



Embracing Sustainability in Business

SEC-PSE Conference on Building a
Sustainable Business Community

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Sustainability

2018 Highlights



Served
Benefited
Participated

63,334



Health and Wellness

57,531



Child Welfare

65,498



Humanitarian Relief
and Rehabilitation

178,239



Education

429,201



Environment

50,091



Livelihood and
Employment



23.06 million pesos

due to energy conservation



8.83 million pesos

due to water recycling and treatment



113.63 million pesos

due to reuse and repurpose program
of wardrobe, props and sets

(253) kt CO₂e Net Emissions*

making ABS-CBN Carbon Negative

227 species**

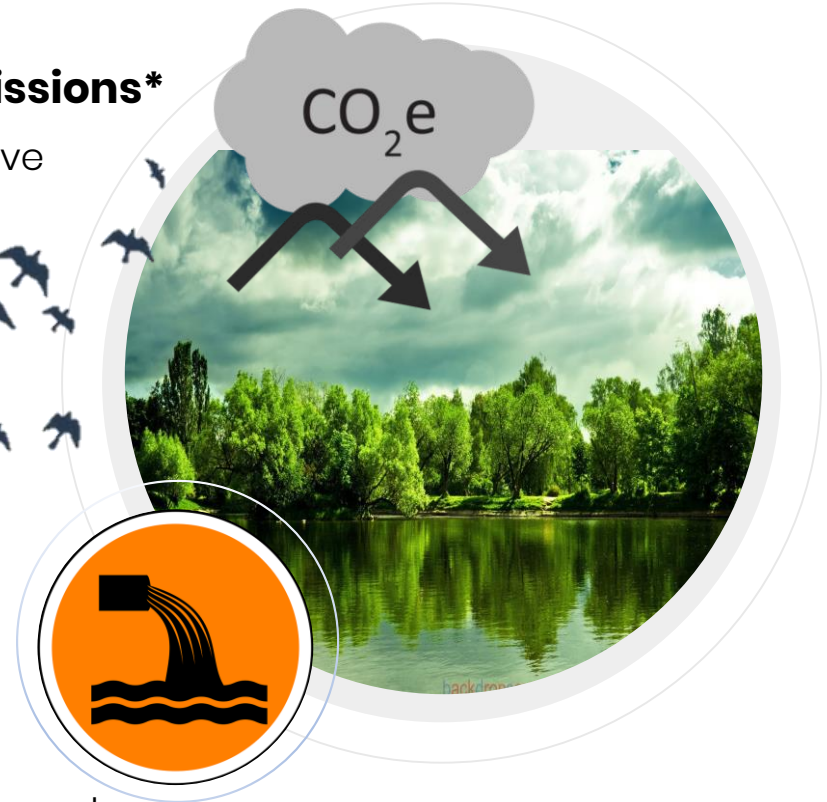
protected and/or restored

Zero wastewater discharge*

to local drainage system

105,000 liters*

Amount of water made available to 2000 people



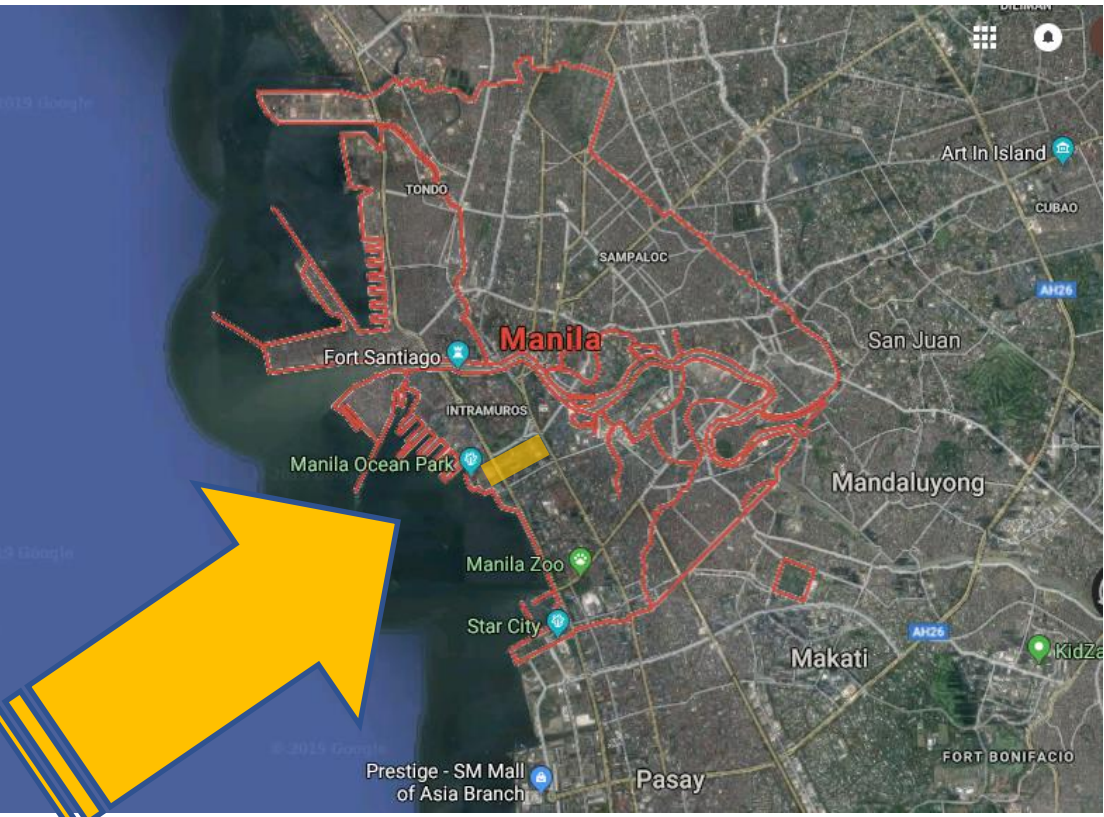
* Head Office operations only.

