

Greening our way

SUN.STAR Davao is now on its 5th year of participating in Davao City Water District's (DCWD) Adopt-A-Site program to help in saving the Talomo-Lipadas watershed project which is a part of the company's Corporate Social Responsibility (CSR).

The project was launched back in 2010 wherein Sun.Star Davao signed memorandum of agreement for environmental protection and conservation with the DCWD under their Adopt-A-Site program.

Vicente Purgatorio, Sun.Star Davao's Human Resource supervisor, said that the company had allocated funds for the planting and maintenance of fruit-bearing trees planted within Talomo-Lipadas watershed area at sitio Saro, Barangay Manuel Guianga, Tugbok District, in Davao City.

Purgatorio said that they will go back to the site to personally check the area that the company had adopted.

Last year, SunStar Davao also went to Purok Pisces in Barangay Lasang, Davao City wherein they planted 3,000 mangrove seedlings which is also a part of their CSR.

The mangrove rehabilitation and protection activity was organized by Save Davao Gulf Foundation (SDGF) Inc. and supported by Globe Telecom.

Moreover, with SunStar Davao now on its 19th year, Purgatorio said that besides the company focusing their CSR's on the environment they are also planning to focus on public schools that needs assistance.

"The mission of Sun.Star Davao is not only to serve outstanding journalism but to also deliver help where it is most needed-at a grass-roots level. This year we decided to give focus on the condition of our students in public school especially those that are in far flung areas," said Tessie A. Paña, Sun.Star Davao's general manager.

Last June, according to Purgatorio and Paña, SunStar Davao participated in the Brigada Eskwela activity and gave school supplies to seventy pupils at Mabini Elementary School at Arakan, North Cotabato and gave building materials for the drainage system of Manuel L. Quezon elementary school.

It's a given knowledge that we have an education crisis in the Philippines. We may not be able to fully address the crisis but I believe we can contribute to alleviate the conditions of some public students," Paña said.