



The East Asian Seas Congress 2009

Partnerships At Work: Local Implementation And Good Practices

International Conference • Third Ministerial Forum • Environmental Exhibition

Second EAS Youth Forum • Side Meetings • Field Visits

An aerial photograph of a coastal area. A wide, multi-lane road runs parallel to a beach. The road has several cars and a truck. To the left of the road is a green area with many palm trees and a few other trees. Further left is a sandy beach and the blue ocean. The text 'Public-Private Partnership for the Rehabilitation of Manila Bay: A CSR FORUM' is overlaid in large, bold, orange letters on the left side of the image.

Public-Private Partnership for the Rehabilitation of Manila Bay: A CSR FORUM

10:00 am – 12:30 pm • November 25, 2009

Chairman:

MARILOU G. ERNI

President, Bataan Coastal Care Foundation
Executive Director, Petron Foundation, Inc.

Vice-Chairman:

ROGELIO L. SINGSON

President, Maynilad

ICM SCALING UP IN MANILA BAY



Coastal areas

- NCR
- Bataan
- Bulacan
- Cavite
- Pampanga

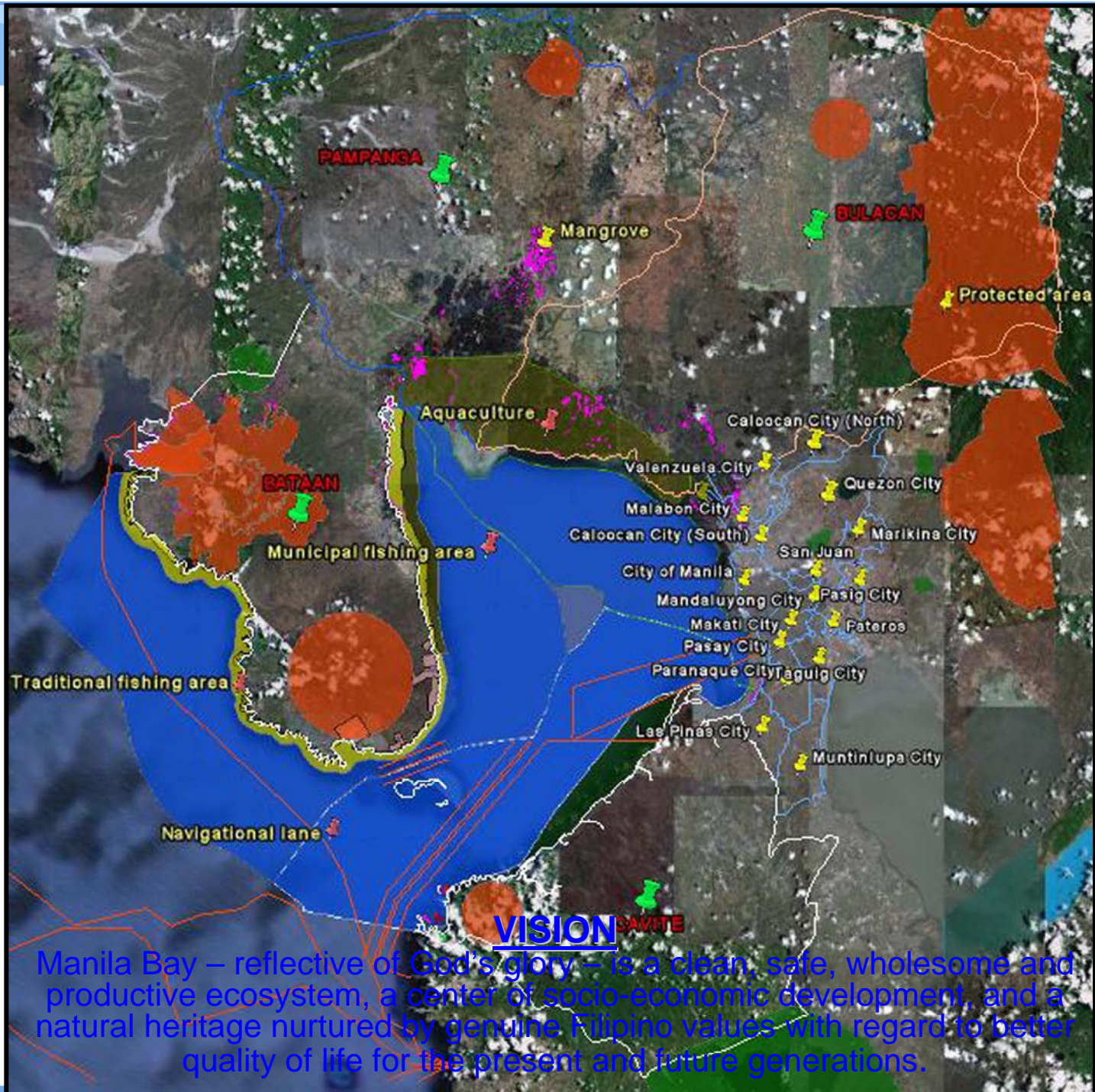
**177 municipalities
and cities**



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Partnerships at Work: Local Implementation and Good Practices
23 - 27 November 2009 • Manila, Philippines



OBJECTIVES OF THE FORUM