** La Mesa Watershed operations only.

**From its 2018 operations,
ABS-CBN released
42,558 tonnes of CO₂e*
in the atmosphere**

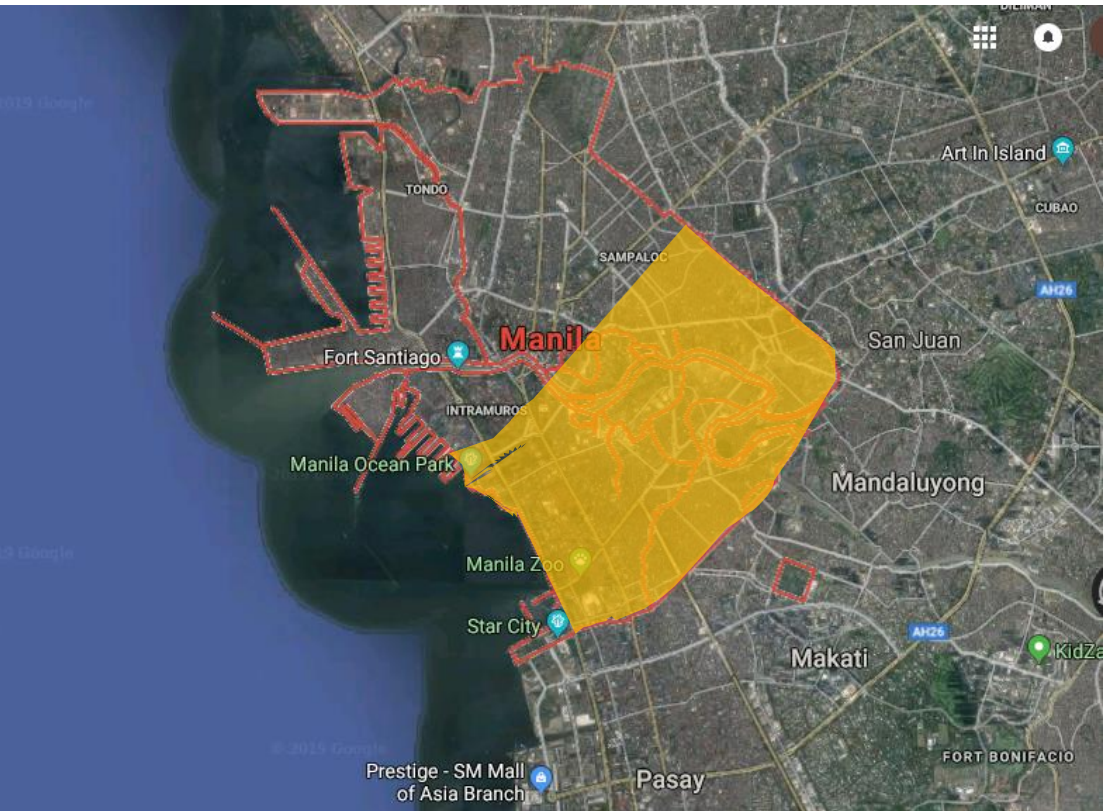


* Head Office operations only. Business air travel, employee commute, solid waste management, regional and global operations are not yet accounted.




1 tonne of CO₂

can be visualized as
1 millimeter thick
blanket covering the
entire Luneta Park
(58 hectares).



**42,558
tonnes of CO₂**

can be visualized as
1 millimeter thick
blanket covering
more than half the
City of Manila
(2,367 hectares).



42,558

tonnes of CO₂

is equivalent to
burning

38,234 tires

This amount of
greenhouse gas
emissions
contributes to

**Climate
Change**
That leads to



Extreme Storms



Floods



Sea Level Rise



Storm Surges



**In 2018 operation,
La Mesa Watershed absorbed
295,455 tonnes of CO₂e*
in the atmosphere**

* CO₂e emissions absorbed by the 1,552-hectare forest cover managed and protected by ALKFI - Bantay Kalikasan at the La Mesa Watershed



CARBON
NEGATIVE
COMPANY

The goal is to
make
sustainability
everyone's
responsibility...



... economically,
socially and
environmentally.





Defining Sustainability



Regardless of whether we're talking about a movie, a theme park, an alternative energy plant, or a recycling bin – across the country or around the world – everything that bears our name comes with our commitment to always act ethically, create content and products responsibly, maintain respectful workplaces, invest in communities, and be good stewards of the environment.

WARNERMEDIA

BRAVER

Purposeful Storytelling

At WarnerMedia, it's our aim every day to inspire, inform and entertain our audiences with high-quality, diverse content—bringing them stories that have purpose and impact and voices that need to be heard..

BOLDER

Engaging with Impact

As a content company, we bring creative passion and a business development mindset to our engagement with communities, arts organizations and future storytellers—while also creating fun, and healthy and meaningful career experiences for our employees.


BETTER

Creating Responsibly and Sustainably

What does a responsible global media company look like? That's a question we ask ourselves every day at WarnerMedia. We aim to do what we do ethically, with integrity and with a minimal environmental impact.



“Sustainability is a business approach and a set of practices that creates profit for the long term and at the same time directly generates social and environmental benefits”.

An illustration showing a series of snowballs of increasing size rolling down a hill. At the bottom of the hill, a man in a suit carrying a briefcase is running away from the viewer, looking back over his shoulder with a worried expression. The background features a brown sky with white clouds and a light blue ground.

