that were recommended and formally adopted by the square-table parties are as follows:

- **Channel private initiative into development efforts.** The private sector has the tremendous potential to contribute to national development through its knowledge, expertise, resources and relationships (e.g. core business involvement such as business skills transfer through employee engagement and mentoring).
- **Develop linkage with multinational and large domestic companies to nurture smaller companies.** Multinational companies can play a nursing role by sharing their management and operational skills and know-how with smaller businesses. They can pass on their wealth of corporate experience to the sibling firms, helping the latter gain access to larger markets, financing, skills acquisition, and training (in market linkage, for instance, large firms can develop a supply chain from the downstream communities to the micro entrepreneurs and SMEs.)
- **Pursue business opportunities for bottom-of-the-pyramid markets.** Businesses must recognize the needs of bottom-of-the-pyramid markets (the 4 billion people who are earning less than \$1,500 a year) and create innovative, market-driven solutions to meet these needs.

**3 ADVOCATE NUTRITION EDUCATION THROUGH MASS MEDIA** for consumers to patronize products with the *Sangkap Pinoy*<sup>24</sup> seal. Companies can also bank on the added value that the *Sangkap Pinoy* seal can vest on their products, inasmuch as the government proactively endorses products carrying the seal. This gives food manufacturers a credible market advantage. The advertising and the multi-media industries can be enlisted by business as partners to educate the general public on proper nutrition. Multi-media can likewise be utilized to encourage other companies to comply with the Food Fortification Law.



# BUSINESS AND EDUCATION

## Goal 2:

**Achieve universal access to primary education by 2015**

## Goal 3:

**Promote gender equality and empower women**



**Goal 2** aims to provide universal access to primary education, regardless of gender which is the focus of Goal 3. National participation rate or the number of school-aged children who enter grade one is 98%. However, cohort survival or the number of those who enter grade one and eventually reach grade six was merely 69.8% for SY 2002-2003 with a completion rate of only 66.82%. The illiteracy rate of young adults ages 15 & above is 9.9%, which translates to six million of the total Philippine population.

**Target 3:** Achieve universal access to primary education from 90.05% (2002-2003) to 100%. (Raise retention rate and quality education.)

**Target 4:** Eliminate gender disparity in primary and secondary education from 95.8% to 100%.

These are very disturbing facts, especially since the country is positioning itself as a major exporter of human resource. If the Filipino is to compete in a global services market, government must not merely concentrate on basic education but on quality and competitive education. In this context, the business sector sits squarely behind the move to improve access to quality primary education.

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## Hindering Factors:

### Peace and order

- In Mindanao, armed conflict greatly affects the children's ability to remain in school. Two of the regions with the highest drop-out rates in the country are in the conflict areas of ARMM and Central Mindanao.

### Poverty

- The low learning capacity of children is not attributed solely to the poor quality of instruction or the lack of school inputs and facilities; it is also the result of the financial incapacity of families to support a child's education. Dropout rates and failures are highest among the poor. More affluent students have comparably better accomplishment rates regardless of where they live in the country.
- Poor children drop out of school out of the need to assist their families earn a living.

### Competencies

- Teachers need further training in English, mathematics and science.
- Teachers are not only instructors, they also have to be effective administrators, managers and leaders.
- Teachers lack the motivation to teach due to low salaries and benefits, the lack of training and career development, and the performance non-teaching tasks.

### Infrastructure Support

- The government still needs more physical infrastructure like schools and classrooms to keep up with the growing student population.
- New and more relevant technologies are in short supply, whereas these are necessary to strengthen the public education system and enable students to readily access information.

### BUILD THE KNOWLEDGE CAPITAL OF THE COUNTRY

#### COCA-COLA'S LITTLE RED SCHOOLHOUSE

Coca-Cola Foundation (CCFPI) is constructing schoolhouses in some of the most remote locations in the country. Coca-Cola builds multi-grade schoolhouses in communities that are in most need of complete educational facilities. Beneficiaries are mostly small, isolated and poor barangays.

Aside from constructing the schoolhouse, Coca-Cola also provides for the training of teachers in multi-grade instruction and builds the capacity of the local parents-teachers-community association to look after the facility. To date, fifty gleaming, red-roofed schoolhouses have been built in small settlements in 37 provinces of the country, allowing more children living in highly-disadvantaged communities the opportunity to complete their elementary education.

### INVESTING IN THE FUTURE WORKFORCE: PETRON'S READING PROGRAM

Petron Foundation is helping improve literacy by promoting the habit of reading especially among the youth. Through the Sa Aklat Sisikat Foundation, Petron is reaching out to grade school students in order to cultivate a love for the life-long habit of reading.

Sa Aklat Sisikat is a 31-day reading program for grade four students. The students and teachers hold daily reading sessions that feature 60 of the best Filipino children's books and supplement reading with creative storytelling, games, and art sessions. Each student is also encouraged to keep a notebook of his or her reflections on the books read. At the end of the program, the books are donated to the schools, allowing the program to continue and encouraging more children to read. The program has been implemented in schools in Manila, Marikina and Nasugbu.



### Systems Improvement

- Vital education systems and structures need to be improved, specifically in the area of curriculum development and school systems modernization.
- There is a need for better governance and greater transparency in internal processes and management systems of the Department of Education.

**Goal 3** emphasizes the need for both girls and boys to have equal access to education. In terms of ensuring educational access to women, the Philippines has provided almost equal opportunities to both male and female students. Women actually have a slight edge over men in high school and university level institutions. At the elementary level, the ratio of girls to boys is 96 girls to 100 boys but in the secondary level, this ratio is reverse with 105 girls to 100 boys.



# OPTIONS FOR BUSINESS RESPONSE TO EDUCATION

## (Building on the gains of best practices)

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In analyzing the needs and gaps in the Philippine educational system, three major areas of concern were identified as the main focus of business response.

### SOCIAL INVESTMENT

**1 DIRECT SCHOOL IMPROVEMENT.** Business can provide needed interventions through direct school facilities improvement. In the past, businesses invested heavily in education, particularly in the construction of school buildings, in refurbishing facilities, and in upgrading science and computer laboratories in both elementary and high schools. Companies can also provide basic services to schools such as electricity and water, or plan programs to mitigate disasters like floods, typhoons and earthquakes. Coca-Cola's *Little Red Schoolhouse* is a model of direct school improvement that targets isolated communities. The Department of Education's *Brigada sa Eskwela Project*, a summer campaign to refurbish school facilities (e.g. classrooms, desks, etc.), is a model of an employee volunteer program in education.