- ❑ To showcase **innovative partnership arrangements** among national agencies, local governments, communities and the Corporate Sector that enhance marine and coastal governance within the Manila Bay Area;
- ❑ To identify the **current initiatives and outcomes** with respect to CSR implementation in support of sustainable development of the Manila Bay Area, within the framework of the Manila Bay Coastal Strategy;
- ❑ To demonstrate the Corporate Sector's commitment to the rehabilitation of Manila Bay Area through the **adoption of an action agenda** with identified roles and responsibilities, targets and timeframes.

SESSION AGENDA

Welcome Remarks
Opening Remarks

Progress in Rehabilitation of Manila Bay: Government Action on the Operational Plan for the Manila Bay Coastal Strategy (OPMBCS)

Case Studies:

- **Partnerships and Governance:** Facilitating 100% ICM coverage of the coastline through Public Private Partnerships (PPP)
- **Water Pollution Reduction:** Targeting 50% reduction in untreated or inadequately treated wastewaters by 2015
- **Habitat and Resources:** Accomplishing Food Security and Alternative Livelihoods through Habitat Rehabilitation and Management

Scaling Up Integrated Coastal Management (ICM) in Manila Bay CSR Opportunities

Partnerships Through ICM: Open Forum

Pledge of Commitment



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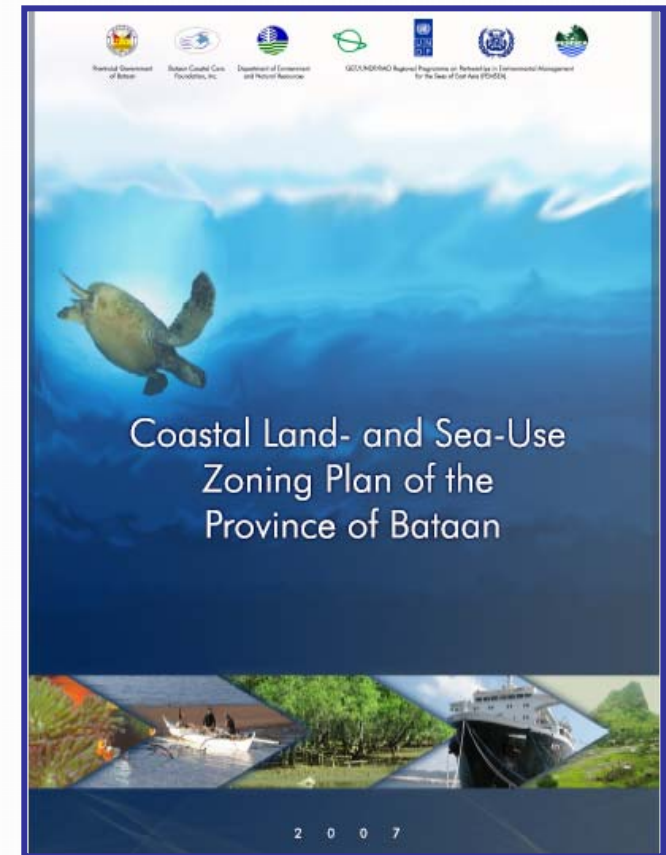
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PARTNERSHIPS AND GOVERNANCE

