



Joining Hands in Cleaning the Creek

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DILG – Leadership Development
Program

As general manager of paint manufacturing company Super Globe, I have seen firsthand how destructive nearby Sapang Liwanag could be.

When Typhoon Ketsana (Ondoy) came and the creek overflowed, our trucks, our cars, our production plant, our warehouses, and even the neighbouring houses were submerged in floodwater. Our raw materials were spoiled, and our drums of chemicals toppled over. Even our employees could not report for work as it was too dangerous to go out.

I realise that if we don't address the root of the problem, we could face flood levels higher than those we suffered during Typhoon Ondoy. Our production materials and finished products would be completely destroyed.

I decided to take action and the Department of the Interior and Local Government (DILG) and Barangay San Miguel made this easier when they met with us and proposed that we forge a partnership. I felt that cleaning the creek should be part of Super Globe's Corporate Social Responsibility (CSR) plan. Inspired by the slogan "Toka mo, Toka ko" (You do your share of the work, and I will do mine), the management of Super Globe agreed to supply cleaning materials—pails, gloves, brushes, boots—and personnel to clean up Sapang Liwanag.

The clean-up is done every Saturday, so that means we sacrifice a little bit so we can send our employees to do some cleaning along the creek. On the upside, Sapang Liwanag is now litter-free. We have also restored and repainted the bridge along the creek. We manufacture paint, after all, so why not beautify the bridge as well?

Now, Super Globe's employees are more mindful of proper waste management. Garbage is now segregated, and there are no more cigarette butts lying on the floor.

The success of the project has broadened my perspective. With the help of the local government unit, cleaning the creek became less daunting. I realise that there is this sense of political ascendancy if the initiative comes from the government. I also recognise that the private sector had initiative, of course, but it is ultimately the synergy between the two that has made and continue to make things happen for the people of Barangay San Miguel.