**2 SYSTEMS IMPROVEMENT.** In the area of systems improvement, companies can take a direct hand in developing the curriculum or in improving the effectiveness of the larger system of education. In the case of Petron Foundation's partnership with *Sa Aklat Sisikat Project*, the company has integrated the use of new technology to improve the reading habits of school children. The *ConnectEd.ph* initiative of a consortium of development and business organizations led by the Makati Business Club aims to connect secondary schools to the Internet. The Knowledge Foundation's *Knowledge Channel (Education through ICT)* develops and mainstreams curriculum-based television programming to reach the farthest classrooms in the country.

#### MAXIMIZING CORE BUSINESS COMPETENCE

##### THE KNOWLEDGE CHANNEL'S SCHOOL ON TV

Knowledge Channel was launched in 1999 to make quality, curriculum-based education available to all public schools through the medium of television. The Knowledge Channel believes that television can be an innovative and cost-effective tool in providing better public school education. The only all-education cable channel offers high quality programs that aim to raise math, science and other competencies of Filipino students in areas that have access to cable TV service or satellite dishes. This access is provided free of charge. At present, Knowledge Channel can be viewed by 2.45 million school students in 1,350 schools spread across 38 provinces. The impact of the Channel has been encouraging; studies show an increase of 17-26 percent in comprehension and retention levels among viewing students.

The business sector can also assist in introducing new systems to streamline the services of the offices and bureaus of the Department of Education as well as in the replication of tested and cost-effective alternative modes of schooling like the In-School and Out-School adult literacy program, multi-grade teaching and Project IMPACT (Instructional Management by Parents, Community and Teachers). Unilever Philippines is providing DepEd administrators and superintendents helpful advisories on systemizing the bidding and printing of textbooks using the company's own system as benchmark.

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**3 CAPACITY BUILDING.** The corporate sector can invest in continuing Teacher Training, which aims to improve the quality of instruction through the turn-out of quality teachers. Many companies are veering away from the conventional scholarship programs since teacher training has a wider and more sustained effect on quality education. Aside from teacher training, principals and administrators can likewise gain from the Management Skills of School Administrators Training that enables them to run schools more effectively. Bato Balani is leading the way in addressing this need through the holding of a training course to build the managing capabilities of public school principals.

#### **BRIDGING THE TECHNOLOGY DIVIDE SCHOOLS GET CONNECTED**

A majority of Filipino public school students are unfamiliar with computers and the Internet. This unfamiliarity puts public school graduates at a disadvantage in a labor market increasingly demanding computer literacy.

In 2001, several corporations, foundations and business groups formed the ConnectEd.ph consortium to support the goal of providing all Philippine high schools with computers and Internet connection. The group pools the resources of many foundations and corporations with the track of building computer labs for public schools. The school beneficiaries are identified, computers are donated and the connection provided by consortium members. In 2001, the consortium was able to equip 90 schools across the country and it projects to reach more than 1,000 number of schools in the near future.

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## **POLICY ADVOCACY**

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**1 UTILIZE BRAND VALUE TO EDUCATE.** The strength and popularity of the brand is a powerful advocacy tool in education. One of the stiffest issues in education advocacy has to do with values promotion. Companies can optimize brand value by integrating positive messages in their advertising slogans and campaigns. Messages must project the highest ethical standards of Filipinos. Leadership companies can jumpstart this campaign by setting the trend and influencing peers in the industry. Some companies have set the benchmark on social marketing such as the Development Bank of the Philippines' Filipino Values campaign such as *Word of Honor*, Nestlé's *Sa Mata ng Bata* campaign enjoining adults to serve as role models for their children. Also called "cause-related marketing," this approach closely identifies with the business objective under the parameters of the MDG, and has the capacity to dent the public consciousness as well.

**2 ADVANCE GENDER ISSUE THROUGH MEDIA CAMPAIGN.** Utilizing the "cause-related marketing" approach, companies can influence peers through various media outlets to heighten gender-issue awareness. In the same way, companies must desist from using women in selling and promoting their products. Advertising messages in particular must be mindful of the gender biases and stereotypes and uphold politically correct messages. Of late, the Shoemart chain of stores released a corporate policy banning their in-house theaters from showing movies that carry Restricted and Rated 18 classifications that glamorize violence and expose/desecrate women's bodies. The same company has also banned the holding of live shows that showcase women in skimpy clothing within the venue of their malls and shopping arcades. While this advocacy can prove a disadvantage to the local movie industry by diminishing revenues and employment, this can be viewed as a fresh opportunity to recalibrate and produce movies in keeping with the artistic tradition of renowned Filipino filmmakers, and depart from the production of violent and sex-oriented films.

# BUSINESS AND HEALTH

**Goal 4:**  
**Reduce Child Mortality rate**  
**Goal 5:**  
**Improve Maternal Health**  
**Goal 6:**  
**Combat HIV/AIDS, Malaria, and**  
**Other diseases**



There is one hardcore issue in the Philippine health system that impacts on the overall status of health care. This is ineffective management that results in the poor delivery of basic services to the people. Health issues are closely interconnected with other social challenges like poverty, malnourishment, lack of education and awareness of basic health practices, and the lack of ready access to potable water, which is the prime cause of child mortality due to water-borne diseases.

In the square-table discussions, a direct link was established between child survival and maternal health and the provision and ready access to reproductive health

(RH) services. These challenges can best be addressed through effective RH programs while the over-arching health issues can best be combated by interventions at the health service management and policy levels.

**Goal 4** aims to reduce child mortality from a baseline figure of 80 deaths per 1,000 in 1995 to 26.7 per 1,000 in 2015. Child mortality is currently at 48 deaths per 1,000. The target infant mortality rate by 2015 is 19 deaths per 1,000 or lower than the current rate of 35 deaths per 1,000. The government's efforts appear to be on track, with an average rate of progress of -2.75% per year out of the required -0.94% per year. This means that the government will likely accomplish the target figure in 2015.<sup>25</sup>

**Goal 5** aims to cut maternal mortality rate from 172 deaths per 100,000 to 52 deaths per 100,000 by 2015. Progress made so far in attempts to reduce maternal death rates have been modest. However, accomplishment rates are slowing down and there is a need to sustain and even improve the efficiency and effectiveness of intervention.