OBJECTIVES:

1. Develop, adopt and implement an integrated land-use and sea-use plan for the Manila Bay region by 2012.
2. Establish appropriate institutional arrangements to oversee, coordinate and guide the implementation of Manila Bay Coastal Strategy and Operational Plan
3. Integrated Coastal Area and River Basin Management system covering 100% of the Manila Bay region by 2012
4. Create awareness, build capacity and mobilize at least 80% of the coastal communities to participate in activities related to the implementation of the MBCS



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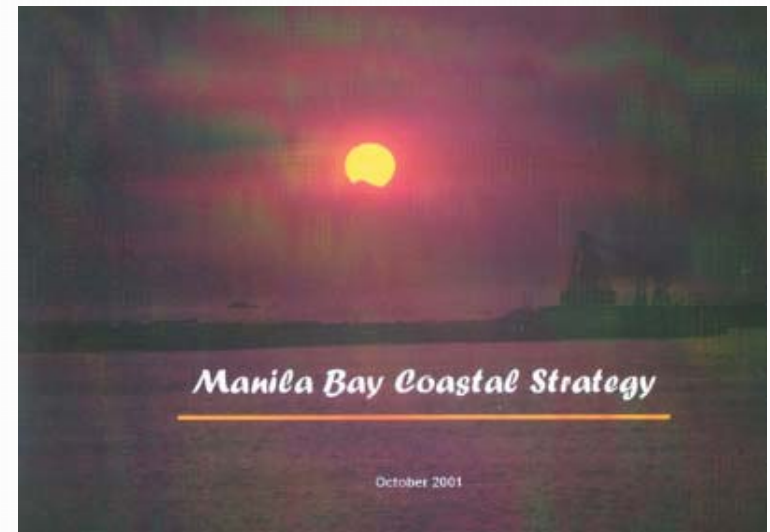
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PARTNERSHIPS AND GOVERNANCE

OBJECTIVES:

5. Increase to at least 75% the number of LGUs within the Manila Bay region implementing development and investment programs through PPP
6. Reduce by 25% the illegal settlers, establishments and structures along coastlines and prevent future preoccupation of these shorelines
7. Develop and implement a Natural Hazards Contingency, Preparedness and Quick-Response System for the Manila Bay Region
8. Develop and institutionalize a performance monitoring and evaluation system for the Manila Bay Region



WATER POLLUTION

OBJECTIVES:

1. Reduce by 50% the discharges of raw sewage, septage and untreated wastewater (from commercial, industrial, agricultural and fisheries/aquaculture) by 2015
2. Establish integrated solid waste management in all LGUs by 2007
3. Develop and implement toxic and hazardous waste management system by 2008.



WATER POLLUTION

OBJECTIVES:

4. Stop sea dumping of sewage, industrial sludge, solid waste and contaminated dredged materials by 2006.
5. Stop discharges of operational waste (oily bilge and ballast water) from ships and the use of anti-fouling paints with TBT sand other harmful compound by 2006.
6. Activate a bay-wide, multi-sectoral oil spill prevention and response program by 2006



HABITAT AND RESOURCES PROTECTION

OBJECTIVES:

1. **Set-up sustainable institutional arrangements and management programs in all declared Protected Areas (PAs) and Critical Habitats in the Manila Bay Region by 2012**
2. **Implement a no net loss policy for existing mangroves, mudflats, beaches and sandy shores by 2010**
3. **Increase by “80%” the forest cover in the entire Manila Bay watershed area by 2015**
4. **Formulate and implement a restoration and maintenance program for important cultural, historical, religious and architectural landmarks and archeological and unique geological sites within the Manila Bay Region by 2010.**



