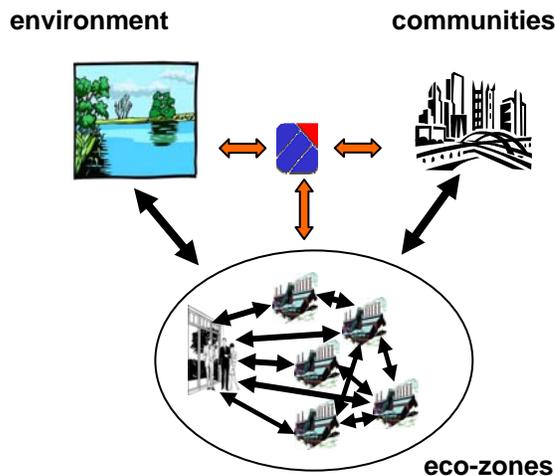


Eco-Industrial Development and Corporate Social Responsibility (CSR)



The PEZA-GTZ initiative for establishing a Management Approach to the Eco-Industrial Development of Philippine Economic Zones, referred to as the EID project, is working to promote and implement concepts of sustainable development, balancing economic development with environmental protection and social progress. This includes engaging partners to work for the overall improvement of environmental conditions within the industrial zone areas.

EID supports the use of combined strategies and synergies among concerned groups. It recognizes the importance of activities that address social and community-related improvements together with those that address environmental or economic issues. To concretely show this, the PEZA-GTZ EID Project encourages the implementation of community projects, also called Corporate Social Responsibility (CSR) activities by the Ecozone locator companies.



Corporate Social Responsibility (CSR)

CSR in terms of community outreach means the voluntary commitment of companies to the improvement of the social and environmental conditions in their neighboring communities.

Through CSR activities, companies engage the communities to work on issues and ideals mutually important to them, like environment, health or education. To support the idea of partnership, CSR provides communities the means, skills and knowledge to address their current needs.

Eventually, CSR activities create a clean and healthy living environment as well as self-sustaining communities. It establishes a company-community relationship based on participation and partnership rather than simply goodwill.

There are many possible ways for companies to engage in CSR:

- Offering vocational training and capacity building opportunities for communities in order to educate future personnel and to support small entrepreneurial initiatives in the Barangays as a job creation measure
- Adopting a school offers children and youth access to education and thus increases their chances on the labor market
- Investing in infrastructure or sanitation facilities, health and child care facilities or material donations can contribute to the improvement of living conditions in the communities.
- Conducting educational activities that raise awareness and responsibility for the environment to support the improvement of the environmental quality in the Barangays.
- Buying the products or making use of the services of small local enterprises supports their existence as a self-sustaining business.

What Are the Benefits of CSR?

Social outreach activities have, over the years, shown a beneficial effect for the companies themselves. In times of increasing awareness for the social performance of locators, CSR can improve a company's image as producer and employer.

Good relationship between companies and communities attract foreign investment and strengthen the company's reputation as a fair producer. Likewise, an employer who shows concern for its workers attract highly skilled and motivated personnel, producing more committed and innovative workforce. Therefore, CSR contributes to increase a company's productivity, efficiency and competitiveness

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