**Target 5:** Reduce children under-five mortality rate from 80 per 1000 children to 26.7 per 1000 children by 2015.

**Target 6:** Reduce maternal mortality rate from 209% to 52.2% by 2015.

**Target 7:** Halt and reverse the spread of HIV/AIDS by 2015.

**Target 8:** Have halted by 2015, and begun to reverse the incidence of malaria, tuberculosis and other major diseases.



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Some of the key concerns related to goals four and five are affordability and access to drugs and pharmaceuticals particularly in the poor rural communities of Bicol and the ARMM.

**Hindering Factors.** Child mortality and maternal mortality are highest in far-flung and isolated areas, which indicates a lack of access to sanitation, basic medical services or the absence of trained health practitioners. This is particularly evident in 4th and 5th class municipalities and in the ARMM where child and maternal health is poorest and morbidity/mortality is highest.

It is surprising that even in areas where health services are available, the public health system may not be capable of responding to health challenges. Health service in the Philippines is a devolved function, which means that local government units (LGUs) take primary responsibility in managing and delivering primary health care. The capabilities of LGUs to deliver are extremely variable. While some LGUs deliver excellently, others fall short.

At a macro level, local health systems and services are greatly dependent on the budget allocation provided by the national government to LGUs. There is limited leverage on the part of LGUs in turn to mobilize local resources and spread health responsibilities across local stakeholders.

To achieve the goals envisioned in sector-assisted health service delivery, national government must focus the health agenda towards strengthening existing health financing schemes while developing cost-effective financing systems with appropriate safety nets especially for the poor. It must widen collaboration with other sectors especially business in order to upscale the course of programs.

Infant survival and maternal health are also tightly connected to access to reproductive health service and education. Although the service is devolved, the national government has not come up with a clear and proactive policy on reproductive health largely because it impinges upon population development and management.

Population policy is highly controversial because of the strong opposition of church groups. On this account, the high population growth rate actually curbs economic growth, causing panic and instability in many Filipino sectors, including business. Within the next 20 years, population growth is foreseen to rise meteorically, in keeping with the following trends called population momentum:

- 18% from couples who still desire to have more than 2 children
- 16% from couples deciding to have 2 kids but ending up with 3-4 due to huge gap of unmet family planning needs
- 66% from population momentum or the sheer number of women who will enter reproductive period.

At this point, it is highly imperative that maternal and child health care be focused through the intensification

#### **INCREASING HEALTH CAPITAL** **UNILAB'S RIGHT MEDICINE AT THE RIGHT PRICE**

RiteMED, an affiliate of pharmaceutical giant United Laboratories, Inc. (Unilab), began marketing more affordable medicines to the public in 2003. This drug line has banked heavily on the reputation of its mother company, Unilab is a manufacturer and distributor of high-quality products but offers medicines at prices that are 24 to 81 per cent cheaper than their branded counterparts.

RiteMED also distributes commercially, reaching far more consumers than the inexpensive drugs distributed through the government's limited network of hospitals and pharmacies. RiteMED makes reputable medicines affordable and available to more people while still making a profit for Unilab.

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of the program on reproductive health covering the dissemination of information and education regarding reproductive rights, the distribution of family planning products and services such as condoms, pills and other artificial and natural methods, and the intensified conduct of counseling, pre- and post-natal care, and sex and sexuality training courses in publicly- and privately-managed health facilities.

**Goal 6** responds to the challenge of HIV/AIDS and other diseases like malaria and tuberculosis (TB). As of June 2004, there were more than 2,000 reported cases of persons with HIV/AIDS. The number tends to relegate the issue to the backseat. Epidemiologists, however, estimate that the actual number of HIV cases could be around 6,000.

There have been considerable strides in the fight to control malaria and tuberculosis but the diseases remain major threats to health. In 2001 TB was the leading cause of death and illness in the country. Malaria is endemic to 65 provinces but data indicate that 90% cases nationwide are found in 25 provinces only.

**Hindering Factors.** Because the rate of spread of HIV/AIDS remains *low and slow*, the malady has not garnered the same advocacy or social mobilization that it has received in other countries where the threat is higher. This has resulted in the absence of mechanisms that would support persons with HIV through home and community care, medication and counseling. The Department of Labor and Employment has been reactive in monitoring workplace regulations, but its assistance can be counted upon in projected business-NGO response endeavors.

There is a very high variance on the level of threat of diseases like malaria and tuberculosis across the national landscape. Malaria is endemic to many hilly and mountainous regions. Tuberculosis, on the other hand, is greatly centered in urban congested areas. These challenges require effective and results-oriented local health management. In many cases, however, local health capabilities to deal with the outbreaks are inadequate and deserve the prompt attention of business-government alliances.

#### **FIGHTING DISEASES, SAVING LIVES** SHELL'S KILUSAN LIGTAS MALARIA

In Palawan, where malaria is an endemic disease, there have been sporadic efforts to control the menace. These efforts have often been short-lived and the people of the province continue to live with the threat of infection. Shell Philippines has embarked on a community health program aimed at a sustained effort to control and finally eradicate malaria. Shell partnered with the local communities to formulate a Malaria Control Plan that educates residents on how to eradicate malaria. Local action groups were formed and mobilized to raise awareness regarding the disease; training courses on case identification and treatment were held; and equipment and supplies were provided. The KLM program has reached more than 120,000 Palawan residents and has reduced malaria-induced morbidity and mortality.

# OPTIONS FOR BUSINESS RESPONSE TO HEALTH

## (Building on the gains of best practices)

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Thus, based on the consensus of the square-table discussions on health, the following interventions will serve as the concrete business response to address the gaps in Maternal and Child Health, Morbidity and Mortality:

### CORE BUSINESS ACTIVITIES

**1 ENSURE ADOPTION OF HEALTH-IN-THE-WORKPLACE POLICY AND PROGRAM.** Business can invest in an effective and sustainable Health-in-the-Workplace Programs not only in compliance with existing laws and regulations and international standards but also in compliance with the inner call to strengthen employee-employer relationships. Companies could focus on the following workplace programs:

#### **Responsible-Parenthood-in-the-Workplace Program.**

A company can design and put in place policy frameworks and programs that respond to the needs for Reproductive Health (RH) and Responsible Parenthood interventions in the workforce as part of a Family Welfare Program (FWP) embodied under the DOLE's Department Order No. 56-03. However, these would largely be self-regulatory initiatives because while mandated by law, monitoring and compliance mechanisms are weak and reactive.