The Snowball Effect

Small acts not
addressed can
lead to
*disastrous
consequences.*

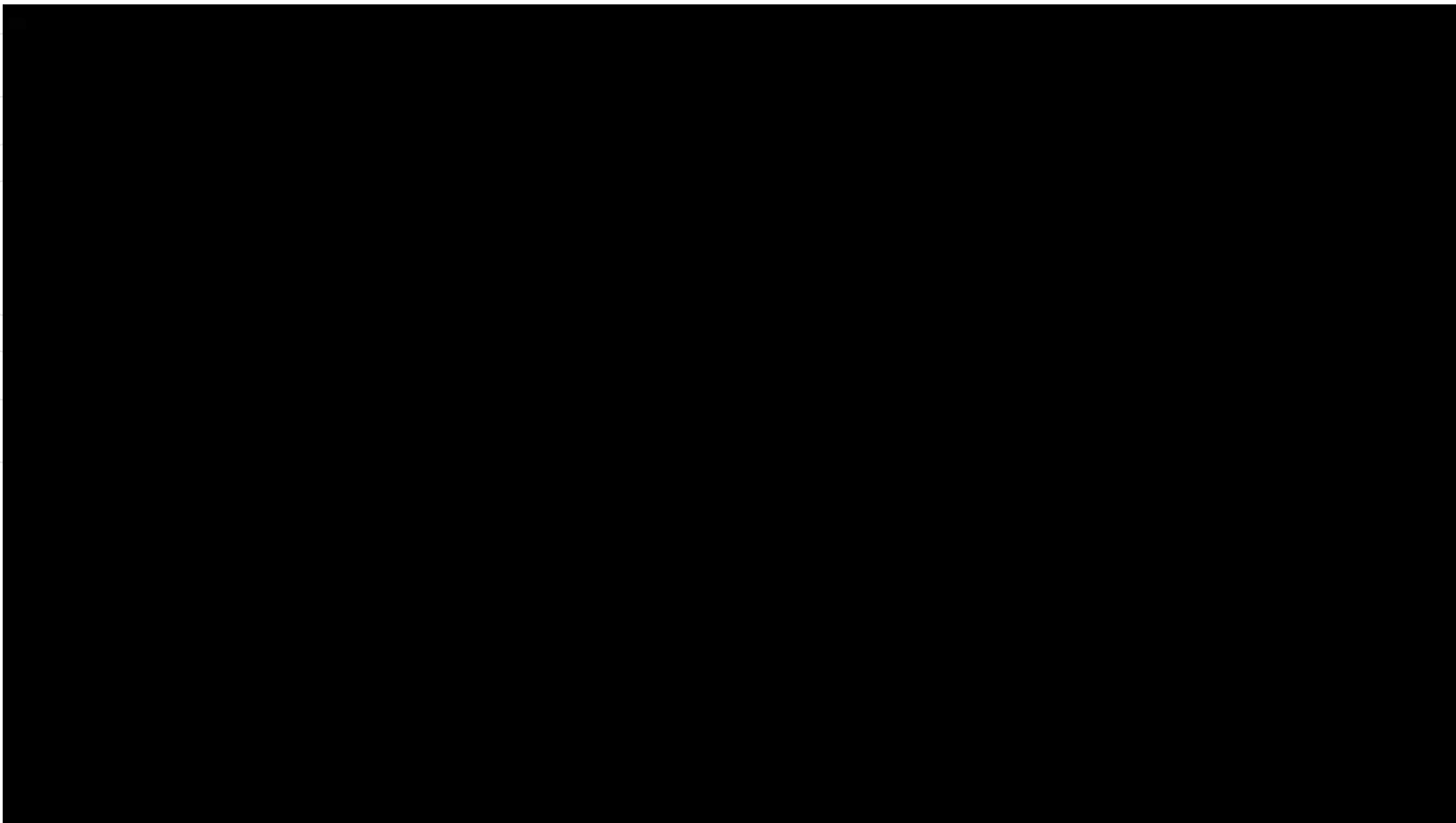


Small actions
lead to bigger
changes . You'll
never know how your
actions big or small,
impact the world and
people around you.

