Public-Private Partnership: The CHI Experience
large-scale • integrated • master-planned • mixed-use economic zones
Cebu Business Park

- 50 hectares
- Integrated business community (superblock, residential enclave, hotel, offices)
- Prestige business district
- Pride / authority
- Ayala Center Cebu as centerpiece
- Daytime population
- Prestige business district

Cebu IT Park

- 74 hectares
- Mixed-use
- Accredited I.T. zones
- Premier urban centers
- Walkable, tree-lined, green spaces
- Strategic location relative to Cebu’s economic drivers
- Regional community (local and transients)

- 27 hectares
- 1st PEZA-accredited IT park outside Luzon; host to 70% of Cebu’s BPO industry
- Prestige BPO district
- Progressive/vibrant/hip
- The Walk & retail strips
- 24/7 lifestyle support
Cebu Park District: Bridging the best elements of Cebu’s leading business/IT parks as benchmarks of large-scale, integrated, master-planned, mixed-use economic zones south of Luzon through an integrated brand identity

- the center of business & economic gravity
- integrating live-work-play dynamics
- enhancing the natural environment and shared spaces for better pedestrian experience
- achieving sense of community
<table>
<thead>
<tr>
<th>Key Message: Anchored on the story of Growth and Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating Shareholder Value and contributing to Cebu’s Economy</td>
</tr>
<tr>
<td>- Investment Promotions</td>
</tr>
<tr>
<td>- Employment generation</td>
</tr>
<tr>
<td>- Increased Economic Activities</td>
</tr>
<tr>
<td>Environmental Stewardship</td>
</tr>
<tr>
<td>- Measuring / Reducing our Impacts to the environment</td>
</tr>
<tr>
<td>Gas Emission Management</td>
</tr>
<tr>
<td>- Energy Management</td>
</tr>
<tr>
<td>- Water Usage and Management</td>
</tr>
<tr>
<td>- Waste Management</td>
</tr>
<tr>
<td>Social Responsibility</td>
</tr>
<tr>
<td>- Stakeholder Engagement</td>
</tr>
<tr>
<td>- Community Partnership</td>
</tr>
</tbody>
</table>

Cebu Park District: Livable today. Sustainable for the Future
Bgy Luz
Bgy Mabolo
Bgy Apas
Bgy Kamputhaw
Bgy Hipodromo
Bgy Carreta

Stakeholder Engagement: The Neighboring Communities
Cebu Business Park and Neighboring Barangays Altruistic Alliance, Inc.

- Carreta
- Hipodromo
- Kamputhaw
- Luz
- Mabolo

Environment  Entrepreneurship  Education  Health  Peace and Order
Solid Waste Management Program

Waste Collection System • Composting Project • Recycling
Solid Waste Management Program

1

Waste Collection
SWM Program: Waste Collection

- Nov 2007
  Discussion/Planning
- Dec 7, 2007
  MOA signing
  Daily waste Collection at Ayala Center Cebu MRF by Bgy Luz
- Dec 11, 2007 – Mar 2008
  Test Run
- Apr 2008 – MOA renewal
  Turn over of first garbage truck
- Aug 2008 – 2nd truck turn over and MOA signing
  Waste Collection expanded to include locators of Cebu Business Park

MOA: CBPNBAA (represented by Bgy Luz) and CHI
Initial Resources

CHI/CPBAI
- 2 garbage trucks

Barangay Luz
- Manpower (drivers and loaders)
- Fuel
- Maintenance
SWM Program: Waste Collection
SWM Program: Waste Collection
SWM Program: Waste Collection
Results: 2011

Volumes of Recyclables

<table>
<thead>
<tr>
<th>Material</th>
<th>Weight (kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper</td>
<td>5,625 kg</td>
</tr>
<tr>
<td>Chipboard</td>
<td>11,536 kg</td>
</tr>
<tr>
<td>Mix Waste</td>
<td>23,054 kg</td>
</tr>
<tr>
<td>Carton</td>
<td>71,786 kg</td>
</tr>
<tr>
<td>Moist Carton</td>
<td>14,986 kg</td>
</tr>
<tr>
<td>Polly Bag</td>
<td>14,146 kg</td>
</tr>
<tr>
<td>PET</td>
<td>611 kg</td>
</tr>
<tr>
<td>Plastic Containers</td>
<td>1,864 kg</td>
</tr>
<tr>
<td>Assorted Plastic</td>
<td>17,002 kg</td>
</tr>
<tr>
<td>Mineral</td>
<td>16,358 kg</td>
</tr>
<tr>
<td>Cups</td>
<td>21,054 kg</td>
</tr>
<tr>
<td>Newspaper</td>
<td>1,081 kg</td>
</tr>
<tr>
<td>Straw</td>
<td>7,641 kg</td>
</tr>
<tr>
<td>Tin</td>
<td>18,926 kg</td>
</tr>
<tr>
<td>Glass</td>
<td>28,371 kg</td>
</tr>
<tr>
<td>Aluminum</td>
<td>3,245 kg</td>
</tr>
</tbody>
</table>

