

# Daluyan

The official news channel of  **LAGUNA WATER**  
A MANILA WATER  
PHILIPPINE VENTURES COMPANY

Volume 2 | Issue 1 | January 2017

**INNOVATION:**  
Transcending Tradition,  
Fulfilling the Mission

**Keeping and  
Growing Customers**  
*Laguna Water continues to touch  
more lives in Laguna*

**Spreading Love, Joy, and  
Happiness to Schoolchildren**  
*Laguna Water brings smiles to  
schoolchildren in Laguna*



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## ABOUT THE COVER



Laguna Well Field is one of the largest groundwater facilities in the country. Located at the Laguna Technopark Annex in Binan, this centralized water distribution system will provide safe and clean water to more than 135,000 households in the Province of Laguna.

# MESSAGE FROM LAGUNA WATER

To our valued stakeholders,

The year 2016 had been a great year for Laguna Water and we would like to thank you for the overwhelming support and trust you have given the organization.

Aiming to continuously improve the services we provide, we challenge ourselves to defy traditions and find innovative ways that will aid in realizing our goal of giving the entire Province of Laguna access to safe, clean, and potable water and adequate sanitation.

With the theme "Innovation: Transcending Tradition, Fulfilling the Mission", this issue of Daluyan highlights one of the biggest projects of Laguna Water with regard to the improvement of water services, Laguna Well Field. It also features other initiatives of the company that contribute to the company's continued growth and development.

As we continue to touch more lives in the Province, we look forward to collaborate with you in our future endeavors. Let us become partners for change and provide all communities in the Province access to basic human necessities.

  
Virgilio C. Rivera, Jr.  
President

  
Melvin John M. Tan  
General Manager and COO





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## Keeping and Growing Customers

From 17,000 customers in 2009, Laguna Water now has more than 125,000 service connections and is continuously growing.

When Laguna Water started its operations in 2009, it aimed to provide the cities of Biñan, Santa Rosa, and Cabuyao improved water services that will enforce community development and socio-economic growth.

True to its mission to deliver excellent customer experience, Laguna Water geared aggressive development of its water distribution network. Ensuring that supply and quality of water meet that needs of its customers and the standards set by the government, the company invested in the development and rehabilitation of new and existing water systems; installation of filtration systems; and the establishment of a DOH-accredited water quality testing facility.

In 2016, the company has grown to serve more than 125,000 customers, which include residential areas, open communities, commercial establishments, and various industrial companies. With the continuous improvement of its services, Laguna Water's vision to give the more than three million Lagunenses access to safe, clean, and potable water supply and adequate sanitation services will soon become a reality.

## Creating positive impact to the community

"Mas gusto ng mga tao, mas maraming nagkakaroon ng sarili nilang tubig," Valeria Lopez said.

Valeria is a public servant at Barangay Loma in Biñan, one of the many communities Laguna Water is currently servicing. More than the ease and convenience, having access to a reliable water supply has sparked a sense of ownership to the residents of the barangay, thus, uplifting human dignity.

"Iba yung pakiramdam na hindi mo na kailangang mag-igib kasi may sarili ka ng pinagkukunan ng tubig. Imbis na nag-iigib ang mga tao ng tubig, mas nabibigyan na nila ng panahon ang ibang bagay tulad ng trabaho o negosyo," uttered Valeria, who also manages an apartment rental business where all units are connected to Laguna Water's supply network.

Another customer who experienced the positive impact of Laguna Water is Zenaida Infante, a carenderia-owner in Barangay Platero in Biñan.

Zenaida shared that she uses water from Laguna Water in preparing her dishes. In running a food business, it is important to have clean and potable water both for cooking and drinking. “Ginagamit kong panimpla ang tubig ng Laguna Water sa pagluluto ng mga tindang ulam dahil alam kong malinis,” she added.

Aside from providing safe water, Zenaida also commended Laguna Water’s service reliability. “Maganda ang serbisyo, malinis. Hindi pa namin nararanasan mawalan ng tubig.”

Barangays Loma and Platero are just two of the many communities that have witnessed the positive impact of Laguna Water. These two also are the first to benefit from the company’s largest groundwater facility, Laguna Well Field.



Valeria, a public servant in Barangay Loma in Binan, shares that their community is grateful to Laguna Water for providing convenient access to safe and clean water.

## Growing number of customers

Gaining the trust and confidence of the Provincial Government of Laguna, Laguna Water’s territorial scope has been expanded from the cities of Biñan, Santa Rosa, and Cabuyao to the entire Province. Hence, many residents and businesses have already entrusted their supply to Laguna Water.

The company has already taken over the water operations of Sta. Cruz’s sports complex, along with the various subdivisions in the municipalities of Alaminos and Pila and in the city of San Pablo. Furthermore, it has also started providing bulk water supply in Pagsanjan.

While Laguna Water continuously extends its operations outside its original service area, the number of customers within the latter unceasingly grows with several subdivisions and commercialized areas connecting to the company’s water supply network. The company now provides water services to the residents of South City Homes in Biñan and various key establishments within the city, including La Consolacion College, Umbria Mall, Biñan City Hall, Polytechnic University of the Philippines-Biñan, Comelec, Biñan Sports Arena, and Philippine National Police. Balibago Commercial-Complex, New Sinai Hospital, Amherst Parenterals, Santa Rosa Sports Complex, Santa Rosa Community Hospital, Alfonso Homes, Buena Rosa Subdivisions and Buena Perla are among the newly connected properties in the city of Santa Rosa. Additionally, the operations in Cabuyao City have further grown with the addition of Lakeside Nest and San Isidro Homes subdivisions.

With its steadfast commitment to its vision and mission, Laguna Water looks forward to touch more lives and transform more communities in the entire Province of Laguna.

