

CORPORATE SOCIAL RESPONSIBILITIES

Stakeholder Relationships

Customer's Welfare

COCO stands for COntinuing COmmitment™ and such is the mantra of PCA. “The customers are always right”. PCA always abides with this saying. Upon entering the office premises, our customers are always attended with utmost attention and priority. Even during weekends, holidays, and non-working days, they are always given preference.

PCA strictly observes the no-noon break policy as prescribed under R.A. No. 9485. PCA adopts an appropriate working schedule to ensure uninterrupted public service delivery.

The PCA has set protocols & standards that are related to environment conservation, regulation in cutting coconut trees, as well as testing and analysis of coconut-based products to ensure compliance to health standards. PCA has also strengthened its Integrated Pest Management to mitigate & prevent infestations and support an ecologically-balanced system. The PCA worked with private institutions, local government units and state universities to develop protocols for the treatment of the Coconut Scale Insect.

Today, it is currently working with the Department of Science and Technology (DOST) in improving pest surveillance and survey protocols with the use of information and communication technology (ICT). The PCA hopes that this development will hasten the data gathering and interpretation procedure for the CSI and other pests. Knowledge on the profile and nature of the CSI was sparse in 2014 among affected farmers. To address this, PCA, along with local government units in Batangas, Laguna and Quezon, piloted Farmer Field Schools (FFS) aimed at helping coconut producers understand the nature of the CSI and adopt sustainable pest management practices in Region IV-A. The FFS program later included topics on the latest coconut farming practices and techniques. With the introduction of this form of education, farmers will be guided in making the appropriate farm decisions.

Interaction with the Communities

PCA is directly involved in developing the well-being of our coconut farmers, farm workers, and stakeholders especially those in the provincial offices. Our ultimate goal is to increase their income and to create employment opportunities to the growing coconut communities. This is in conjunction with the implementation of PCA programs, projects, and activities. PCA takes a community-based approach in implementing its projects. The new policy of PCA is to strategically download its services through organized groups thereby empowering the community.

Further, one of PCA's strategic objectives is a developed and empowered community through capacitating small coconut farmers' organizations. The PCA conducts trainings & seminars to boost the knowledge and skills of the coconut farmers. These activities are implemented by gathering the members of the coconut farmers' associations, cooperatives, & organizations in a specific venue with at least 50 members & participants. Depending on the topic, a resource person is invited to act as a speaker or facilitator. Each participant is given the privilege to ask questions related to the topic. Thus, it is a must that the resource person be well knowledgeable about the topic. The PCA further discloses through articles & news releases its efforts in the recovery & rehabilitation of areas affected by CSI and typhoon Yolanda.

With regards to farmers' meetings & conferences, coconut farmer-officials of associations, cooperatives, & organizations are gathered to present their ideas for a particular issue that they encounter in coconut production, processing or marketing. In these events, everyone is entitled to present their ideas. These ideas are consolidated and refined to come up with agreements for the solution to the issues. PCA personnel visits the coconut farms of farmers to experience personally the issues associated in PCA's project implementation. In this way, the farmers are personally advised with information and knowledge particularly for the farmers' situation. This activity is either planned or unplanned activities of the field personnel.

Part of technology dissemination is the technology demonstration or techno demo. This can be done either through part of the training activities or one on one with farmer during field visit. This is to impart new skills like coconut processing or farming activities like coconut production techniques. Project assessment and evaluation is required as a means to monitor and evaluate the result of project implementation. At the regional office, it is indispensably required to assess the project implementation in the field-level. At the central office, this activity will result to fix any loopholes especially in revising, if required, the policies & guidelines being followed in implementing the project. The audit committee, on the other hand, look into how the implementation of the project follow the approved guidelines and other issuances related especially the financial aspect.

Environment-friendly value chain

PCA encourages everyone especially its officers & employees to be proactive in creating a sustainable coconut industry for a greener tomorrow.

