

Agos

**BORACAY
WATER:
CLEAN
WATER
FOR A
SUSTAINABLE
PARADISE**



Publishers
Ferdinand M. Dela Cruz
Virgilio C. Rivera, Jr.

Executive Editor
N. Eric T. Sevilla, Jr.

Editor-in-Chief
Carmen Helena M. Liongson-Friginal

Managing Editor
Michelle Angela O. Carag

Contributors
Boracay Water
Joseph Michael A. Santos
Blanca Eunicia S. Aldaba
Rommil D. De Vicente

Editorial Assistant
Teresita E. Cachero

Graphic Artist
Marwell B. Arquiza

Photographers
Marwell B. Arquiza, Jack G. Jarilla, 2T Saluna

Printing
Primex Printers, Inc.

Editorial Office
Corporate Communications Department
Media Center, Lower Ground Floor,
MWSS Administration Building
Katipunan Road, Balara, Quezon City

ACKNOWLEDGMENTS

Astoria Boracay, Asya Premier Suites,
Karuna Boracay Suites, Hotel Soffia Boracay,
The Lind Boracay, Los Indios Bravos Boracay,
Maya's Filipino and Mexican Cuisine,
Pat's Creek Bar, Real Coffee & Tea Cafe,
Shangri-La's Boracay Resort and Spa,
Tirta Spa, and Two Seasons Boracay Resort.



MESSAGE FROM BORACAY WATER

To our valued stakeholders,

Boracay Island has been and continues to be one of the top—if not the top—attractions of the country's tourism sector. Drawing a growing number of local and international tourists, the island has become the crown jewel of the Municipality of Malay from a social and economic perspective.

Boracay Island Water Company, Inc. is fortunate to be an active partner of the local government, businesses and residents in sustaining Boracay's image as a top tourist destination through its delivery of world-class water and used water services. Our entry, made possible through the initiatives of the Tourism Infrastructure Enterprise Zone Authority (TIEZA) and the Department of Tourism (DOT), has enabled the island to cope with the pressures, particularly on the environment, that accompany the rapid increase in tourist arrivals.

We consider serving Boracay Island not only as an opportunity but a huge responsibility that we choose to embrace each day. With the booming tourist industry in Boracay Island, the demand for water has considerably increased in 2013 and 2014. It is because of this that we have clearly focused on significant long-term planning to continue to provide dependable and efficient services for the island. With major infrastructure projects completed in the period covered by this report and with more developments in the pipeline, we have truly made remarkable progress for the community we serve.

It has been our pleasure to be at Boracay's service and we look forward to the many more years of working together to ensure that Boracay sustains and enhances its image as a premier tourist destination.

Virgilio C. Rivera, Jr.
President and CEO,
Manila Water Philippine Ventures



ABOUT THE COVER

Cover photo shows a family of tourists enjoying the famed blue waters and fine sands of White Beach in Boracay Island.

Photo courtesy of Jack G. Jarilla



What's *INSIDE*



4 *A TRAVELER'S ESCAPE*
Rediscover the wonders of Aklan's world-famous vacation hotspot