# INNOVATION:

Transcending Tradition,  
Fulfilling the Mission



**LAGUNA WATER**

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With the increasing demand for reliable water supply for drinking and domestic use, Laguna Water continuously looks for opportunities and ways to further improve its services to benefit its growing number of customers. Primarily, water that comes out of the tap is obtained from the groundwater—water found below the Earth's surface. Groundwater resources in the country is susceptible to degradation. According to a study conducted by the University of the Philippines, this natural resource may be depleted by year 2050 due to the rising number of population, rapid industrial development, and the irresponsible use.

Given the daunting task of providing safe and clean water to more than 500,000 people in the Province of Laguna, Laguna Water developed a centralized water system called Laguna Well Field to ensure the sustainability of water supply. Currently, the company has a fragmented water system with more than 100 deep wells installed in various areas to extract the water supplied to households, schools, business establishments, and privately-owned companies. With the establishment of the Laguna Well Field, more than 50 deep wells will be decommissioned, thus, reducing stress to groundwater caused by frequent extraction and also decreasing the emission of carbon footprints.

Moreover, the Laguna Well Field will further advance the company's operational efficiency and reliability in delivering water services. Through the facility, customers are assured of having constant water supply and enough water pressure. The facility's centralized monitoring and control system allows the company to perform immediate actions to address any water operations concerns that may arise.



## The Laguna Well Field

Laguna Well Field is one of the largest groundwater facilities in the Philippines and the largest in the Province of Laguna. Situated at the Laguna Technopark Annex, this centralized water system with a total area of 10,000 square meters has the capacity to supply 100 million liters of water per day.

Prior to its development, Laguna Water has commissioned the University of the Philippines National Hydraulic Research Center to conduct a study on the groundwater resources in Laguna. Based on the result, water is abundant and highly sustainable in the location of Laguna Well Field. Furthermore, the quality of raw water in the area is already within the limits of the Department of Health's Philippine National Standards for Drinking Water.

The 1.6 billion water facility consists of 20 deep wells which brings treated water stored in its four water reservoirs; each holds five million liters of water at a time. From these reservoirs, water is distributed to customers, 94% by gravity and 6% by pump.

## Inauguration

Celebrating this major breakthrough of the company for the entire Province of Laguna, Laguna Water gathered its key stakeholders, partners, and beneficiaries in an inaugural ceremony held in August 2016. Themed with Philippine festival, the Inauguration of the Laguna Well Field highlighted the successful public-private partnership between the Provincial Government of Laguna and Manila Water, which led to the transformational change in the water situation in the Province.

In his opening message, Laguna Water General Manager Melvin John M. Tan underlined that the Laguna Well Field is a testament of the company's steadfast commitment to provide Laguna access to safe and clean water. A proof of the successful partnership of the government and the private sector, Mr. Tan furthered that the facility is just one of the many projects of the company for the entire Province.

"I believe the development of the Laguna Wellfield is a strategic step towards ensuring the continued viability of Laguna as a commercial, industrial, and tourism hub of the CALABARZON region," said Manila Water Chairman Fernando Zobel de Ayala. He also acknowledged the Provincial Government of Laguna for the trust and support it has given to Laguna Water.







**"I believe the development of the Laguna Wellfield is a strategic step towards ensuring the continued viability of Laguna as a commercial, industrial, and tourism hub of the CALABARZON region".**

**Fernando Zobel de Ayala**  
Chairman, Manila Water



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Leading the ceremonial commissioning of operations of the Laguna Well Field are (L-R) Manila Water Operations Chief Operating Officer Ferdinand M. Dela Cruz; Vice Governor Katherine C. Agapay; Governor Ramil L. Hernandez; Manila Water Chairman Fernando Zobel de Ayala; Manila Water President and CEO Gerardo C. Ablaza, Jr.; and Laguna Water President Virgilio C. Rivera, Jr..

Provincial Governor Ramil L. Hernandez expressed his gratitude to Laguna Water for continuously uplifting the lives of Lagunenses through the development of water infrastructure: “Ngayon, hindi na kailangan pa ng mga mamamayan natin na pumila ng mahaba para mag-igib. Hindi na rin mangangamba ang mga ina ng tahanan na magkasakit ang kanilang mga anak na talaga namang isa sa hinaharap na problema ng ating pamayanan at patuloy na binibigyang solusyon ng ating pamahalaan. Kaya salamat Laguna Water, kayo po ay katuwang ng ating probinsiya sa pagpapaunlad ng ating pamayanan at gayundin, ng ating bansa.”

Laguna Water’s latest corporate video, Laguna Water Story, was also officially launched during the inauguration. The 12-minute video presents the transformational journey of the company that all started with the vision of empowering people, protecting the environment, and enhancing sustainable development through water and sanitation services.

Present during the inauguration were Manila Water President and CEO Gerardo C. Ablaza, Jr; Manila Water Operations Chief Operating Officer Ferdinand M. Dela Cruz; Laguna Water President Virgilio C. Rivera, Jr.; Laguna Vice Governor Katherine C. Agapay; Board Member and First Lady of Laguna Ruth M. Hernandez; Provincial Administrator Atty. Dulce H. Rebanal; Provincial Legal Officer Atty. Rodel T. Paderayon; Manila Water Philippine Ventures representatives; Laguna Technopark Inc. executives; Laguna Water Leadership and Management Teams; and customers such as business owners and community leaders.

## Beneficiaries

Currently, Laguna Well Field is operating at 30 million liters per day servicing more than 15,000 families in Laguna. The facility will be fully energized in 2017 and will supply water to over 135,000 households in the Province.