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HABITAT AND RESOURCES PROTECTION

OBJECTIVES:

5. Increase the productivity of fishery resources within the Manila Bay Region to attain the maximum sustainable yield (MSY) by 2020.
6. Achieve sustainable and ecologically-sound aquaculture and mariculture production in Manila Bay by 2015
7. Increase coverage of water supply distribution system by 50% in areas with unsustainable groundwater extraction to protect aquifers from contamination and salt-water intrusion by 2015



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Our Resource Team

- ❑ Rogelio Singson, Maynilad
- ❑ Undersecretary Demetrio Ignacio, Department of Environment and Natural Resources
- ❑ Renato Cardinal, PEMSEA
- ❑ Marilou Erni, Petron Foundation/
Bataan Coastal Care Foundation
- ❑ Eric de la Torre, TeaM Energy
- ❑ Robert Jara, PEMSEA
- ❑ Mark Mulingbayan, Manila Water
- ❑ Roland Peña, TIPCO



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Companies with current programs in the Manila Bay Region*

- Bataan Coastal Care Foundation (17 members)
- Coca-cola Foundation
- Land Bank of the Philippines
- Lopez Group Foundation
- Manila Water
- Maynilad
- NYK-TDG Friendship Foundation
- PAL Foundation
- San Miguel Corporation
- TeaM Energy
- Toyota Motors
- TIPCO
- Unilever Philippines

* Based on initial survey



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Member Companies

- Ayala Land, Inc.
- Asian Terminal
- Bataan Thermal Power Plant
- Core Maritime Corp.
- Grand Asia Shipping Lines
- Herma Shipyard, Inc.
- Liquigaz Phils. Inc.
- Limay Bulk Handling Terminal, Inc.
- Limay Grinding Mills Corp.
- Maritime Academy of Asia and the Pacific
- Metro Alliance Holdings & Equities Corp.
- Oilink International
- Orica Explosives Philippines, Inc.
- Petrochem Corp. of Asia-Pacific
- Petron Corporation
- Petron Foundation, Inc.
- Philippine Ports Authority
- Philippine Resins Industries, Inc.
- Planters Products, Inc.
- PNOC – Alternative Fuels Corp.
- San Miguel Corporation
- Total (Philippines) Corporation
- Unioil Petroleum Philippines, Inc.



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EXECUTIVE ORDER NO. 533

JUNE 2006

**ADOPTING INTEGRATED COASTAL
MANAGEMENT AS A NATIONAL STRATEGY TO
ENSURE THE SUSTAINABLE DEVELOPMENT
OF THE COUNTRY'S COASTAL AND MARINE
ENVIRONMENT AND RESOURCES AND
ESTABLISHING SUPPORTING MECHANISMS
FOR ITS IMPLEMENTATION**



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Corporate Champions in the Manila Bay Region

LGU	Corporate Partners
Bataan	Bataan Coastal Care Foundation (17 Members)
Cavite	Caylabne Resort/Unilever/Maynilad
Bulacan	Maynilad
Pampanga	TIPCO
Manila	Unilever/Maynilad/Landbank/S.U.N.S.E.T. Partnerships
Paranaque	Team Energy/Landbank/Maynilad
Pasig	Unilever
Caloocan	Maynilad
Las Pinas	Maynilad
Malabon	Maynilad/San Miguel Brewery – Polo/San Miguel Corp
Muntinlupa	Maynilad
Navotas	Maynilad
Pasay	Maynilad
Valenzuela	Maynilad/San Miguel Brewery – Polo/San Miguel Corp
Pasig	Unilever
Makati	Manila Water
Mandaluyong	Manila Water
Marikina	Manila Water
Pateros	Manila Water
Quezon City	Manila Water
San Juan	Manila Water
Taguig	Manila Water