

## Aboitiz group sets CSR direction for 2011

Written by Ms. Anna Lea Lee Nataño

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**HELPING HAND:** the Aboitiz CSR group gathers for strategic planning-setting directions for 2011 plans in providing a helping hand to the communities.

Corporate Social Responsibility(CSR) goes beyond a mere Philanthropy, it is giving back to society with involvement,” says Mr. Jon Ramon Aboitiz during his Opening Remarks in the CSR strategic planning of the Aboitiz Foundation with the Power Group held in Makati last January 6-7.

In Aboitiz, we would assure that we are a company that shares and serves. CSR is being promoted as an integral part of power brand with “One Team, One Vision”. We are all brand managers which can either add or detract values, Mr. Jon emphasized. He poses the challenge to CSR representatives to all come up with a proposal that is well thought of.

In this two day planning, Tata Nataño, HR/Comrel Officer of Cotabato Light and other member companies of the power group both in generation and distribution presented their 2010 accomplishments, including plans and projects for 2011. While direction and concerns of the foundation for 2011 was discussed by Executive Vice President – Managing Trustee Sonny Carpio, the project development, guidelines and requirements was elaborated by Senior Project Officer Danny Cerence.

On the other hand, AP Brand Manager Ms. Ria Calleja shares with the group what AP brand is all about, its directions and possible interventions in CSR projects. There had been no dull moments during the planning session for all CSR representatives as they share and learn from each other’s practices. The challenge is on for everyone in the Company to continue help, build and improve the quality of life of the community.

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CSR is not just about giving. It is an action that manifests company's commitment of embracing social responsibility that encourages positive impact through its activities on the environment, communities, consumers and all stakeholders. Indeed, finding better solutions never cease for there are always better ways to help and do good deeds. //