The PCA has been actively participating in the recovery & rehabilitation of typhoon and CSI-afflicted areas in the country. PCA also adheres to a strict implementation of schedule of air-conditioning in the office, the implementation of Documents.

Tracking System to reduce paper consumption and Lights Off Policy for non-frontline services during lunch break.

PCA also campaigns for the use of renewable energy and energy-saving strategies to mitigate greenhouse gas emission. A Memorandum of Agreement between PCA and PNOG RC is signed for the installation of 80 kW solar power project at the rooftop of PCA Building in Diliman, Quezon City. It is estimated that 105 tons of carbon dioxide can be avoided with this project. With the awareness of climate change, every employee has been encouraged to practice conservation. Habits as simple as turning off the lights, pulling off electrical switches while leaving the room and during rest hour are being taught to PCA employees. Water needs also to be conserved.

In the office, everyone is required to conserve water. Taking short showers, fixing leaking pipes, closing the faucet while brushing teeth, recycling water, & using water saving appliances are some of the steps that PCA are taking to preserve water. Driving and flying are two areas where PCA applies environment-friendly practices. PCA personnel are required to choose fuel-efficient travel options, travel less, and pick more direct routes to save on fuel. Those employees near the office are encouraged to walk. This is not only to save fare but also serves as an exercise.

Hazardous Chemicals like paint oil, ammonia and other chemical solutions are disposed properly so as not to cause pollution in the air and water as these chemicals can seep into the ground water. The polluted air and water can have serious consequences on human health. Proper disposal of the chemical remnants is a priority of our field personnel as well as imparting this practice to our coconut farmers.

PCA promotes composting in its implementation of projects. Composting is an easy process that takes the remains of plants and kitchen waste and converts it into rich nutrient food for the plants that helps them grow. It reduces the amount of garbage that goes to the landfills which pollutes the air and soil. It also provides an organic fertilizer for the plants.

PCA advocates recycling. PCA personnel are required to reuse papers, clips, fasteners, paper bags, plastic bags, bottles, and other recyclable materials to save on government funds and minimize the generation of waste.

Redress Mechanism

PCA upholds the highest quality of service for our stakeholders and if by any means we fail to meet the standards, the stakeholders can do any of the following:

1. Accomplish our Feedback Form available in all of the PCA offices and put in the box at the Public Assistance and Complaints Desk.
2. Send your feedback thru these avenues:
 - a. Phone call at (02) 928 4501 to 09, loc 404 or 405
 - b. Letter addressed to:
Marcel C. Cuaresma
OIC-Human Resource Division,
Philippine Coconut Authority
5F, PCA Building, Elliptical Road,
Diliman, Quezon City
3. Or e-mail us at hrd@pca.gov.ph or pcahrd2016@gmail.com
4. Talk to our Front Desk Officer (FDO) or Officer of the Day

Employees' welfare and development

As a major GOCC, PCA is aware of its responsibility to its employees. We recognize that our employees are our single most valuable asset and we strive to be an employer of choice.

1. Empowering people

PCA promotes career development and provides its employees with access to relevant training and development schemes through in-house training, educational assistance, participation in external seminars and encouraging professional memberships.

For CY 2016, 84 different trainings are attended and participated by 1,427 PCA employees from the central office and regional offices. Some of the trainings include: Geographic Information System (GIS) Seminar, ISO 9001:2015 Certification Workshop on Process Mapping, Capacity Building for Agriculturist, In-House Training/Workshop on Oral Communication and Technical Writing Skills, Basic Orientation on Public Sector Unionism and Its Relevance to Good Governance, and many other developmental courses.

Our aim is to ensure that we have a highly trained and motivated workforce, capable of meeting the highest standards required by our stakeholders.

2. Equal opportunities

PCA is committed to equal opportunities in all areas, with people gaining promotion on merit.

PCA recruits, trains, promotes, and retains skilled and motivated people irrespective of sex, age, marital status, disability, sexual orientation, race, religion, ethnicity, or national origin.