

# Strategic CSR:

Creating Shared Value for Quality  
Education and Human Resource  
Development in the Region



# Brigada Eskwela?

Brigada Eskwela is an annual program held by DepEd every two (2) weeks before the official start of classes. It brings together nationwide voluntary efforts such as maintenance and contributions to public schools. **This year, Brigada will be held from May 20 to 25.**

## How did it start?

Republic Act 8525, or the **Adopt-A-School Program (ASP)**, was implemented in 1998 which soon led to DepEd launching Brigada Eskwela in May 2003.



## Why Brigada?

- To practice shared governance.
- To bring the spirit of education to the community level.
- To utilize local resources to improve public schools.



**Take action for education!**

#BrigadaEskwela2013 | #educACTION | educaction.ph



# Adopt A School

Invest in our future today.

# Adopt A School

Invest in our future today.

Millions of  
volunteers

Hundreds of  
millions of  
dollars in  
contributions



# CSR: A Growing Phenomenon

- National level
- Regional level
- Global level

# More and more companies doing CSR

- Doing business responsibly
- Meet profit objectives, plus:
  - Pay attention and devote resources to the development of people and of the planet

# CSR has evolved and grown.

- Philanthropy
- Institutionalized into vision-mission and structures of corporations
- Integration into core business

# CSR a major factor in society's development

- Education
- Health
- Environment
- Poverty reduction
- Disaster risk reduction and management
- Arts and culture
- Others



# Governments have taken notice.


- Mandatory CSR for some companies in the Philippines and Indonesia.
- CSR incentives – awards and tax breaks – Thailand, Malaysia, the Philippines
- National CSR framework and/or mandatory reporting in Malaysia, Thailand, and Singapore

# Regional Level

- ASEAN CSR Network
- ASEAN blueprint for a socio-cultural community


# Corporate Social Responsibility

The socio-economic development of the disadvantaged augurs well for our future :

Less illiteracy/better education  Larger pool of competent workers

Less unemployment  Larger customer base  
Less discontent and criminality

Less homelessness  More stable social climate

Better health  Higher productivity  
More globally competitive

# CSR Reporting

- Transparency and accountability
- Global Reporting Initiative (GRI)



# New Approach to CSR



Creating shared value for everyone.

Addressing social problems while maintaining business viability.

# CSR an important area for engagement

Question for institutions like the SEAMEO  
Centers:

“What possible role can we play and what areas  
of engagement can we enter into in the field of  
CSR?”

# Suggested areas of engagement: 3 Ps

- Practice
- Promotion
- Partnerships

# Practice

- Grow your practice of CSR
  - Assessment of your organization
  - Compliance
  - Dealing with stakeholders
  - Measuring and reporting



# Promotion

- Leverage your strengths and expertise in training and capability-building
- Include CSR values in school curriculum

# Partnerships

- SEAMEO Innotech partners with Nokia, Pearson, Ayala and Globe Telecom under BridgeIT/Text2Teach
- SEAMEO Innotech contributed its expertise in the development of lesson plans and teachers' guides and the training of teachers.

# Conversations on CSR

Let's get the conversation going.