

Corporate Social Responsibility



PHINMA Properties is committed to uplifting the life of Filipinos by providing decent and affordable housing but also by improving the quality of life in its host communities. This is achieved through the Bagong Buhay Program.

"Bagong Buhay" means "new or second life".

The program therefore aims to give new life through three components:

Adopt-a-Barangay involves livelihood and skills training for identified beneficiaries from the communities surrounding every PHINMA PROPERTIES development.

The **Build-from-Scrap** initiative gives "new life" to excess construction materials which are re-used and recycled to build much needed community projects such as chapels, classrooms, public toilets and the like.

The third component of Bagong Buhay involves **Environmental Stewardship**. PHINMA Properties makes sure that green practices are implemented not just in its architecture but in other aspects of its business as well. Our new projects will feature use of solar panels, rain water recycling, glass-to-sand processing and waste segregation. Part of our environmental practice is to recycle old tarpaulin materials into eco-bags which are hand-crafted in our community livelihood programs.

The Bagong Buhay Program is well integrated into PHINMA Properties' core business of building homes and wholesome communities. Bannered by its slogan "City Living Made Easy", PHINMA Properties are basically builders. But more than building structures, we are builders of hope, builders of families, builders of lives and builders of our future.



The Bagong Buhay Logo

The meaning is 2-fold:

1. Bagong Buhay (or "new life") for the re-use and recycling of excess construction materials (something new from something old).
2. Bagong Buhay for the beneficiaries as our program will uplift their lives and enhance the communities

The elements are:

1. Circle for "world", "everyone", "all encompassing"
2. Colors are the corporate green and also represents the environment, and "something new"
3. Letter A - is represented by a roof/house as thru this program we are builders - builders of hope, builders of life, builders of families, builders of communities
4. Letter U - is represented by a smile (from the beneficiaries)
5. Letter Y - is represented by a sprouting plant that signifies growth, re-use and concern for the environment.

Other Support Programs



PHINMA Properties Forest. We have sponsored more than 2 hectares of forests in the La Mesa Watershed. Located in Quezon City, the La Mesa Watershed is the last remaining one of its size in Metro Manila. PHINMA Properties builds communities in Metro Manila and it is only fitting that we continue to support its primary source of drinking water.



Eco Friendly Bags. Used, non-biodegradable tarpaulins are recycled into bags rather than disposed of. These Eco-bags give livelihood to backyard sewers who convert them into something useful.

Give-A-Smile. Street children, the homeless, poor but hardworking folks, people suffering from diseases. Can you imagine your children growing in an environment such as those experienced by them? Each year, PHINMA Properties sponsors donation drives and volunteer employees give a smile by handing out gifts to deserving beneficiaries. PHINMA Properties recognizes the value of the youth and encourages its employees to volunteer in this effort to alleviate the some of the hardships encountered by the sick and the homeless.