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News Release
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Villar: Guest of Honor & Award Presenter at the Global CSR Summit 2011 in Cebu

To discuss his Corporate Social Responsibility Bill (S.B. No. 1239), cutting-edge CSR concepts

Senator Manny Villar will be the guest of honor and award presenter at the Global CSR Summit & Global CSR Awards 2011 that will be held in Cebu City on August 11 to 12, 2011.

“It is an honor and privilege to be chosen by the organizers of the Global CSR Summit & Awards 2011. The event is also a perfect venue to discuss the salient points of the bill (S.B. No. 1239) that I authored institutionalizing CSR work among wealthy corporations to supplement government efforts versus poverty,” said Villar, chairman of the Senate Committee on Trade and Commerce.

Senate Bill No. 1239 seeks to make it mandatory for large taxpayers—as defined by the National Internal Revenue Code and as identified by the Bureau of Internal Revenue—to allocate a reasonable percentage of their net income towards CSR activities.

“The paradigm behind true CSR is triple bottomline—expanding beyond the usual financial reporting framework by giving importance to things ecological and social,” said Villar.

The annual Global CSR Awards, Asia's most prestigious recognition awards program for corporate social responsibility, is on its third year. This year's awarding will be held in conjunction with The Global CSR Summit 2011.

The theme of the event “Beyond Sustainability” highlights the future directions of CSR. According to the organizer, “It involves going beyond narrow concepts of sustainability that aims at minimizing environmental harm and maintaining the status quo towards a new paradigm of embracing innovative and cutting edge solutions that contribute beneficially to profits, societies and the environment.”

Besides presenting this year's Global CSR Awards, Villar will be a guest speaker also during the awarding luncheon ceremony. He is expected to talk about the CSR bill, the event's theme ‘Beyond Sustainability’, and cite examples of CSR & advocacy efforts of Vista Land and Villar Foundation, which he both chairs.

The annual Global CSR Awards, organized by The Pinnacle Group International, recognizes and honors companies for their outstanding, innovative, and world-class products, services, products and programs implemented in 2010/2011 as part of their broad CSR strategy.

Meanwhile, the Global CSR Summit 2011 will examine the issues of sustainability for businesses in Asia for the 21st century amidst weaknesses in the global economy, environmental disasters, political instability in the Middle East and the global food crisis.

The organizers of the Global CSR Summit & Awards are expecting 100-150 delegates from around the region including top corporations and foundations in Asia such as Energycorp, Aboitiz Power, Aboitiz Equity Ventures, InterfaceFlor, Procter & Gamble, World Vision, Globe, Petron, L'oreal Philippines, GE, YTL and theVillar Foundation.

The two-day event will consist of presentations from industry leaders and groundbreaking ideas on the future of sustainability, an awards luncheon ceremony, a practical workshop among other activities including an eco-tour of Cebu.

World renowned environmentalist and scientist, Professor Dr. Michael Braungart who is the founder of the Environmental Protection Encouragement Agency (EPEA) Hamberg and creator of the “Cradle to Cradle” approach is confirmed as the guest speaker for the event along with Monika Griefahn who is a former member of the German Parliament and former Minister of Environmental Affairs in Lower Saxony.

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