

April 22, 2010

## **Petron brings Integrated Coastal Management (ICM) to Boracay Island**



**Clear water. Blue skies. Clean air. Powder-fine sand. Picturesque and picture-perfect. The best tropical paradise this side of the world.**

**This is Boracay, in words found in every print publication and among stories from the mouths of those who have been there.**

A milestone for Boracay as key stakeholders of the island, including Petron, come together to discuss the sustainability of this tropical paradise. Participants to the Scientific Forum and Consultation Workshop committed to the responsible development of Boracay.

Yet paradise is far from perfect. Unknown by many, Boracay's precious marine resources are under constant stress, while its watersheds and critical habitats are giving way to man-made structures. Its ongoing development is pushing the island to reach - and exceed - its carrying capacity.

But hope is not lost for the country's premier tourist destination.

On April 15 and 16, Boracay Foundation, Inc. (BFI) and Petron Foundation Incorporated (PFI) successfully held a "SCIENTIFIC FORUM AND CONSULTATION WORKSHOP FOR THE SUSTAINABLE DEVELOPMENT OF BORACAY ISLAND." Based on the integrated coastal management (ICM) framework, the group established the Boracay Beach Management Program as a way of promoting a multi-stakeholder participation for the sustainable development of the island.

This initiative was made possible in partnership with the Provincial Government of Aklan, the Municipal Government of Malay, DENR Region 6, CENRO Boracay, the Partnerships in Environmental Management for the Seas of East Asia (PEMSEA), and the University of the Philippines-Marine Science Institute (UP-MSI). Our experts from the UP-MSI laid down the scientific bases for sustainable development, particularly in the areas of coral reef restoration and marine protected area management.



(Left) The famed White Beach of Boracay; (below) children enjoying a refreshing dip in the island's waters.



The presence of Aklan Governor Carlito Marquez, DENR Region 6 Executive Director Julian Amador, Aklan Provincial Tourism Head, Vicky Ramos, Malay Mayor Ceciron Cawaling and PEMSEA Resource Facility Executive Director Prof. Raphael Lotilla added to the importance of the activity, with Governor Marquez pledging to match the private sector's financial commitment to the program.

A total of 55 participants actively participated in this forum. Members of the Boracay Foundation, Philippine Chamber of Commerce and Industries-Boracay, officials from the Province of Aklan, Municipality of Malay, Barangay Yapak, Manoc-Manoc and Balabag, Philippine National Police, Philippine Coast Guard, DENR Region 6, Department of Tourism-Boracay, Boracay Island Water Company, Inc., as well as representatives from Boracay National High School (Main and Manoc-Manoc Extension) and Lamberto Tirol National High School, were among those present.

Working on the inputs from the UP-MSI scientists and guided by PEMSEA, the participants were able to accomplish the following at the end of the session:

- Identified priority environmental issues and concerns;
- Reached a consensus on the FOCUS for the next two years, which would be the BORACAY BEACH MANAGEMENT PROGRAM (BBMP),
- Established the lead agencies concerned and identified the activities to implement the BBMP, which cover the following aspects:
  - Governance issues* such as institutional arrangements, legislation, information and public awareness, financing mechanisms and capacity development;
  - Sustainable Development Aspects* such as hazard prevention and management; habitat protection, restoration and management; water use and supply management; food security and livelihood and pollution reduction and waste management.

The participants realized the need for collective action and effective multi-stakeholder participation to ensure that the program goes beyond the planning process. As such, a multi-sectoral Technical Working Group (TWG) was created to ensure sustainability and finalize the work and financial plan for 2010-2011.

The workshop was capped with the participants putting a personal stamp to the proceedings by declaring their individual commitments.

For Petron, this initiative goes beyond being having a business presence in the island; helping establish the ICM program forms part of the company's concerted acts to nurture nature through various programs all across the country under the banner "Kalinga sa Kalikasan" (Caring for the Environment).

And just like Petron's efforts to promote integrated coastal management in the provinces of Bataan and Guimaras, this program is also a means by which Boracay's development can be truly sustainable. So that generations of Filipinos and foreign visitors can continue to enjoy clear water, blue skies, clean air, powder-fine sand, and the best tropical paradise this side of the world.

This is our paradise. This is our promise.

## PARTNERS FOR PROGRESS



(Above, L to R) Aklan Gov. Carlito Marquez; Malay Mayor Ceciron Cawaling; DENR Region 6 Executive Director Julian Amador; PEMSEA Resource Facility Executive Director Raphael Lotilla; Boracay Foundation President Loubelle Cann. (Below, L-R) Petron Foundation Executive Director Marilou Erni; Petron Corporate Technical Services Group Environment Head Edith Cabrera; San Miguel Foundation Executive Director Camille Buenaventura; PEMSEA Chief Technical Officer S. Adrian Ross and Senior Country Program Manager Nancy Bermas; DENR CMMDC Chief Vilma Limates and CENRO Officer Merlene Aborka.



## The Science of the Seas

Sustaining Boracay Island is a science, according to experts from the University of the Philippines-Marine Science Institute: (L-R) Dr. Gil Jacinto, Professor Emeritus Dr. Edgardo Gomez and Dr. Porfirio Alinio.



## WAY FORWARD



Program Partners:



- Petron Foundation has documented the workshop results, which outline the key activities, success indicators and lead agencies for each of the priority areas. The document will be finalized on May 18 by the Technical Working Group.
- A study tour in Bolinao, Pangasinan is being arranged for some members of the Boracay Foundation to observe UP-MSI's natural reef restoration program.
- Some members of the stakeholder groups in Boracay will participate in the training on Integrated Coastal Management organized by DENR-Region 6. This will be held in Iloilo on May 12-15, 2010. In this program, Petron Foundation will share the Bataan ICM experience.
- The Boracay Beach Management Program will be launched on June 5, Environment Day.

*Published by Petron Foundation*

**In celebration of EARTH DAY 2010,  
we would like to invite Petron employees and family members  
and our business partners to join us in the**

# THE MARIKINA RIVER FUN RUN

**APRIL 24, 2010 • 5:00AM, SATURDAY • MARIKINA RIVERBANKS AMPITHEATER**

To join and for more details, please contact Joseph Nolla (49599), Joey Ortega (49372)  
or Allan Victorino (49361)