Aiming to provide the more than 3 million Lagunenses access to safe and clean water, Laguna Water pledges to develop projects, establish infrastructure, and implement innovative ways that will aid in realizing the company’s goal for the Province.



**LAGUNA WATER**

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Laguna Water, the largest water and used water services provider in the Province of Laguna, is a successful public-private partnership between the Provincial Government of Laguna and Manila Water Philippine Ventures, a Manila Water subsidiary.

Through Laguna Water, Lagunenses are given access to safe, clean, and uninterrupted water supply. This year, the Company will also be offering desludging services to the entire Province, which will facilitate the treatment of used water from communities prior to discharging it in a body of water.

**Empowering People**

**Protecting the Environment**

**Enhancing Sustainable  
Development**

**BE PART OF THE LAGUNA WATER FAMILY**

VISIT

[www.lagunawater.com.ph](http://www.lagunawater.com.ph)



## Creating A Safe and Clean Environment Conducive to Learning

Laguna Water provides public schools with drinking stations and wash areas.

Access to clean water and adequate sanitation has direct impact on the learning ability and academic performance of students. According to a 2006 United Nations report, children lose 443 million school days each year due to water-related diseases, which is primarily linked to poor water and sanitation conditions.

In the Philippines, thousands of public schools remain wanting for access to clean water and safe sanitation facilities. With minimal budget allotted for the improvement of their water system, public schools obtain water from inadequately maintained wells and communal faucets. This situation exposes thousands of students and teachers to water and sanitation related health concerns such as diarrhea, typhoid, and cholera.

Addressing the inferior quality of water and poor hygienic conditions of public schools, Laguna Water implements its Lingap Eskwela program to selected public schools in the Province. Through this program, the company donates drinking stations and handwashing facilities and rehabilitates restrooms of a chosen educational institution.

In 2016, more than 1,700 students and teachers of Sala Elementary School (SES) in Cabuyao and Malitlit Elementary School (MES) in Santa Rosa were given greater access to safe, clean, and potable water and improved sanitation facilities.

Abelinda Sison, Principal of SES expressed her gratitude, "Nagpapasalamat po kami sa Laguna Water sa pagbibigay sa amin ng maayos na drinking station at sa pagsasaayos ng aming handwashing facilities and restrooms." She added that with the new and rehabilitated facilities of the school, parents and guardians are assured of the safety, cleanliness, and health of their children.

Present during the Lingap Eskwela inaugural ceremony in MES was Laguna Governor Ramil L. Hernandez, who commended Laguna Water for continuously improving the quality of life of Lagunenses. “Maraming salamat sa Laguna Water sa pagiging katuwang ng Provincial Government na pagandahin pa ang buhay ng ating mga kababayan.” The Provincial Governor also led the ceremonial washing of hands in the school’s new wash area.



“School is where our children spend most of their time, hence, its cleanliness and safety should always be maintained. Through Laguna Water’s Lingap Eskwela program, we help public schools to have clean and reliable drinking water and adequate sanitation facilities,” said Laguna Water’s Finance and concurrent Regulatory and External Affairs Head, Mark F. Mesina. “Aside from positively affecting the health of students and teachers, we hope that these facilities would also help in improving performance and productivity of the entire school,” he added.

Provincial Governor Ramil L. Hernandez commends Laguna Water for championing health and safety of schools



More than 1700 students and teachers of Sala Elementary School and Malitlit Elementary School will benefit from the donated drinking station and wash areas.



Laguna First District Congresswoman Arlene B. Arcillas (3rd from left) leads the ribbon cutting ceremony of the Lingap Eskwela inauguration in Malitlit Elementary School in Santa Rosa.

To date, the Lingap Eskwela program has addressed the inferior quality of water and poor hygienic conditions of 17 public schools in the Province of Laguna, ensuring the health and safety from waterborne sickness of more than 20,000 students and teachers.

Laguna Water will continue to touch the lives of Lagunenses by implementing more Lingap projects not just in schools but also in other public institutions and areas where access to clean water supply remains to be a challenge.

# INFLOW OUTFLOW

WHAT'S HAPPENING IN AND OUT OF LAGUNA WATER

EMP  
PRO  
ENH



## Recognizing Environmental Stewards.

Laguna Water awards Plaque of Recognition to three cities and nine municipalities of the Province of Laguna for their outstanding commitment to the environment during the Manila Bay Day celebration and DILG Calabarzon's Environmental Compliance Audit Conferment.



## Forging Partnerships.

Toilet Board Coalition Executive Director Cheryl Hicks (5th from left) along with Laguna Water team headed by General Manager Melvin John M. Tan (1st from right) pay courtesy call on Laguna Governor Ramil L. Hernandez (3rd from left) and discuss the Portable Toilet Solution project for the Province of Laguna at the Governor's satellite office in Calamba.



## Helping Save Lives.

In partnership with Water donates 30 b activity themed "Save



## Tracing the water trail.

Talents from the Development Bank of the Philippine's Management Associates Program learn about the different processes that water undergoes before and after it is used through the company's Lakbayan program.



## Championing Sustainable Livelihood.

Laguna Water, in cooperation with Manila Water Foundation, awards non-interest bearing loan capital to three livelihood cooperatives in the Province of Laguna.



## Protecting the Environment.

During DILG-Laguna's Orientation of the Supreme Court Mandamus to the City/Municipal Manila Team at Splash Mountain in Los Baños, Laguna, Laguna Water shares its environmental information, education, and communication initiatives and its projects with regard to septic tanks and sewage treatment.

# EMPOWERING PEOPLE PROTECTING THE ENVIRONMENT FINANCING SUSTAINABLE DEVELOPMENT



the Philippine Red Cross, Laguna blood bags during its bloodletting "Lives, Donate Blood."