In terms of support resource, companies can tap the reservoir of effective family planning service providers from either public or private sources. Companies can begin by formulating, instituting and implementing an internal Responsible Parenthood policy. They should likewise establish an incentive and reward system to encourage and cite employees who consciously plan their families provided that facilities and services are made available in the workplace.

**Community-Based Responsible Parenthood Program.** The same mechanism can be applied at the community level although this initiative is basically a social investment.

Although infection rates are, as cited earlier, *low and slow*, there are studies indicating that the Philippines is at risk of greater HIV/AIDS infection because of the very low use of condoms, the high incidence of sexually transmitted infections (STIs), and the huge population of migrant workers. Studies equally show that workforce mobility contributes to the level of risk and vulnerability of individual workers. It should be noted that 26% of the reported HIV/AIDS cases are overseas Filipino workers (OFWs) and the proportion is rising. The members of the square-table discussions proposed the following points of action:

**HIV/AIDS-In-the-Workplace Program.** Business can best address the issue of HIV/AIDS by strengthening workplace programs and policies both in compliance with Republic Act 8504 and as a self-regulatory mechanism.

#### **RELATIONSHIP THAT'S BUILT TO LAST** CADP'S HEALTH BEYOND THE WORKPLACE

The Central Azucarera de Don Pedro, Inc. implements a comprehensive health in the workplace program as part of its commitment to its workforce. This program includes provisions for responsible parenthood, maternal and child health, sexually transmitted diseases, HIV-AIDS, tuberculosis, and other diseases. However, aware of the fact that health and disease exist in the communities surrounding the site, the company forged a partnership with the Batangas provincial government and the local medical association to provide health care to six barangays in western Batangas. The community based health program has been successfully treating diseases at CADP's hospital and this strategy has proved successful in controlling the incidence of infection among the company's labor force.

Business can best protect its human capital by investing in education and prevention initiatives. It costs only Php200 (\$3.57) per employee per year to develop a comprehensive and responsive workplace program. This appears minimal in contrast to the damage to corporate productivity and finance wrought by one positive case.

**Community Education-Prevention Program.** While some companies might find this type of program technically distant from their core business agenda, this may prove necessary for certain businesses, particularly land-based industries and agricultural enterprises that involve a spectrum of communities.

**TB-in-the-Workplace Program.** Tuberculosis remains a major public health problem in the country. Despite availability of drugs, TB continues to kill 75 Filipinos daily. TB incidence is highest among the productive age group (21-59 years old) that nearly includes the entire segment of the working population.



Business can undertake programs for the prevention and control of TB through preventive Information, Education and Communication (IEC) campaigns and clinical services offering regular screening of employees. Addressing TB in the workplace does not entail high costs. For example, ventilation especially in non-air-conditioned factories can be maximized by placing exhaust fans or wide-opening windows inside work enclosures. In contrast, if an employee comes down with the disease brought about by unhealthy working conditions, the company could suffer the substantial cost of a 6-month therapy for every afflicted worker. Companies that could not afford TB screening for their workers could tap health centers or accredited DOTS (Directly-Observed Treatment-Short Course)-centers for free diagnostics and treatment.<sup>26</sup> Alternatively, companies that can afford treatment may also engage the services of a DOTS Center. The company pays for the medication of the employee to ensure that properly-trained professionals oversee the completion of treatment to avoid the occurrence of multi-drug resistance and to validate national statistical data (centralized in DOTS centers) on TB incidence and cure rates.

## SOCIAL INVESTMENT

**1 SUPPORT TO LOCAL HEALTH SERVICE DELIVERY AND MANAGEMENT SYSTEM.** Companies can help support capacity building initiatives to improve health delivery at the local level. The square-table discussants on Health recommended the upscaling and replication of the Leaders for Health Program implemented by Ateneo de Manila and the Department of Health (DOH) with the support of Pfizer, Inc.

The main thrust of the program is to expand the capacity of local stakeholders in developing, implementing and sustaining effective and efficient health service delivery mechanisms at the municipal level. A doctor is deployed to the community to provide health services and to manage the health care system. Members of the

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local community undergo training seminars and together with the doctor, craft the Municipal Health Master Plan. The DOH is currently upscaling the program and encouraging more corporate involvement.

Adopting Leaders for Health Program (LHP) is a systematic approach in addressing health issues in the community such as HIV/AIDs, TB, Malaria and other tropical diseases.

**THE BUSINESS OF HEALTH IN THE COUNTRYSIDE**  
**PFIZER, INC. IS SENDING DOCTORS BACK TO THE BARRIOS**

Pfizer, Inc., one of the largest multinational pharmaceutical companies in the country, has partnered with the Ateneo de Manila University Graduate School of Business (AGSB) and the Department of Health to implement the Leaders for Health Program (LHP). This program sends doctors to the country's poorest communities and empowers these municipalities to take charge of and sustain their own health care delivery system. Aside from regular wages, an LHP doctor is given the incentive of earning a master's degree in community health. In addition to providing health care, the doctor assists the municipality design a sustainable system for health. Pfizer, Inc. also funds capacity building courses for local leaders and health care givers. This allows the impact of LHP to continue beyond program term. Some 30 low income municipalities in the Bicol, Eastern Visayas and Caraga regions have benefited from the LHP and the program is being upscaled to reach more communities.

## POLICY ADVOCACY AND DIALOGUE

**1 WORKPLACE POLICY.** Companies with an employee complement numbering 50 and above are required to develop and implement a comprehensive operative Reproductive Health and Responsible Parenthood workplace program that is supported by a clear and written policy. There are very few companies that comply with the law. Business leaders can contribute to the overall population development and management agenda by advocating the adoption of workplace programs in the business community. A working policy framework will help sustain the program.

