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NGO seeks means to measure firms' CSR

BY RUELLE ALBERT D. CASTRO

Companies engaged in community service need to invest in means to accurately measure the impact of their activities, said an executive the League of Corporate Foundations (LCF), the corporate social responsibility (CSR) local umbrella organization.

The LCF likewise expressed hope that companies would find a way to ensure a sustained funding of their chosen CSR.

LCF co-chair Ma. Cecilia Alcantara in an interview over the weekend said the companies' focus has been primarily on identifying what particular advocacy to adopt. They have neglected the need to put in place evaluating methods that will provide a more accurate measure of the result of a particular program.

Top in the list of sectors CSR beneficiaries are education, environment, and health, said Alcantara, who also heads the Coca-Cola Foundation.

This year, P3.4 billion of company funds were poured into CSR programs like teacher training, classroom construction, education material donations, climate change advocacy, watershed protection, tree planting, as well as school feeding and school health for children.

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