### Caring for the Environment.

Laguna Water, together with the Boy Scouts of the Philippines - City of Calamba Council, plants 300 seedlings in Kalayaan, Laguna.



### Driving Customer Engagement.

More than 100 kasanggas—Laguna Water customers (community leaders, business owners, and local government officials and representatives), attend the first Laguna Water Kasangga Day at Santa Rosa Village Clubhouse. Kasangga Day is the company's way of showing appreciation and gratitude for the support its customers have always given.



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### Increasing Public Awareness.

Journalists and reporters from the several media visit one of the largest ground water facilities in the Philippines, Laguna Well Field, during Laguna Water's Media Day.



### Protecting Water Resources.

Laguna Water joins Cabuyao Protection Advocates in picking up trash and marine litter.



### Showcasing Excellence.

Laguna Water bags the most number of awards during Manila Water's Gawad Lunas: Risk Management Excellence Awards. The company receives the Best Risk Management Culture Award and the Risk Advocate of the Year Award for Finance and concurrent Regulatory and External Affairs Head Mark F. Mesina.



## Making Handwashing a Habit

Laguna Water, Manila Water Foundation spearhead the 2016 Global Handwashing Day Celebration

Raising public awareness on the importance of proper handwashing, Laguna Water, in partnership with Manila Water Foundation, led the celebrations of the 2016 Global Handwashing Day (GHD) in Laguna through two simultaneous events held in Solenad, Nuvali, Santa Rosa and in Barangay Langkiwa, Biñan last October.

Every year, millions of people around the world suffer from diarrheal illnesses and respiratory infections. Diarrhea and pneumonia have been identified as the leading causes of death of children worldwide. In the Philippines, pneumonia claims the lives of 37 Filipino children below five years old every year. Meanwhile, 13 children in the same age group die due to diarrhea.

One of the simplest and most cost-effective ways to prevent these diseases is through proper handwashing. GHD instills the need for frequent handwashing with soap and the many benefits of this simple act to health and wellness of people.

With the theme "Make Handwashing a Habit", last year's celebration focused on the development of this life-saving measure into a regular practice leading to a healthier community.

Championing this cause, Laguna Water and Manila Water Foundation set up a GHD booth in Solenad, Nuvali in Santa Rosa. Through the booth's interactive learning activities, mall goers were taught of the principles and practices of proper handwashing. As a symbol of support to this advocacy, those who visited the booth wrote their names on a hand-shaped sticker which they put on the GHD pledge wall.



Present at the ribbon cutting ceremony of the GHD booth was Santa Rosa City Mayor Dan Fernandez. In his message, he said that this simple act of hand hygiene does not only promote a healthy environment but also has an indirect impact to the economy and other aspects of the society.

Simultaneously, more than 1,000 community members attended the GHD event conducted in Barangay Langkiwa, Biñan. Educating the attendees about the importance of proper hygiene and sanitation, the program included demonstrations and actual handwashing activities. Participants placed their handprints on the GHD pledge wall as a sign of their commitment to a cleaner, safer, and healthier lifestyle.

Manila Water Foundation continues to help spread this advocacy. According to Manila Water Foundation Executive Director Carla Kim, handwashing should not only be observed once a year or during Global Handwashing Day alone, rather, it should be a part of everyone's daily routine.

"Making handwashing a habit is not easy. It cannot be done overnight. To achieve this, we help promote washing our hands with soap regularly especially before eating and after using the toilet," said Laguna Water's External Affairs Manager Ana Martir.

Started in 2008, GHD is a campaign aiming to encourage millions of people around the world to wash their hands with soap. Yearly, more than 200 million people from over 100 countries join in the celebration of this global initiative.



As a sign of their commitment to a cleaner, safer, and healthier lifestyle, participants place their handprints on the GHD pledge wall.