**2 POLICY DIALOGUE.** Business can participate in multi-sectoral dialogues aimed at crafting a national population policy. It can also participate in forums on RH issues with civil society, including church groups, to find a common ground on the matter of population management.

**3 ADVERTISING AS THE MEDIUM.** Companies can employ the public relations and advertising media as a tool to educate and leave a positive "brain print" in the minds of people on the advantages of a well-planned family. This "cause-related marketing" strategy can help associate a product with a social issue.

# ON BUSINESS AND ENVIRONMENT

## Goal 7: Ensure Environment Sustainability



**P**reserving the environment ensures the long-term sustainability of business. This is especially true for industries that depend on the bounty environment for materials to operate their businesses and for those whose operations have a significant impact on the environment. Companies involved in energy generation, especially those that use coal, large-scale agricultural plantations, forestry, fisheries, mining, property development or general infrastructure and construction, transportation, food manufacturing, hotel and restaurant and tourism, are specifically affected.

**Target 9:** Implement national strategies for sustainable development by 2005.

**Target 10:** By 2020, to have achieved a significant improvement in the lives of at least 100 million slum dwellers.

**Target 11:** Halve the proportion of people with no access to safe drinking water or those who cannot afford it by 2015.

Investing in environmental sustainability programs allows businesses to innovate new products and services, streamline their operations, generate savings by implementing green technologies, improve efficiency of internal operations, and forge strong social contracts with communities based on transparency and full disclosure of the company's environmental practices.

**Goal 7** is therefore an appeal to the citizens of the world to take collective action to preserve and save the environment through strategies that cover a broad base of partnerships and commitments.

**Hindering Factors.** In the Philippines, there are many environmental laws but implementation and monitoring mechanisms are few and weak. There are unclear and overlapping roles among government agencies tasked with environmental protection and monitoring. The general public is largely indifferent to take on an active stake in environmental resource management.

The specific target of Goal 7 is to mainstream the practice of sustainable development as part of core business practice and operations. Businesses are called upon to help provide and ensure access to safe drinking



## FACTS AND FIGURES

The natural resource base in the country continues to be under threat:

- forest land areas have greatly decreased from 6.2 million hectares (1990) to 5.4 million in 1997 reducing its share in to the total land area from 20% to 18%
- only 4.3% of corals remain in excellent condition
- mangrove forest areas have decreased from 139,000 hectares in 1988 to 115,000 hectares in 1996

The Philippines was identified by Conservation International as the “hottest of the Hotspots” where exceptional concentration of endemic species is undergoing continuous loss of habitat.

Source: NEDA

water. Currently, 78.5% of households have access to potable water and the target is to reach 86.8% of households by 2015. In addition, the goal also commits to improve the quality of life of around 7.5 million informal settlers in the country's cities, 57% of which reside in Metro Manila.



## OPTIONS FOR BUSINESS RESPONSE TO ENVIRONMENT (Building on the gains of best practices)

The following points represent the concrete business response to environmental sustainability.

### CORE BUSINESS ACTIVITIES

#### 1 ADOPT SUSTAINABLE PRODUCTION AND CONSUMPTION.

A company can adopt policies and procedural systems of production that adhere to the principles of sustainable development. This can take the form of supply-chain monitoring, green production methods, use of clean technologies, massive investments in consumer education to create public awareness, and exerting peer pressure on companies not compliant with environmental laws or that do not clean their processes.

#### WASTE REDUCTION PAYS EXCHANGING WASTE THROUGH PBE

Industrial waste is an accepted consequence of production that is not only worthless to a company, but also increasingly costly to discard. Philippine Business for the Environment (PBE) offers industries a system to reduce and discover the value of their waste. The Industrial Waste Exchange Program (IWEP) is a mechanism that allows one company to exchange its unusable materials for materials it may need that another company may consider as waste. For the waste generator, the IWEP provides a solution for industrial waste disposal, enabling it to earn additional income from materials that it has considered worthless. For the buyer, it is an opportunity to gain a cheaper source of raw materials.



## SOCIAL INVESTMENT

### 1 ADOPT AND INVEST IN BIODIVERSITY ACTION PROGRAMS.

Companies can focus their social investments on two action centerpieces: 1) support conservation strategies including marine forest resources, or 2) reforest critical watersheds. To pursue these lines of action, a consensus was reached that business can raise conservation endowment funds or support multi-sectoral initiatives in scaling up conservation and protection/rehabilitation of the environment.

The consensus also emphasized the need to support programs implemented by institutions that have demonstrated considerable success in biodiversity conservation, such as the Foundation for the Philippine Environment (FPE), Conservation International (CI), World Wildlife Fund (WWF), Haribon, The Tropical Forest Conservation Fund, and YAKAP Kalikasan Foundation.

The business community is also encouraged to replicate innovative programs such as Shell's projects in *Malampaya Sound*, ABS-CBN's *La Mesa Dam Rehabilitation*, Mirant's *Carbon Sink Program*, Unilever's *Sagip Pasig Campaign*, among others.

### A COMMITMENT TO THE ENVIRONMENT

#### UNILEVER BRINGS LAGUNA DE BAY INTO THE LIVING LAKES NETWORK

Unilever is a multinational company that is committed to sustainable development. In the Philippines, the company became a leading environment advocate when it brought Laguna de Bay, the largest Philippine lake, into the international network for threatened lake ecosystems. It was largely through the company's efforts that a tripartite partnership (private sector-NGO and government) was established with the Laguna Lake Development Authority (government) and the Society for the Conservation of Philippine Wetlands (NGO). This conservation partnership aims to increase awareness of the lake's diversity, resources and threats. The ultimate goal is to bring the lake into the Network of Living Lakes, a global organization promoting the sustainable use of wetlands and lakes in conserving biodiversity. The Philippine partnership has not only succeeded in bringing the lake into the Living Lakes Network; it has also won recognition from the members of the Living Lakes Network as a 'best practices' example of private sector-government collaboration.

