



"The people who are crazy enough to think that they can change the world, are the ones who do."

-- Steve Jobs,
Apple founder

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PFI GETS NEW PCNC SEAL OF APPROVAL

The Philippine Council for NGO Certification or PCNC has renewed Petron Foundation's accreditation for another five years. In the recent Board Meeting of PCNC, Petron Foundation's application as a donee institution was again approved for another five (5) years. This accreditation gives us a seal of good housekeeping and would allow us to continue with our CSR projects and to seek assistance from different partner organizations as an NGO.

Fely Soledad, PCNC Executive Director, has submitted an endorsement letter to the BIR immediately. Our Corporate Secretary Atty. Luis Maglaya was instrumental in completing the requirements to the SEC.



SCALING UP GUIMARAS REHABILITATION Petron inaugurates education facilities, livelihood program



Nueva Valencia Mayor Alex Araneta (front row, 2nd from left), SEAFDEC Marine Substation Head Alberto Gaitan, SEAFDEC-AOD Chief Dr. Jobert Toledo, and Petron Iloilo Depot's Joey Ortega formally inaugurates the Petron Milk Cage Cage mariculture farm in Brgy. Igang, Nueva Valencia, Guimaras Province.

Last August 17, the Petron Mariculture Livelihood Project on Milkfish Cage Culture for Guimaras was formally inaugurated at the SEAFDEC Igang Marine Station in the municipality of Nueva Valencia. Attending the event were Nueva Valencia Mayor Hon. Alex Araneta and municipal and barangay officials, members of SEAFDEC AOD, led by their Chief, Dr. Joebert Toledo, Training & Information Head Renato Agbayani and Igang Marine Substation Head Alberto Gaitan, personnel for Petron represented by PFI's Allan Victorino and Kelly Cedeño and Joey Ortega from Petron Iloilo depot.

Braving super typhoon Egay, the participants boarded a motorboat and took the 10-minute ride to SEAFDEC's Igang Marine Station (IMS). Located off the shores of Brgy. Igang, this marine complex is situated in a coral reef cove and composed of several islets interconnected by a network of pontoon boardwalks. Attached to the boardwalks are propagation pens for commercial fishes. The IMS is home to broodstocks of milkfish, grouper, sea bass, snappers, and other fishes in floating cages. In these cages, fishes mature and spawn spontaneously during the normal breeding seasons. It is a demonstration and training facility for the promotion of sustainable cage farming technology for marginal fishers.

WHAT'S INSIDE?

SCALING UP GUIMARAS REHABILITATION

The Petron Mariculture Fish Cages program gets underway in the town of Nueva Valencia, providing a new means of livelihood for a community fast recovering from the oil spill.

THUMBS UP FOR TUBBATAHA!

Joining forces, Petron and the conservation organization World Wide Fund launch a program that will uplift a town and protect a UNESCO Heritage Site.

WALK THE TALK ON CSR

Petron once again gets the chance to show that it means business in making CSR its business during the Corporate Social Responsibility Expo 2007.

NEW HOMES, NEW HOPES!

Residents displaced by last year's landslide in Southern Leyte formally settle into their new homes as the GK-Energy Village is inaugurated.

WIWAG HITS UMAK ANEW

Petron employees once again donned their teacher's hats as they shared practical business knowledge with students of the University of Makati as part of the WIWAG Business Weeks program.

SCALING UP GUIMARAS REHABILITATION

Petron inaugurates livelihood program in Nueva Valencia

Upon reaching the octagonal docking station, the participants were immediately greeted with a view of Petron's three (3) 10x10x6 meter Milkfish Cages, framed by a wide expanse of blue skies, clear waters and verdant islets dotting the landscape.



Surrounding Petron's fishcages were other aquaculture projects by Seafdec, such as production studies on Grouper, Siganids, Seabass and Red Snapper. Access to these cages and to the different facilities is via wooden pontoon boardwalks.

The guesthouse served as the venue for the simple program (and shelter from the incessant rains). Seafdec AOD chief Dr. Joebert Toledo welcomed the guests and talked about the partnership with Petron and the local government. Nueva Valencia mayor Alex Araneta thanked Petron and Seafdec for providing a sustainable livelihood alternative for fisherfolks in his town, especially for those directly



(Clockwise, from top) Nueva Valencia Mayor Alex Araneta gives his message; milkfish fingerlings are released into cage #1; guests watch as more fingerlings are transferred into the floating fish cages; Petron's mariculture farm set against a scenic backdrop)

affected by the oil spill. He also encouraged his constituents who were to take part in this program to do their best to learn and help replicate it to benefit more of their townfolk.