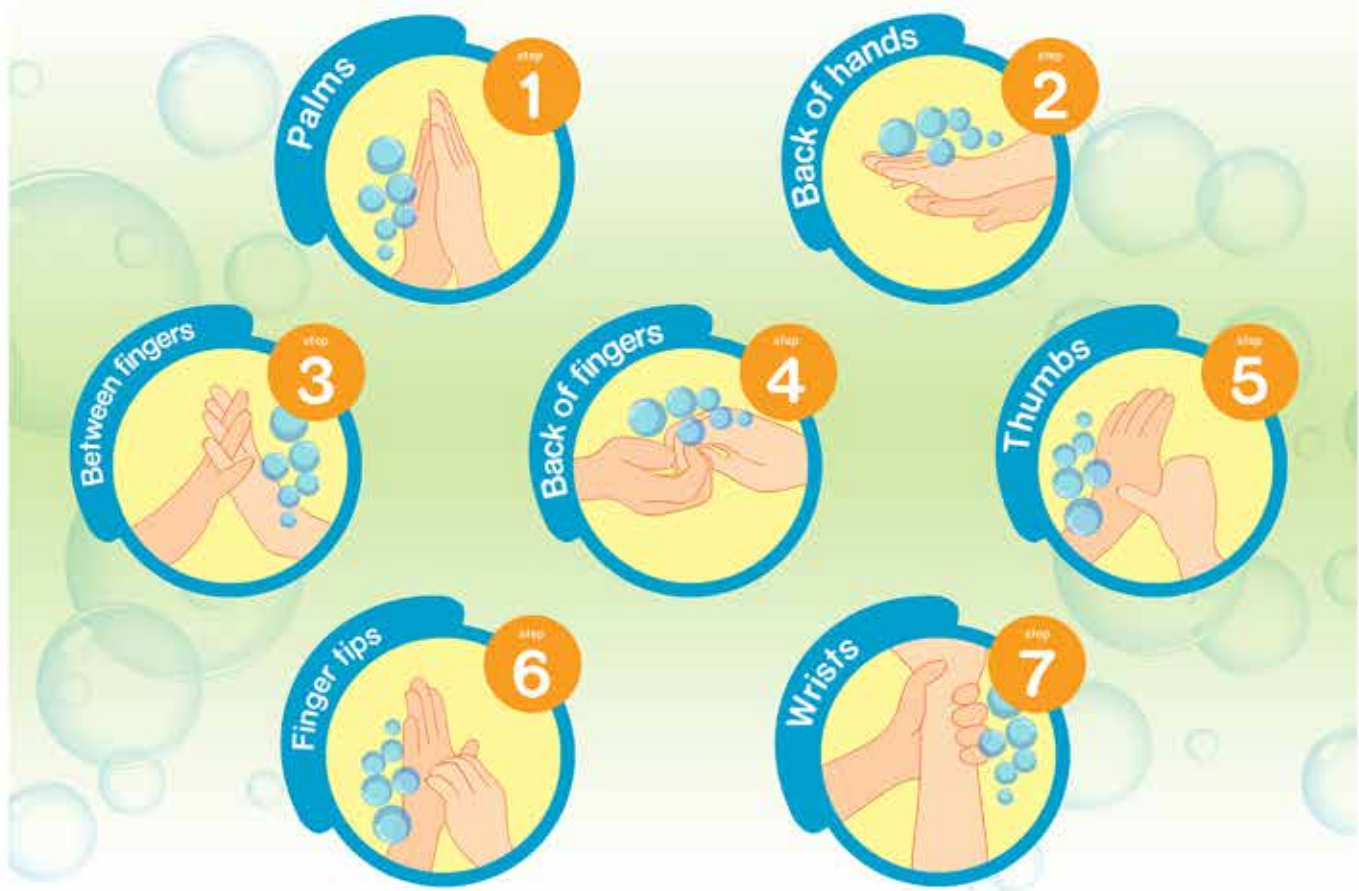


Santa Rosa City Mayor Dan Fernandez (3rd from left) visits the Global Handwashing Booth in Nuvali. Joining him in the photo (left to right) are Manila Water Foundation Program Manager Xavier G. Cruz; Manila Water Foundation Executive Director Carla B. Kim; Laguna Water External Affairs Manager Ana A. Martir; Laguna Water Business Operations Head Sol N. Dimayuga; and a representative of the Ayala Mall.



# Global Handwashing Day

## 7 Handwashing Steps



## Make Handwashing a Habit

- ALWAYS WASH YOUR HANDS FOR AT LEAST 20 SECONDS ••••
- With soap and clean water
  - After playing
  - After using the toilet
  - Before and after eating

# Strengthening the Country's Water and Used Water Industry

Laguna Water collaborates with various educational institutions to strengthen the water and used water industry.

Aiming to produce more professionals in the water industry, Laguna Water signed a Memorandum of Agreement with various schools and universities from the South Luzon region.

Held at the Luxent Hotel in Quezon City, the signing of the memoranda of agreement was attended by Manila Water Philippine Ventures President and CEO Virgilio C. Rivera, Jr. (4th from left), Manila Water Corporate Human Resources Group Director Janine T. Carreon (3rd from left), Laguna Water Leadership Team headed by General Manager Melvin John M. Tan (5th from left) and the Presidents and representatives of the various partner institutions.



“With this collaborative partnership, bigger opportunities are coming not only for the students but most especially to the entire water industry,” said Laguna Water Human Resources Head Reginald M. Andal.

Improved water and used water curricula will be offered to students as Manila Water Philippine Ventures shares its expertise and best practices to its partner institutions. Students of partner schools will also be given the opportunity to learn from the bests through MWPV's Internship Training Program. Meanwhile, the academe would be of great help in conducting studies and researches which could serve as references of the different projects and initiatives related to water.

## SIX EDUCATIONAL INSTITUTION PARTNERS



Moreover, graduates who want to be part of the organization may also apply to the company's Cadetship Training Program—a 6-month program that equips individuals with knowledge, skills, and values vital to the business. Creating a talent pool of competitive and dedicated experts, the program has produced some of the most valuable members of the organization.

Geared towards sustainable development, Laguna Water continues to forge partnerships with different organizations and to create programs that positively affect people's quality of living and enhance community empowerment.



## Empowering Social Enterprises to become Catalysts of Change

Laguna Water collaborates with The British Council Philippines in the conduct of “I am a Changemaker” program.

“Social entrepreneurship is the way to go,” said Laguna Water’s Finance and concurrent Regulatory and External Affairs Head Mark F. Mesina at the closing ceremony of the 2016 “I am a Changemaker” program on October 7.

Laguna Water, the largest water and sanitation services provider in the Province of Laguna, together with The British Council Philippines, Integrated Micro Electronics, Inc. (IMI), Ayala Foundation, and Ayala Corporation brought the “I am a Changemaker” program in Laguna to help local social enterprises increase their impact to the community.

Held at Camp Allen in the Province’s capital of Santa Cruz, the program with the theme “Changemaker: Beyond CSR” provided trainings and workshops on social entrepreneurship to 28 leaders and representatives of the 14 community-based enterprises from the cities of Biñan and San Pablo and from the municipalities of Alaminos, Bay, Kalayaan, Majayjay, and Santa Cruz.

Aimed to create a better understanding on social entrepreneurship, the two representatives from each group were given lessons on social issues,

social enterprise models, business skills, innovation, management, and marketing. Aside from the classroom type discussion, the program also included a field visit to a social enterprise and a successful product of the “I am a Changemaker” program, Tsaalaya in Calauan, Laguna.