Focus Areas

- Employee Communications
- Sustainability Management System





KITT: An Open Innovation

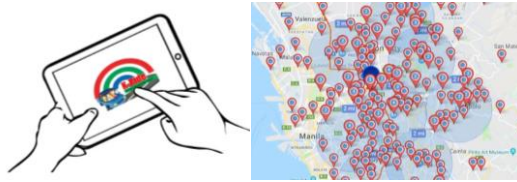


Projects in the Pipeline



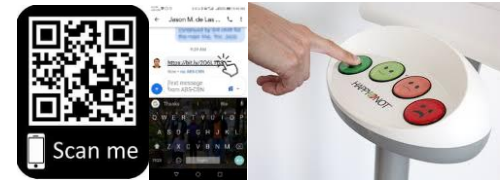
Public Service Apps

- Help users inform their emergency contacts of their location and state
- App-based donation for causes



K-Ride Carpooling

- Carpooling app within ABS-CBN community
- Incentives through company perks



Customer Feedback

- QR-code based system for getting instant customer feedback

Employee Communications

- Building a **culture** of sustainable living with the 3S Habit
- Simple acts build a world of good
- Equate to good business practices



ABS CBN 3S



Save

Money and costs,
Conserve energy,
resources and time



Simplify

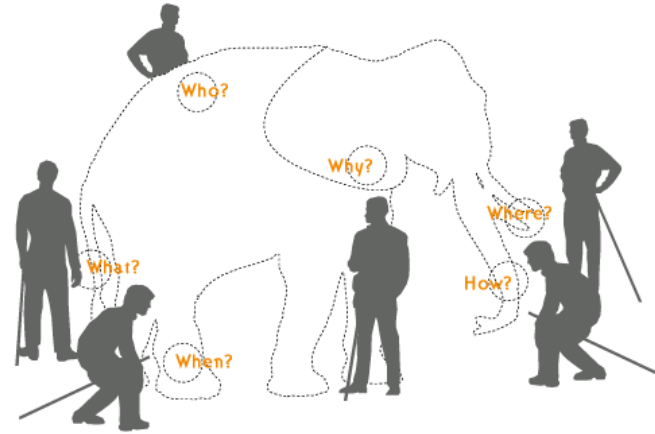
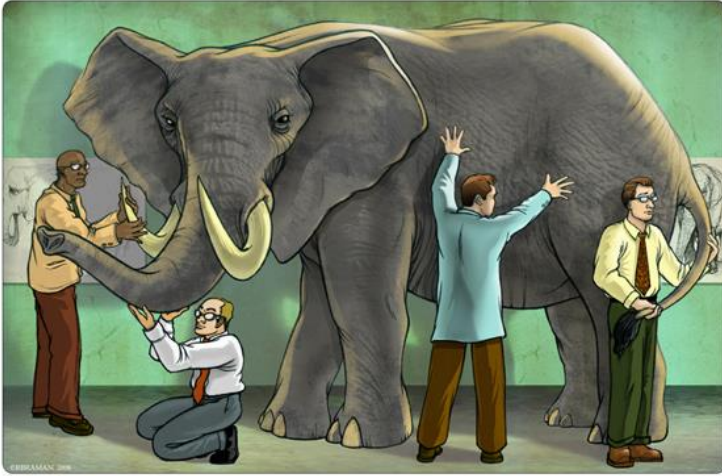
Declutter, use a minimalist
productivity system, do
one task at a time