### ADOPTING AN ENVIRONMENTAL MANAGEMENT SYSTEM

#### NUTRI-LICIOUS CLEANS UP

In 1997, Nutri-licious Food Corporation, a fast expanding fruit juice processing company with main facility in Pateros was slapped with fines for substandard effluent discharge and threatened with closure if it could not improve its waste-water quality. The company viewed this challenge as an opportunity. It decided to adopt a stringent environment management system (EMS) that would conform not only to local standards but also to international standards as well. An overall strategy was designed to deal with solid waste and effluents, energy conservation and elimination of harmful substances and gases. The company was able to cut back on waste generation, meet government standards and regain clearances for its operation. More than meeting standards, Nutri-licious was able to use its improved systems and standards to market its products. Its improved environmental record has allowed it to maintain its position as a leading supplier for local food giants, utilizing a key marketing tool that has allowed it to access foreign markets and attract more investments.

**2 ACCESS TO SUSTAINABLE WATER.** The issue of access to potable water is two-pronged. First, it involves infrastructure support and second, it is a problem of sourcing water itself. The issues of access are interconnected with other issues such as the equitable distribution of income taxes to provide basic social services to communities, particularly those in far flung areas; other pressing issues pertain to sustainable development. Another concern is sustainable water use and education among consumers.

The square-table discussions on the Environment evolved the Public-Private-Community Partnership for Innovative System in Potable Water Distribution. This partnership aims to put up the necessary funds from both business and the community. As a business investment, this has the potential to create new markets for water companies. An essential component of the partnership involves a shared responsibility with the community for conservation and sustainability in the provision of a steady supply of clean water.

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## INVESTING IN PUBLIC GOODS

### MANILA WATER'S WATER FOR ALL

Manila Water Company, the water service provider in the east zone of Metro Manila, brings water to marginalized communities. Through the company's *Tubig Para sa Barangay* (TPSB) initiative, piped water is brought into urban poor communities that depend largely on water carriers, vended water and illegal connections. Company field workers toil to convince community leaders and residents that piped water is not only cleaner and safer, it is also cheaper. Through this social initiative, the company has reached out to more than 680,000 poor people within its franchise area.



Manila Water Company's *Tubig Para sa Barangay* Program was cited as a leading example.

**3 INVESTING IN SLUM AREA DEVELOPMENT.** Business expressed reservations regarding investments in slum area development since this might encourage more informal settlers. However, they supported this action primarily because many members of their workforce come from informal communities, as a result of which this investment takes on the added dimension of improving the lives of their workforce.

Companies can get involved in this endeavor through the forging of Public-Private-Community Partnership for Slum Area Development.

- **Social preparation.** Communities must reorient their values to increase accountability and responsibility, and discourage dependence.
- **Partnership building with local stakeholders.** Companies need to collaborate with local stakeholders, such as the LGUs, the communities and local civil society groups. These groups can provide other services that communities may need.
- **Livelihood.** Economic activity generation should form part of the assistance.
- **Site/Housing improvement and construction.** The key to slum area development is land tenure and home construction and/or improvement.

Several leading edge programs were presented which presently serve as models for comprehensive site area development. PBSP's The Strategic Private Sector Partnerships for Urban Poverty (**STEP-UP**) Program is a model of on-site development that includes social preparation, risk reduction and mitigation management, livelihood, and other life-skills interventions. The *Gawad Kalinga* of the Couples for Christ is a model of mass housing initiatives that encourage the direct involvement and participation of dwellers themselves in the construction of their houses. The Lopez Group's *Paliparan* Project is a model of resettlement area development that includes a comprehensive approach to off-site development. Employee volunteers can be fielded to provide expertise to a company's site development program.

## URBAN POOR COMMUNITIES MOVING A STEP-UP

PBSP is addressing the issue of urban poverty through a multi-faceted program called STEP-UP (The Strategic Private Sector Partnerships for Urban Poverty). STEP-UP operates in 24 urban poor communities in Metro Manila and serves as a venue for private sector involvement in poverty reduction. The strategy involves partnerships between business and other sectors. The Business Consensus Group (BCG) oversees the implementation of the program, providing the needed direction. The BCG is composed of CEOs from Nestle Philippines, Pilipinas Shell, Central Azucarera Don Pedro (CADP), Petron and Monark Equipment who are encouraging more business participation in the program. STEP-UP engages in strengthening community organizations, assisting communities build houses and improve basic services, building enterprises and livelihood opportunities, and mitigating risks, like fire and flood, to the community. This program has elicited the interest of Asian Development Bank, which has provided a grant for the program.



## POLICY ADVOCACY

**1 INTENSIFY ENVIRONMENTAL EDUCATION.** Companies can utilize multi-media channels as well as partner with traditional institutional structures in the furtherance of environmental information, education, and communication on the protection, conservation, and sustainable use of the environment.

**2 USE ADVERTISING AND BRAND VALUE TO ADVOCATE STEWARDSHIP INITIATIVES.** Companies can use advertising and brand value to advocate corporate stewardship of the environment both on the personal and institutional levels. This is accomplished through the intensified promotion and peer-modeling of adopting green processes and production, green technologies, and supply-chain development. Companies can also support or launch biodiversity conservation campaigns. Exemplary achievements may be replicated such as the *Save the Dugong* (Sea Lion) in Palawan of the Hongkong and Shanghai Banking Corporation with WWF, or the *Save the Biodiversity of the Makiling Forest and Watersheds* of the First Generation Holdings Corporation.

# Conclusion

The square-table discussions on the Philippine Millennium Development Goals were held from April to June 2004, giving rise to a body of recommendations that were finalized in July 2004. The agenda for business involvement in the country's MDG response, however, continues to evolve as more stakeholders emerge to share their insights and inputs on the four pillars of response.

On June 30, 2004 President Gloria Macapagal-Arroyo issued the Ten-Point Agenda of her administration that outlined mid-term targets in the next six years. It is worth noting that her program of work hews closely to the MDGs, thus giving the business community a sense of confidence in the continuity of policies and programs on poverty alleviation in the immediate future. The government remains steadfastly committed to and supportive of the agenda for business involvement.

On July 9, 2004, at the forum of CEOs held during the Corporate Social Responsibility (CSR) Week, the recommendations of the square table discussions were presented to the pan-business community. The mix of reactions to the business sector agenda for MDGs was positive on the part of the business sector and encouraging on the part of government, civil society, multi-lateral and bi-lateral aid agencies, and the religious sector as well. Although opinions offered varied across the agenda fabric, the sought-after attainment of MDGs in the Philippines is a shared aspiration, with the business community as a whole seeking common ground on issues aired. The way to the accomplishment of the MDGs appears to be on track, notwithstanding the articulation of vital concerns and gaps. The bottomline reached was that the business sector perceives clear and vast opportunities for deeper involvement.