PFI's Allan Victorino represented Petron Corporation in the program and relayed the company's continued commitment to help in the rehabilitation of Guimaras. He also relayed Petron's appreciation to Seafdec to the municipal and provincial government for the opportunity to undertake this partnership to benefit the people



of the province. Seafdec AOD Training Head Renato Agbayani meanwhile provided a short briefing on the project, and IMS Station Head Albert Gaitan welcomed the chance to host the project in Igang.

After the program (and seizing a brief window of good weather), the guests all trooped back to the fishcages for the ribbon cutting ceremony and ceremonial stocking of milkfish. Mayor Araneta, Dr. Toledo, Mr. Gaitan and Petron's Joey Ortega led the ribbon cutting, which also included the Senior Agriculturist-Provincial Fisheries Coordinator, Municipal Agriculturist and the president of the Samahan ng Mahihirap na Mangingisda.

Immediately after the ribbon cutting, plastic bags containing



milkfish fingerlings were distributed to the guests and consequently released inside the floating cage. Each cage has a capacity to accommodate over 20,000 fingerlings. Of Petron's three fishcages, two have already been stocked with thousands of milkfish fingerlings.

WALK THE TALK ON CSR

Petron once again joined the members of the League of Corporate Foundations in celebrating Corporate Social Responsibility Week with the holding of the CSR Expo 2007 last July 16 to 18 at the Sofitel Philippine Plaza. Petron was one of the major sponsors of the three-day Expo.

Bannering the theme "Putting CSR to the Test—Cultivating Shared Values for Business and Society", this year's theme continued to build on the messages from the previous Expos, with focus on providing a deeper and more thorough understanding and practice of integrating business and society using the triple bottom line approach. Among the highlights of the Expo were the launching of the CSR Institute and the unveiling of the CSR Roadmap for the environment, a step towards environmental sustainability and in response to climate change issues.

President Gloria Macapagal-Arroyo was the Expo's Keynote Speaker. Also present as Plenary speakers were a number of local and global captains of industries, including PLDT Chairman Manuel Pangilinan, Ayala Corp Chair and CEO Jaime Augusto Zobel de Ayala II, PNO-EDC President & CEO Paul Aquino, Shell Country Chairman Edgar, UNEP 2007 Champion of

League of Corporate Foundations
CSR EXPO 2007



Putting CSR to the Test
Cultivating Shared Values
for Business and Society

- PFI Executive Director Marilou Erni, wearing her hat as CSR Expo 2007 Chair and LCF President, presented the 2007 Philippine CSR Report and updates on the CSR Education Roadmap to President Arroyo.
- A plenary session on stakeholder engagement documented the Guimaras case was held on Day 1, with President Khalid Al-Faddagh, Task Force SOS head Sec. Rafael Coscolluela, and UP Visayas Chancellor Dr. Glenn Aguilar as presentors.
- Tulong Araling Petron was presented as one of the examples of education programs who have already retrofitted to align with the 57-75 campaign.
- A breakfast forum was also organized to launch the "Life and Livelihood: Sustaining the Tubbataha Reefs and the Sulu Seas", with Cagayancillo Mayor Joel Carcelar, WWF Vice Chair Jose Ma. Lorenzo Tan, and Tubbataha Park Manager Angelique Songco as resource persons.
- Petron also sponsored the closing ceremonies, with a retro band ending the Expo literally on a high note.
- An exhibit was also set up at the entrance to the main plenary hall as part of Petron's telling its story.

In June, Petron employees joined a march from the Ayala Triangle to the Ayala Museum for the CSR Expo kick-off ceremonies. Dubbed "Walk the Talk", several CEOs and hundreds of their employees and concerned NGOs made the brief, symbolic walk to highlight the cause of the environment, which was a major message of the Expo. President Khalid Al-Faddagh led the Petron contingent in the march. He also joined other business leaders in the media forum that preceded the kick-off ceremonies.



the Earth Elisea Gozun, Global Reporting Initiative CEO Ralph Andreas Thurm, Coca-Cola Far East Division President Kandy Anand, and UBS Asia-Pacific Head of Philanthropy Services Terry Farris, among others. Current and former secretaries Jeslie Lapus (Education) Raphael Lotilla (Energy) and Angelo Reyes (DENR, now DoE), also spoke during the event.

Highlighting Petron's participation were a number of sharing sessions in doing good and doing well:



THUMBS UP FOR TUBBATAHA!

The Tubbataha Reefs is a UNESCO World Heritage site and is among the few effectively managed marine protected areas in Asia. 396 species of corals – 85 percent of all hard coral species in the entire Philippines — are found here. The area is home to 479 species of fish, six species of sharks, two types of sea turtles and nine species of marine mammals. The abundance and diversity of marine life found in Tubbataha is equal to or greater than any such reef of its size in the world.

However, this priceless, life sustaining ecosystem falls under the jurisdiction of Cagayancillo – one of the poorest towns in Palawan. 780 out of 1,050 or 74% of the households in Cagayancillo live below the poverty threshold (2005 socio-economic survey).