Strive for Life

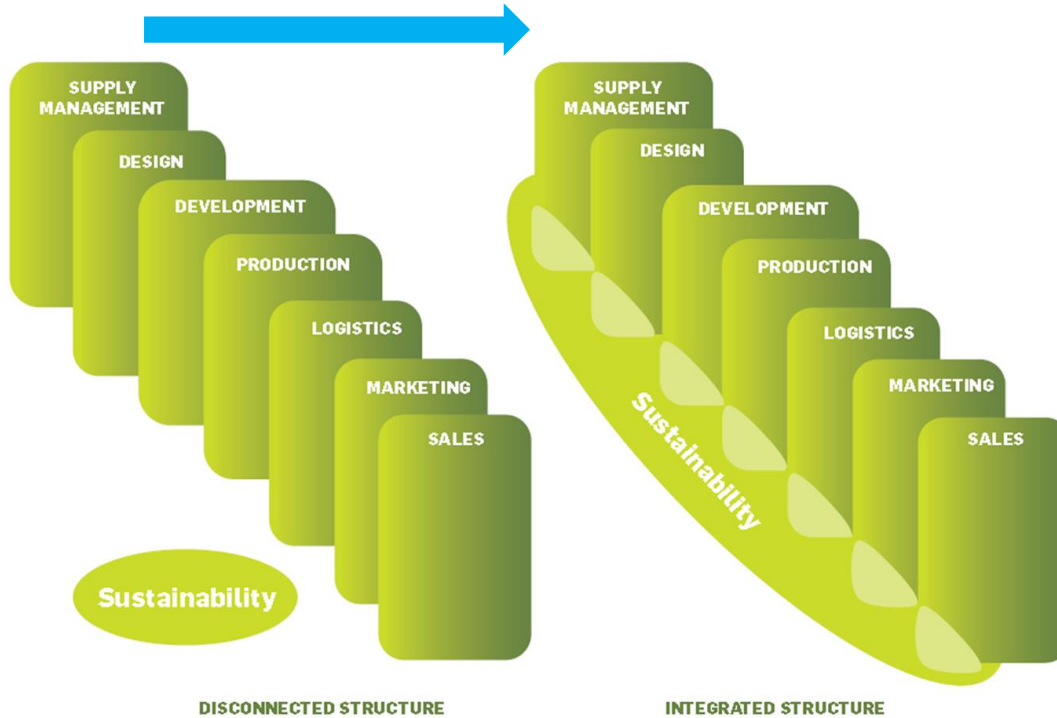
Studies reveal that having a
purpose and meaning to life
increases your happiness levels

Where We Were: Pockets of Sustainability Actions



But no one sees the whole system!

Our Aim: An Integrated Structure





Sustainability: GRI Framework

General

- Organizational profile
- Strategy
- Ethics and integrity
- Governance
- Stakeholder engagement
- Reporting practice

Economic

- 201 Economic performance
- 202 Market Presence
- 203 Indirect Economic Impacts
- 204 Procurement Practices
- 205 Anti-corruption
- 206 Anti-competitive behavior

Environmental

- 301 Materials
- 302 Energy
- 303 Water and effluents
- 304 Biodiversity
- 305 Emissions
- 306 Waste
- 307 Environmental compliance
- 308 Supplier environmental assessment

Social

- 401 Employment
- 402 Labor management relations
- 403 Occupational health and safety
- 404 Training and education
- 405 Diversity and equal opportunity
- 406 Non-discrimination
- 407 FOA and collective bargaining
- 408 Child labor
- 409 Forced or compulsory labor
- 410 Security practices
- 411 Rights of indigenous peoples
- 412 Human rights assessment
- 413 Local communities
- 414 Supplier social assessment
- 415 Public policy
- 416 Customer health and safety
- 417 Marketing and labeling
- 418 Customer privacy
- 419 Socioeconomic compliance

Sector Specific

- Content creation
- Content dissemination
- Audience interaction
- Media literacy
- Freedom of expression
- Portrayal of human rights
- Cultural rights
- Intellectual property
- Protection of privacy



Sustainability Management System (SMS)





The case of the Follow Spot Baskets:

An archetype and a
microcosm of
Sustainability at work



ISSUES

STRUCTURAL DESIGN and
INSTALLATION



SAFETY



ACCOUNTABILITY:
statement of works to protect
ABS-CBN from liabilities



RISKS

FINANCIAL
LOSSES



INJURIES / LOSS
OF LIFE



LEGAL LIABILITIES





The Outcome...

Collaboration among the Property Management, Safety, TV Studio Operations, Technical Operations and Sustainability Teams to form a task force for immediate interim solutions.

A graphic of concentric circles, resembling a target or bullseye, positioned behind the text.

Our vision is **ZERO**

- Financial losses
- Loss of life
- Business disruption
- Legal liabilities
- Stakeholder dissatisfaction
- Environmental damage





Our **VALUE** Contribution



ABS-CBN

Thank you