The overarching concern in MDG accomplishment is poverty, which impinges on all other concerns like health, education, and the environment. The framework to bring the poor into the mainstream of the market has been outlined in the UNDP Report *Unleashing Entrepreneurship; Making Business Work for the Poor*. Business is called upon not only to facilitate access to resources; it is also called upon to exercise conscious circumspection to keep the playing field level. The active involvement and advocacy of the business sector can prove to be very strategic.

The business community adheres to the belief that poverty can best be addressed by unlocking the entrepreneurial potential of the poor and allowing them to participate and profit from the marketplace.

All the square-table discussions had separately but commonly pointed out unchecked population growth as a major factor that can delay MDG accomplishment. Population growth not only eats into economic growth rates, it also means allocating a greater amount of resources to be able to catch up on a task. Data show that population rates are higher among the poorer and lesser-educated segments of society, which puts more stress on resources to rein in the numbers while fighting poverty. The country's public school system faces an annual growth rate of four percent in enrollment and the DepEd continues to play the catch-up game just to meet the need for rooms, teachers, and other educational inputs. Expanding population compounds the situation, with migration from the countryside and urban congestion exerting a dead weight, raising the proportion of urban dwellers to 54 percent. The country's housing industry cannot match the pace of demand. The population is also putting

pressure on the environment and on natural resources. Forests, reefs and other ecosystems remain at risk of being sacrificed for shortsighted economic reasons.

The task of formulating population policy lies in the hands of government but business, non-government organizations, development agencies as well as government agencies can actively contribute to a clear, sensible, and realistic family planning/reproductive health and responsible parenthood program apart from supporting health strategies to achieve the MDGs. The issue urgently needs to be addressed and business leaders can communicate this sense of urgency to the government.

Business has been keenly interested in issues regarding education. This interest stems from a traditional value attached to education as a way out of poverty. Universal access to primary education can be attained before 2015; but if education is to become the key to a better life, it has to be relevant and responsive to the needs of the future workforce. In this regard, the business community is strengthening science and technology education and information technology access. It has been pointed out that English communication skills should be strengthened as well since a large portion of the workforce leaves the country to work abroad.

Gender disparity in the educational system is a non-issue in so far as primary education is concerned. The rates of enrollment for both sexes are approximately even. The disparity becomes disadvantageous to boys at the onset of high school and continues onto college. While women can get education, they still do not have access to better jobs, to equal pay, and generally, to necessary inputs for enterprise, such as capital, credit, etc. Business can address these issues in the context of affirmative action for disadvantaged sectors. There is a special need to seek out the sectors that have historic disadvantage in society because these sectors are also, historically, the poorest.

It must also be stressed that MDG accomplishment follows certain geographic configurations. It is highly uneven across the country's regions with the regions lying further south registering poorer MDG accomplishments. The Autonomous Region in Muslim Mindanao (ARMM), for example, consistently lags behind in all development indicators. Seven out of ten ARMM residents are poor. Unemployment and illiteracy are highest and cohort survival rates are likewise down. Maternal mortality is highest and access to potable water is least in ARMM compared to other regions of the country. In many cases, the contributions of business to poverty, health or education are directed to the broadest segment of the population. However, the slowing down of accomplishment rates indicates that while the greater part of the population is served, the more isolated and farthest-flung communities of the country are still unreached by the most basic services.

The local character of the MDG challenge in various areas of the country are staging places for area-focused programs or those aimed at strengthening LGU capabilities. The Leaders for Health Program and the Little Red Schoolhouse Project of Coca-Cola are heartening examples of CSR programs directly targeting isolated communities in stiffest need of assistance.

Big businesses have wide inroads of involvement in MDG accomplishment even if they do this individually. Smaller companies, with limited resources to invest in corporate social responsibility, may find it difficult to do it alone. For this reason, collective business action presents a better occasion to encourage more businesses to rally behind the push for the attainment of the country's MDG targets. The potential effect of pooled resources is greater than individual thrusts. A common business

agenda for the attainment of the MDGs can help focus combined resources towards areas of critical involvement.

The agenda for business involvement in the MDG challenge continues to provoke interest within the sector, steadily drawing in players from other sectors. This is clearly a positive indication that the larger society recognizes the strategic role of business not only in economic development but also in social development. The Philippine effort to forge a partnership between the business sector and the government to accomplish the MDGs appears, at this stage and time, commendable; but the true test of this partnership lies in how well it can work to reach the country's targets by 2015.



# Endnotes

1. PBSP definition.
2. Absolute poverty, or living on less than the daily income required to meet food, shelter and clothing needs, is benchmarked internationally at one dollar. "Attacking Poverty," *World Bank Development Report 2000/2001* (Washington, D.C.: World Bank, 2001).
3. James Wolfensohn as quoted in the book of M. Forstater, J. MacDonald and P. Raynard, *Business and Poverty: Bridging the Gap* (London: IBLF, 2002).
4. D. L. Crystal, *Report on Corporate Giving Philippines 2001* (Manila, Philippines: RVR AIM Center for Corporate Responsibility, 2001).
5. E. G. A. Ganchero, "Spotlight on the Business in the Philippines-- Finding ways to do things better," *Alliance Magazine* Vol. 8, (September 2003), p. 6.
6. For more information log on to [www.developmentgoals.org](http://www.developmentgoals.org).
7. Philippines Progress Report on the Millennium Development Goals (Manila, Philippines: UN-NEDA, January 2003).
8. J. Nelson, D. Prescott, *Business and the Millennium Development Goals: A Framework for Action* (London: IBLF, 2000).
9. Beth Day Romulo, "Philippine Businessmen's Quiet Revolution", *Reader's Digest* (November, 1986).
10. Nelson, Prescott, op. cit.
11. Based on NSCB 2000 figures, 34 percent of Filipinos lived below the threshold of poverty.
12. Source: Department of Labor and Employment
13. Source: Department of Trade and Industry
14. Subsistence threshold or the family income needed to satisfy the food requirement of a family of 5.
15. R. Manansan, *Philippine Country Study on Meeting the Millennium Development Goals* (UNDP, 2002).
16. This case study was written for the Benchmarking Corporate Citizenship Program of PBSP in 2002.
17. For a copy of the case study, request at [ceoforum\\_mdg@pbsp.org.ph](mailto:ceoforum_mdg@pbsp.org.ph).
18. For a copy of the case study, download from [www.newacademy.com](http://www.newacademy.com). The case study is part of the seven-country study featuring best practices in corporate-community partnership conducted in partnership between PBSP and the New Academy of Business/University of Bath.