More than just providing a source of income, these social enterprises aim to alleviate poverty, empower marginalized communities, and create positive impact to the environment. The mushroom cultivation project of Biñan seeks to provide a source of income, increase self-value, and give hope to HIV patients. The women of Majayjay aims to uplift lives of impoverished women in their community through their atsara business. The sputot-making of Santa Cruz targets to reduce the use of plastics in their areas. Other beneficiaries of these social enterprises include persons with disabilities, out-of-school youth, senior citizens, and former and current overseas Filipino workers.

After the weeklong capacity-building activities, each social enterprise presented their business concept to a panel of judges consisting of four distinguished professionals from different industries. Three social enterprises were awarded ten thousand peso grant; Bay's fish processing business, Majayjay's atsara making venture, and San Pablo's ecotourism project.

"This is not the end. This is just the beginning of your journey," said Mark F. Mesina during his closing remarks. He shared the 3P's that would contribute to the success and sustainability of the social enterprises; perspective, persistence, and purpose, and encouraged them to become catalysts of change.

The "I am a Changemaker" program has been implemented by The British Council Philippines since 2009. It aims to provide an avenue for social entrepreneurs to exchange, foster thinking and collaboration about entrepreneurial ventures that would positively impact the society.



Fourteen community-based enterprises join the "I am a Changemaker" program in Santa Cruz, Laguna.



Judging the business presentations of the community enterprises are IMI's Head of Strategic Planning Sherwin Nanes, IMI's Marketing and Communication and Corporate Branding Consultant Lisa Mona Cariaso, Philippine Social Enterprise Network's Development Cooperation and Advocacy Director Gomer Dadong, and Laguna Water Finance and concurrent Regulatory and External Affairs Head Mark Mesina.

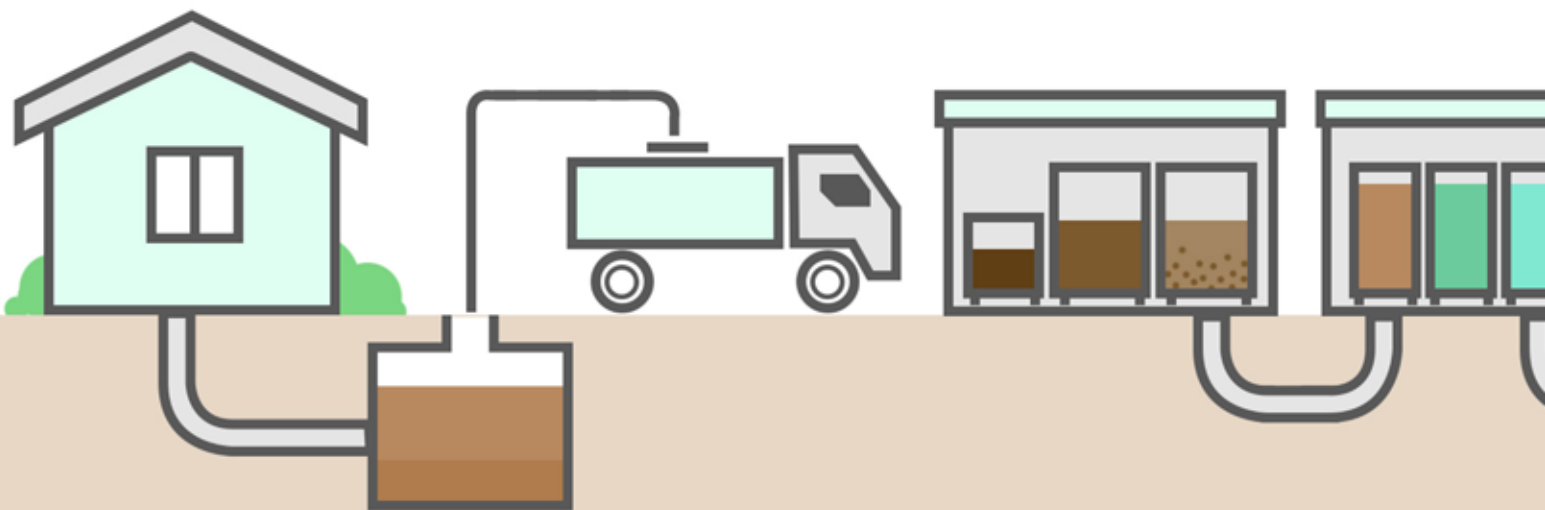
# Protecting Water Sources and Ensuring Health and Safety of Lagunenses

Laguna Water upgrades its Used Water Treatment Plant to facilitate treatment of septage.

If asked what “septage” means or where to find it, many would stare blankly or would just smile and shake their heads. The reality is that most people do not have an idea of what septage is, let alone how to manage it. Truth be told, not everyone would bother to know what it is all about unless they encounter problems with regard to it.

Septage is the by-product of the periodic partial treatment of used water in a septic tank. Generally, it is composed of scum, effluent, and sludge.

A well-designed septic tank has two compartments, namely the digestive and the leaching chambers. It is in the digestive chamber that septage accumulates. The top-most layer of septage contains floating fats, oils, and grease collectively known as scum. Meanwhile, the settled solids at the bottom of the septic tank are referred to as sludge. It is where the anaerobic bacteria, which are responsible for the pretreatment of the accumulated domestic used water, thrives. Finally, the partially treated domestic used water that comprise majority of the septage is called the filtrate. Once the digestive chamber reaches its maximum level, the filtrate overflows as effluent through the leaching chamber for discharge into drainages.