Treasures of Tubbataha. (Top) Hawksbill turtle; (above) a school of jacks (photos by Lory Tan/WWF)

natural resource management in the municipality of Cagayancillo.

The Petron-WWF partnership has two major components. One component establishes and expands marine-based livelihood opportunities for Cagayancillo residents. A second component provides the opportunity to build the skills of island residents and deserving college graduates from different academic institutions, to manage marine resources through an annual summer hands-on learning program. Additionally, this serves as a means to promote stronger ties among academic institutions, scientific and technical experts, industry partners, NGOs, and local government units.

“Petron’s decision to make a meaningful investment to conserve and effectively manage Tubbataha

Reef—Southeast Asia’s only UNESCO marine world heritage site—represents a significant private sector commitment to the people of Palawan, and to the Philippine environment in general,” WWF-Philippines Vice Chairman Jose Ma. Lorenzo Tan said. “In light of the environmental challenges that face our country, private sector investments, in WWF’s view, can provide the much needed impetus, and make all the difference in people’s lives.”



Petron’s Management Committee with WWF-Philippines Chairman Jaime Augusto Zobel de Ayala (seated, 2nd from left) and Vice Chairman Jose Ma. Lorenzo Tan (seated, extreme right) after the MOA signing.

Last June, Petron Corporation signed a strategic agreement with the World Wild Fund for Nature (WWF), the conservation organization, to further expand conservation efforts in the greater Sulu Sea, particularly in Tubbataha Reef. Petron has committed up to P50-million over the next five years to fund programs aimed at improving livelihood, food security and sustainable



Blessed by the bounty of the sea. (Clockwise from top left) fishing at dawn; Petron manager Noel Tanglao harvesting sea urchins; a fisherman and his paraw; helping tourists live the experience.

WIWAG Hits UMak Anew

Petron continued to fulfill its commitment to Fuel Hope for the Filipino youth when it sponsored the WIWAG Business Week program for the third time this year at the University of Makati, in partnership with the Education for Youth Enterprise (EYE) Foundation. And Petron employees were once again at the helm to share invaluable insights to college students yearning to know more about doing business.



Teacher and students. Petron's Liza Nuguid and her WIWAG trainees.

Running this five-day learning session was Treasury's Liza Nuguid. She was supported by Odon Galido of Pandacan Terminal's Technical Services, Whilden Sta. Maria of Marketing, and Allan Victorino of Petron Foundation. The three discussed business processes in Production, Marketing

and Corporate Social Responsibility, respectively, to a group of 28 students from different colleges in the University of Makati.

WIWAG is a business management simulation training program. The seminar teaches college students how to manage a company by enhancing their understanding of the functions and interrelation of finance, human resources, research and development, production, marketing sales, and corporate social responsibility.

Petron's sustained support to the WIWAG program reflects the premium that the company is putting as a catalyst for social transformation. Under the banner of Fuel Hope, this program is helping the youth overcome poverty through an education aimed at developing the country's next generation of business leaders and ultimately, creators of wealth.

GK-Energy Village Turnover New Homes, New Hope.



(from L to R) Roy Buhay, Joey Ortega, Owen elesterio, Abel Bispo, Vice Governor Migeul Maamo, Brgy. Capt. Rogelio Sicad, Roland Rueda, GK Energy Village Homeowners president Jessie Manaloto, and GK's Jerome Paler

The landslide victims of Guinsaugon, Southern Leyte can start forgetting about a tragic Valentine's Day over a year ago and begin to hum a more cheerful tune with the coming of the Christmas season. That's because as early as the middle of June, 100 families who lost their houses in that unfortunate tragedy in February 2006 all now have a new place to call home.

On June 16, the 100 houses constructed at the GK Energy Village in Liloan, Southern Leyte were finally turned over to their new and proud homeowners. The turn over of the Certificates of Occupancy was held in simple ceremonies, with Southern Leyte Vice Governor Miguel Maamo II, Barangay Fatima chair Rogelio Sicad leading the local government delegation. Also present during the affair were GK Southern Leyte Head Jerome Paler, together with the 100 beneficiary families headed by Tulong Kapwa GK Energy Village Homeowners' President, Jessie Manaloto. Petron was represented by Operations Visayas Manager Roland Rueda, depot superintendents Owen Rey Elesterio, Roy Buhay, Abel Bispo, Joey Ortega and PFI's Mati Uylangco.

The event was capped by the individual signing of the beneficiaries of their respective Memorandum of Agreement with GK.

Built through contributions provided by a consortium of companies in the energy sector, the GK-Energy Village is a complete community that features not only a colorful 50-duplex unit row housing, but also a multi-purpose center, a basketball court and a visitor's center.