19. SMEs are classified according to the amount of capitalization: Micro with Php3 million (\$53,574) capital and below accounts for 97.1% of business; Small with Php3-15 million (\$53,574-267,857) accounts for 7.6 of business; and Medium with Php15-100 million (267,857-1.785M) accounts for 0.4% of business. RA 9178 or Barangay Micro Business of 2002.
20. Source: National Census and Statistics Office (NCSO).
21. Khun Mechai is popularly known as “Mr. Condom” not only in Asia but around the world for his efforts to curb the population growth of Thailand. His efforts in the propagation of condom use also became instrumental in curbing HIV/AIDS infection during the 1990s when Thailand was hit by the pandemic. Aside from serving as senator, he became actively involved in development initiatives through the Population and Development Association, a not-for-profit organization mainly supported by national and multinational corporations. He popularized social marketing as a tool to sell development programs to the private sector.
22. National Nutrition Council Guideline for effective feeding program which accounts for 30% of the required nutritional value that creates significant impact on the health of a child.
23. Unleashing Entrepreneurship: Making Business Work for the Poor (UN, 2004).
24. *Sangkap Pinoy* seal is a proof or certification that the product has complied with the Food Fortification Law which mandates food manufacturing companies to fortify food products with essential nutritional vitamins and minerals needed to provide the general Filipino population, especially children, to receive daily nutritional requirements such as vitamins A, B1, B2, B12, C, D, E, calcium, niacin, folic acid and other essential minerals.
25. Philippine Progress Report on Millennium Development Goals (Manila, Philippines: NEDA-UNDP, January 2003).
26. Prevent TB in the Workplace, [www.oshc.dole.gov.ph/news-prevent\\_tb.htm](http://www.oshc.dole.gov.ph/news-prevent_tb.htm) (29 March 2004).

### **Helpful Websites and Contact Persons**

United Nations Manila: Deborah Landey, Resident Representative,  
[www.undp.org](http://www.undp.org)

United Nations Development Program (NY): Bruce Jenks, Director for Policy Development,  
[www.developmentgoals.org](http://www.developmentgoals.org)

Prince of Wales International Business Leaders Forum: Robert Davies, Executive Officer,  
[www.iblf.org](http://www.iblf.org)

Philippine Business for Social Progress: Gil Salazar, Executive Director,  
[www.pbsp.org.ph/resource\\_center](http://www.pbsp.org.ph/resource_center)

# How to Get Involved

Business can join in this initiative of helping achieve the Philippine MDG targets by signing the Statement of Commitment to support the objectives of a particular **Millennium Development Goal** clustered into four themes and describing the program that the company may want to pursue based on its strengths. Attached is the Statement of Commitment to be accomplished by the CEO.

Business can also get involved by joining ongoing discourses on a particular issue that is closest to the company's mainline business or on an area of interest. There are two levels of discussions:

- a. **SQUARE-TABLE DISCUSSIONS** which aims to discuss issues and concerns, and identify programs/projects for the achievement of the MDG targets per cluster. It is participated in by representatives from the business, government, and funding organizations.
- b. **CEO FORUM** is a small group discussions reserved for CEOs which aims to create buy-in among CEOs to support/adopt programs identified for the achievement of the MDG targets per cluster.

PBSP's MDG secretariat encourages business to report corporate initiatives that are aligned with the MDG business agenda, which will form part of a periodic Philippine business and MDG report to the government and UN.

PBSP has established an email database (log on to [ceoforum\\_mdg@pbsp.org.ph](mailto:ceoforum_mdg@pbsp.org.ph)) to facilitate discussions, organize meetings, channel materials and exchange resources.

## Statement of Commitment

Our company commits to support the Philippine Business Response to the Millennium Development Goals. We believe that our company's involvement will contribute to the achievement of the national and global goals and targets by 2015. We are committed to pursue projects or initiatives on:

### BUSINESS AND POVERTY

- ☐ Contribute to job generation in the hope that our company can assist government create 1 million-jobs every year.
- ☐ Support the development of Micro, Small and Medium Entrepreneurs.
- ☐ Support the nutrition program
- ☐ Advocate for the full implementation of food fortification and the patronization of products with *Sangkap Pinoy* label

### BUSINESS AND HEALTH

- ☐ Support Family Planning-Responsible Parenthood Programs
- ☐ Support the comprehensive health care program in the work place and in the community where we operate (HIV/AIDS, TB and Malaria)
- ☐ Support the development of sustainable local health service delivery system and management such as Leaders for Health Program

**Comments:**

**Representative to the MDG Square Table:**

Name: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Address: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Office No.: \_\_\_\_\_  
Fax No.: \_\_\_\_\_  
Mobile No.: \_\_\_\_\_

### BUSINESS AND EDUCATION

- ☐ Provide educational infrastructure and technologies.
- ☐ Improve the educational system and address systemic issues such as curriculum development and innovations
- ☐ Help improve the quality of teachers and school administrators through the support of post-education training

### BUSINESS AND ENVIRONMENT

- ☐ Support biodiversity conservation (including marine resources) and reforestation of critical watersheds as well as cleaning and preserving major/critical water sources
- ☐ Support and embrace the principles of environmental sustainability by integrating environmental agenda in mainstream business operations such as adopting green technologies and cleaner production
- ☐ Help ensure that water as a public good is accessible to the poor
- ☐ Help improve the quality of life of the slum dwellers living in deteriorated, hazardous, unsanitary and heavily populated urban areas.

**Signed by (Company's CEO):**

Name: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Address: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Office No.: \_\_\_\_\_  
Fax No.: \_\_\_\_\_  
Mobile No.: \_\_\_\_\_

Please fax accomplished form to PBSP-Center for Corporate Citizenship  
Fax No.: 5273747 or 527

For more information please email [ceoforum\\_mdg@pbsp.org.ph](mailto:ceoforum_mdg@pbsp.org.ph)