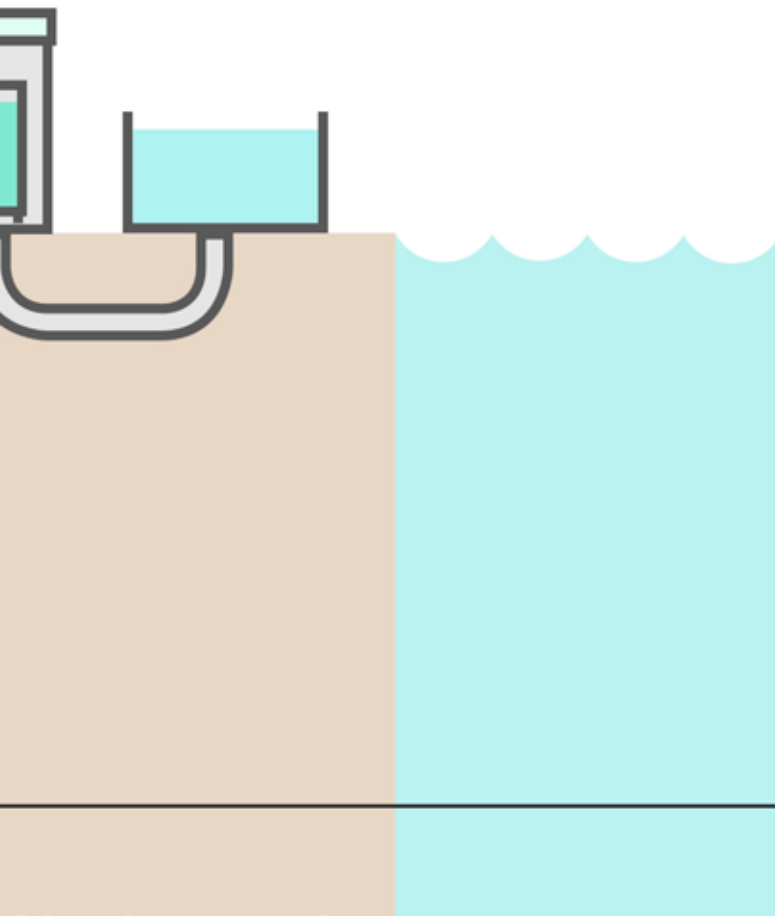


Septage treatment begins from the acceptance of hauled septage, transported through vacuum trucks, into the septage treatment plant. Once transferred into the acceptance station, the solid wastes and scum present in the septage are removed through stone collection, screening and oil and grease removal. The pretreated septage then enters a dewatering unit to extract the filtrate from the biosolids, which will be disposed as organic fertilizer. Meanwhile, the filtrate then goes through the existing sewage treatment facility for further biological treatment to meet the required effluent quality standards prior to discharge.

## Septic tanks are not enough

Despite being widely used due to its inexpensiveness, using septic tanks alone to treat used water has been proven ineffective since it only facilitates partial treatment of septage. Undeniably, most septic tanks are poorly designed, leading to incomplete anaerobic biological treatment that could cause seepage of untreated used water into our groundwater, which is the main source of water supply. Aside from water pollution, ill-maintained septic tanks could lead to the flowing of scums and sludge into the soil which can contaminate water sources.

To address this concern, used water from septic tanks needs to be siphoned and treated at a fully mechanized Septage Treatment Plant before it is discharged to a natural body of water.



## Laguna Water's septage treatment services

Most households in Laguna have septic tanks but many owners do not know that the septage from their tanks needs to be removed regularly. Furthermore, many have bottomless septic tanks, which could lead to the uncollected septage to seep into the groundwater.

Committed to protect the environment and ensure the health and safety of Lagunenses, Laguna Water is upgrading its existing sewage treatment plant in Laguna Technopark, Inc. to include septage treatment. Governed by its mission to provide sanitation for all, Laguna Water is extending its septage treatment services through the desludging (removal of septage) of septic tanks in open communities, subdivisions, and small-medium enterprises.

Compared to the 40% treatment efficiency of septic tanks, the septage treatment facility yields 100% compliant treated used water to DENR Class C effluent standards, the acceptable amount of pollutants discharged into the receiving inland waters. Ensuring that the filtrate from septage is properly treated prevents the spread of water-borne diseases like diarrhea, typhoid fever, and cholera. Moreover, it helps maintain the cleanliness and pristine condition of natural bodies of water.

Regular desludging would be beneficial in averting possible overflow and soiling of toilets that would entail laborious cleaning. Possible leakage of odorous and toxic gases from overflowing the septic tanks that could pose health and safety hazards are also prevented.

As Laguna Water's partners in being stewards of the environment, septic tank owners have the duty of making sure that their septic tanks are well-designed with cemented tank bottom to avoid infiltration of untreated used water into the ground. It should also be accessible for regular checking and smooth desludging process every five years. Even if most are not aware of it, it is undeniable that proper septage management is everyone's responsibility.



## Spreading Love, Joy, and Happiness to Schoolchildren

Laguna Water brings smiles to schoolchildren in Laguna.

Celebrating the true spirit of Christmas, Laguna Water, through its Daloy ng Saya program, spread love, joy, and happiness to more than 500 schoolchildren in the Province of Laguna.

Daloy ng Saya (DNS) is a corporate social responsibility initiative of Laguna Water which aims to bring smiles to public elementary schoolchildren in Laguna through an environmental information, education, and communication program and a gift-giving activity. In 2016, DNS was conducted in three public elementary schools in the municipalities of Pangil, Calauan, and Lumban on December 9, 14, and 16, respectively.

A season of giving, Laguna Water employees took time off from their usual busy schedule to join this activity and bring smiles to the students. "Sabi nila ang Pasko talaga ay para sa mga bata. Kaya naman, ang sarap sa pakiramdam na makita yung mga ngiti sa kanila. Ramdam na ramdam mo talaga na Pasko na," shared Laguna Water Cash Management Manager Leslie Cailan who joined DNS in Mahabang Parang Elementary School in Calauan.