**TOTAL** 257,285 kg
2011 Income for Recyclables

- Paper: PhP 8,874
- Chipboard: PhP 7,165
- Mix Waste: PhP 6,968
- Carton: PhP 181,586
- Moist Carton: PhP 26,734
- Polly Bag: PhP 42,438
- PET: PhP 7,090
- Plastic Containers: PhP 37,280
- Assorted Plastic: PhP 170,024
- Mineral: PhP 198,642
- Cups: PhP 132,432
- Newspaper: PhP 2,161
- Straw: PhP 44,127
- Tin: PhP 95,790
- Glass: PhP 15,423
- Aluminum: PhP 150,866

TOTAL: PhP 1,127,588
Results: 2011

Income Earned from Recyclables - Cebu Business Park and Ayala Center Cebu

<table>
<thead>
<tr>
<th>Year</th>
<th>Recyclables (kg)</th>
<th>Income (PHP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>187,109</td>
<td>750,352</td>
</tr>
<tr>
<td>2009</td>
<td>234,909</td>
<td>440,865</td>
</tr>
<tr>
<td>2010</td>
<td>190,333</td>
<td>763,387</td>
</tr>
<tr>
<td>2011</td>
<td>257,286</td>
<td>1,127,588</td>
</tr>
</tbody>
</table>
## Results: Waste Generation at Cebu Business Park

<table>
<thead>
<tr>
<th>Year</th>
<th>Residual (kg)</th>
<th>Recyclable (kg)</th>
<th>Food waste (kg)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>17034</td>
<td>23113</td>
<td>47730</td>
<td>87877</td>
</tr>
<tr>
<td>2011</td>
<td>20501</td>
<td>36546</td>
<td>88153</td>
<td>145200</td>
</tr>
<tr>
<td>2012</td>
<td>24934</td>
<td>38934</td>
<td>145380</td>
<td>209248</td>
</tr>
</tbody>
</table>

2012 data: Jan – October
Solid Waste Management Program

2

Composting
Composting: Tugkaran-CBP Composting Facility

- 2,805 -sqm facility located at Cebu Business Park
- Utilizes 1 to 2 tons of biodegradable waste
- Source: vegetables and fruits from Ayala Center Cebu merchants
Facility was turned over to the community on April 2008.
Tugkaran-CBP Composting Facility

- 96-sqm space for composting
- Utilizes 1 to 2 tons of biodegradable waste
Tugkaran-CBP Composting Facility

- Source: vegetables and fruits from Ayala Center Cebu merchants
Tugkaran-CBP Composting Facility

- Manned by: Community ERPAT
Composting Project

- Employed
  - 2 personnel
  - ERPAT volunteers

Showcases 2 types of composting:
- Vermi composting using African Night Crawlers (April to present)
- Bio Solutions using indigenous bioenhancers (October 2008)
Tugkaran-CBP Composting Facility
• Seeds from discarded fruits and vegetables are sorted, dried and packed
3

Recycling / Development of Products from Waste

Solid Waste Management Program
Products from Waste

- Coaster made from paper
- Placemats made from chopsticks
- Lanterns made from discarded plastic spoon
Products from Waste

Crocheted ladies’ bags from plastic

Hand bags from paper
Candle Holders from Waste
Products from Waste

Photo Frames
Livelihood Training Series

Upland Barangays - Sirao, Malubog, Taptap, Pung-ol Sibugay, Budlaan
• Continuing livelihood training:
  – Product research and development
  – Color theories: application & trends;
  – Production management
Solid Waste Management Program

- an intimate **fellowship among equals**, evocative of empathy, kinship and easy warmth.
- The root word Agbay is **among friends, peers or those who have found a connection** that breaches borders.

Agbay has the word ‘**bai**’ in it, suggesting brotherhood or a familiarity with each other which is what the spirit of partnership encourages.
End of Presentation.

Thank You.