

9TH ANNUAL LCF CSR EXPO ADOPTS THEME OF 'SYNERGIZING FOR CHANGE'

# A commitment to sustainable development

**W**ITH the recent proclamation of a new set of national and local leaders, Filipinos are finding a new sense of hope for the future. Recognizing the need for cooperation and collaboration to achieve the positive change we all aspire for, the League of Corporate Foundations (LCF), an association of over 70 corporate foundations and corporations advocating for greater corporate social responsibility (CSR), has adopted the theme of "Synergizing for Change" for its ninth annual CSR Expo.

To be held on July 14 and 15 at the SMX Convention Center in Pasay City, the event provides a platform for the business community, government and other sectors to redefine relationships, discuss common agenda and, together, begin to draft a framework for action where each stakeholder can make a significant and lasting impact.

"The recently concluded elections represent a remarkable opportunity for the Filipino people to set aside political colors and work together toward rebuilding our nation," said Edgardo Amistad, chairman of the LCF and the LCF CSR Expo 2010, during the recent CSR Expo press launch held at Glorietta. "The LCF and its members have long been involved in supporting our nation's sustainable development, complementing government efforts in the areas of education, environment, arts and culture, health and enterprise development. This year we hope to engage other sectors even more in an effort to make our contributions more strategic and relevant."

"This is an important time in our country's history, and we look forward to supporting our new leaders to bring about positive change," adds Jerry Bernas, project director of the LCF CSR Expo 2010. "The LCF and its members have decades of experience and involvement in poverty-alleviation programs, and we would like to enjoy the entire



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private sector, whether small or big businesses, to continue and strengthen their corporate social responsibility programs by making them more focused and strategic."

The CSR Expo also emphasizes the importance of partnerships between the private sector, government and civil society in order to achieve sustainable development for the Philippines.

During the media launch, business and CSR leaders engaged in a pointed discussion on how the business com-

munity can best contribute to national development and partner with government and other sectors. Panelists included Bill Luz, executive vice president, Ayala Foundation; Linda Atayde, executive director for education, SM Foundation; Junie del Mundo, managing director, EON Stakeholder Relations Firm; and Amistad. ECHO-store founder Pacita Juan moderated the discussion.

During the LCF CSR Expo, delegates will hear about various models for collaboration and cooperation among the public and private sectors, and have the opportunity to network and converse with business leaders, government representatives and development experts from here and abroad. In the two-day conference, delegates will feature plenary sessions on "The Journey to Sustainability," "The Business Response to Poverty," "Building on Common Values" and "Public-Private Partnerships." Breakout and special interest sessions will discuss issues and initiatives on "Climate Change, Education, Arts and Culture," "Health and Enterprise Development," as well as "Global Standards on CSR," "CSR and Social Media" and "Measuring Social Impact."

The 2010 conference also showcases a presentation on "Key Constraints to Poverty Reduction" by Prof. Arsenio Baliaacan of the University of the Philippines (UP) School of Economics and Prof. Dennis Mapa of the UP School of Statistics.

Initiating discussions on how the private sector can better respond to the high incidence of poverty in the country is a panel discussion among business and government leaders and development experts. Panelists include Social Welfare Secretary Corazon "Dinky" Soliman, Raphael Lotilla of Pensa, Milwida Guevara of Synergista Foundation, Jonari Mercado of Convergys, and Amiceto Sobrepena of Metrobank Foundation. Moderators will be Danilo Songo of PinoyME Foundation and Pacita Juan.



CSR practitioners share their thoughts on the LCF CSR Expo 2010 theme "Synergizing for Change" during the press launch of the expo. An exhibit (in photo) was held from June 16 to 18 at Glorietta 3. From left: Chit Juan, founder, ECHO-store; Linda Atayde, executive director for education, SM Foundation; Bill Luz, executive vice president, Ayala Foundation; Junie del Mundo, managing director, EON; and Ed Amistad, president, UCPCB-Cliff Foundation. The LCF CSR Expo will be held on July 14 and 15 at the SMX Convention Center. For inquiries, visit [www.lcf.org.ph](http://www.lcf.org.ph).

One of the public-private partnership models to be highlighted during Day Two of the conference will be the United States Agency for International Development (USAID) EQUALS2 program, which successfully engaged corporations, nongovernment organizations, international donors and national and local government agencies in implementing education and livelihood programs for conflict-affected areas in Mindanao.

Roger Carlson, acting deputy mission director of USAID, shares their experiences on public-private partnership, particularly on the project EQUALS2, while William Reese, president of the International Youth Foundation, presents the Education and Livelihood Skills Alliance component of the project. A panel

discussion features representative from other international development agencies and private-sector partners such as the Australian Agency for International Development, the United Nations Development Program and the LCF.

US Ambassador to the Philippines Harry K. Thomas Jr. is set to deliver a special message on the importance of partnerships and cooperation at the international level on the first day of the conference. Key senior officials of the Aquino administration have also been invited to take part in the various sessions to help strengthen synergy between government and private-sector efforts, especially in the areas of education, environment, enterprise development, arts and culture, and health.

"We have an opportunity to bring about real positive change in our country," Amistad says. "To be able to do this, we need synergy and partnerships among all sectors. We cannot simply rely on government alone."

Activities open to the public include an exhibit of over 50 booths showcasing the CSR programs of corporations, NGOs and partner-organizations. A free lecture series on the basics of CSR ("CSR 101") will also be offered to complement the exhibits. To further promote CSR and the LCF CSR Expo, the LCF has put up a three-day photo and product exhibit on the ground level of Glorietta 3. The exhibit features photos of CSR in action and selected products that were a result of business and community partnerships.

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