Travelling more than two hours from Santa Rosa, Laguna Water prepared Christmas presents and bags filled with school supplies for the children participating in DNS.

"Masaya kami na napili kami ng Laguna Water na bahagian nung blessings nila, hindi kasi ito masyadong naaabot ng mga gift-giving activity. Truly, Christmas is the season of sharing," said Rhoda Alvarez, Principal of Dambo Elementary School in Pangil.

Lumban Mayor Rolando Ubatay, who was present during the DNS in Maytalang II Elementary School, extended his gratitude to Laguna Water for sharing their blessings to the children of the public school. "Maraming salamat sa Laguna Water at pinadaloy nila ang saya sa mga bata ngayong Pasko," uttered Mayor Ubatay.

"More than the gifts and the parties, this season is an opportunity for us to spread love, joy, and happiness to everyone, especially to those who are in need. I am very lucky to have led our Daloy ng Saya program. Masaya ako na dumaloy ang saya hindi lang sa mga bata kundi pati na rin sa amin, sa Laguna Water," said Laguna Water Sustainability Manager Eunice Christine Ricaforte.



Aside from receiving gifts, students also gained new knowledge while having fun playing the Daloy Ng Saya, an interactive activity about water and the environment. Laughter and cheers resonated when children battled for the longest breath and the best in Hep Hep Hooray. Ates and Kuyas of Laguna Water showed their competitive side as they partnered with kindergarten students for the Paper Dance Challenge.

"I am very happy to hear positive feedback from our employees who participated in the Daloy ng Saya and of course from our beneficiaries. We hope that with this simple act of altruism we were able to make the children smile and feel the true spirit of Christmas," said Finance and concurrent Regulatory and External Affairs Head Mark Mesina.

Through the Daloy ng Saya and its various community development programs, Laguna Water continues to paint a picture of happiness in the entire Province of Laguna.



Laguna Water, through its Daloy ng Saya program, brings smiles to more than 500 schoolchildren in the municipalities of Pangil, Calauan, and Lumban as the employees hand them over Christmas presents and bags with school supplies.



# The Sweet And Tangy Taste Of Success

Atsara is a pickled side dish often served with fried or grilled fish or meat. A Filipino favorite, it enhances the taste buds and takes away the “umay” of any dish. Every region in the Philippines has its own version of this famous appetizer. The most commonly used ingredient in making this favorite Filipino condiment is the green papaya mixed with carrots, ginger, and bell peppers. Other versions use bitter melon, cucumber, and radish.

The Province of Majayjay in Laguna boasts of their atsarang ubod, which is made from coconut pith. The most famous atsara-maker in the said municipality is Anna Corita Orina or Tita Coritz, whom they tagged as the Atsara Queen.

“A unique combination of saltiness, sourness, and sweetness.” This is how people describe the product of Tita Coritz’s ingenuity and hard work.

Tita Coritz started her atsara business in 1982 to help pay for the education of her children. “I started selling atsara on November 1 at our local cemetery. I visited every family in the cemetery and offered them atsara,” shared Tita Coritz. At the age of 73, she still goes to the cemetery every 1st of November to sell her products.

From selling bottles of atsara in the cemetery, Tita Coritz is now getting hundreds of boxes of orders of her delicious side dish. Now, people are not only looking for her atsara during All Saint’s Day but all-year round. The sweet and tangy flavor of Tita Coritz’s pickled side dish has reached beyond the boundaries of Majayjay; it is now sold in Manila and in various provinces in the country.



Corita Orina, famously known as Tita Coritz, is considered as Majayjay’s Atsara Queen.

Despite her success, Tita Coritz has remained humble and simple. “At my age, I am still the one who does the seasoning and flavoring of my atsara because my love and joy in doing this has always been part of the secret formula,” she said.

Currently, Tita Coritz sits as the Vice President of Kababaihang Aktibong Sumusuporta sa Adhikain ng Majayjay (KASAMA). KASAMA is a social enterprise in Majayjay that aims to help impoverished women in their community. Through the organization, Tita Coritz is able to share her knowledge, skills, and experience in making atsara, thus, empowering people to start their own atsara business. Recently, KASAMA received a ten thousand-peso grant from the “I am a Changemaker” program of the British Council Philippines for their atsara-making venture.

*For orders you may contact Tita Coritz:*



0948 714 2132



328 Santa Regina St.,  
Majayjay, Laguna



# Environmental Tips

Water pollution is an appalling problem in the world today. Bodies of water have become contaminated due to irresponsible human activities such as the discharge of untreated domestic and industrial used water into rivers and other waterways.

In the Philippines, where population, urbanization, and industrialization are increasing rapidly, one of the major concerns now is the degrading state of its water resources.

If water pollution persists, various problems that could disrupt human life will occur. Hence, dealing with this should be everyone's concern.

Here are some ways on how you can help prevent water pollution:



Segregate garbage properly.



Use natural fertilizers and pesticides.



Avoid the use of plastic bags.



Participate in river clean-ups



Use water wisely.



Connect to a reliable sewer line.



Refrain from throwing litter into streams, lakes, rivers, or seas.



Do not dispose paints, automobile oil, gasoline, and polishes down the sink or toilet.



Do not flush down the toilet sanitary napkins, wet wipes, paper towels, and diapers.



Have your septic tanks cleaned at least every five years.



**LAGUNA WATER**

A MANILA WATER  
PHILIPPINE VENTURES COMPANY

**Empowering People**

**Protecting the Environment**

**Enhancing Sustainable Development**

**Laguna AAWater Corporation**

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