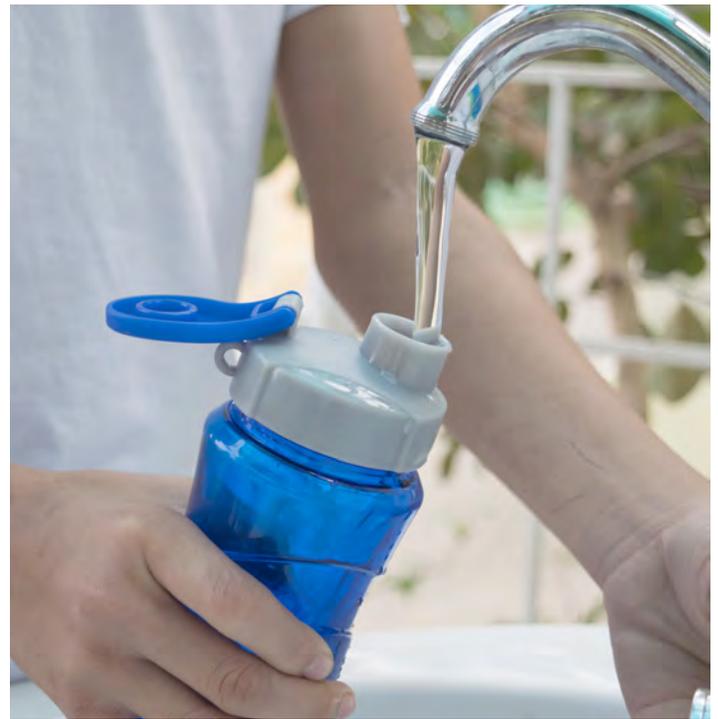


10 *SUSTAINING BORACAY*
Boracay Water's early beginnings as it helps save the island from a potential environmental crisis

14 *KEEPING WATERS CLEAN AND BEACHES PRISTINE*
A pledge to protect Boracay's natural treasures



18 *A BUSINESS WITH A HEART*
Helping build communities and promoting inclusive growth



12 *TAPPING CLEAN WATER FOR ALL*
24/7 supply of potable and reliable water made possible for locals and tourists



16 *SERVICE AND BEYOND*
Boracay Water goes above and beyond its duties

20 *CULTIVATING ENVIRONMENTAL CHAMPIONS*
Get to know the employees who are at the forefront of Boracay Water

22 *KEEPING BORACAY THE PARADISE IT IS TODAY*
Notable improvements in water and used water services

24 *WHAT OUR PARTNERS AND STAKEHOLDERS SAY*
Words from key partner organizations, customers and employees

26 *A VISION OF THE FUTURE*
Read on Boracay Water's long-term commitments to support the island's sustainability for the years ahead

A TRAVELER'S ESCAPE

In recent years, the island of Boracay has become one of the most visited destinations around the world by travelers who are wanting of an ultimate beach getaway. Located in the Western Visayan region, it sits on the northwestern tip of Panay in Aklan, which is best known for its colorful *Ati-Atihan* festival.

Boracay hosts hordes of tourists all-year-round as it has something to offer to everyone—whether it be for fun, adventure, relaxation or even tranquility. But more than that, what gives the island its overall appeal is how it is very much a tropical heaven in its own right, with crystal blue waters, powdery white sand and a diverse marine life.

Dotted with resorts, shops and restaurants, Boracay's famous White Beach is divided into three stations: the first, which has the widest beachfront and is home to upscale hotels; the second, which is known as the party hub where most of the bars are lined up; and the third, which is the subdued area for visitors who want to unwind.



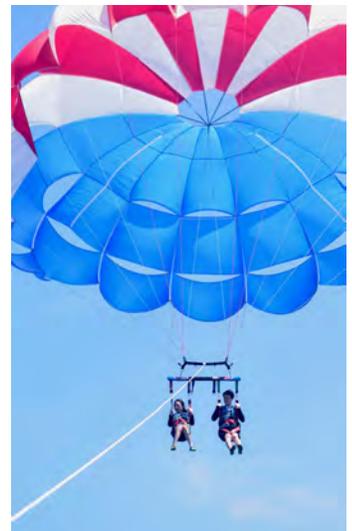


The island is home to three barangays—Manoc-manoc, Balabag and Yapak—in the municipality of Malay in Aklan. As the island is a premier tourist destination, all its activities are jointly overseen by the Tourism Infrastructure and Enterprise Zone Authority and the provincial government of Aklan.

Boracay recorded over 1.5 million tourist arrivals in 2015.

TripAdvisor, the world's largest travel website, named Boracay as the best beach in Asia in its 2015 Traveler's Choice Awards.

The waters of White Beach are much calmer during the northeast monsoon or 'Amihan' season (from November until May), when tourism is at its peak.



FEEL THE ADRENALINE

Name it and the island has it. With 25 dive sites for scuba diving enthusiasts, Boracay also hosts an array of other activities, including parasailing, *paraw* (native outrigger boat) sailing, jet skiing, ATV rides and even reverse bungee jumping. Meanwhile, Bulabog Beach—located on the eastern side of the island—is blessed with large waves and strong winds throughout the year, making it a haven for windsurfing and kiteboarding enthusiasts.

Fun fact: Bulabog Beach is considered Asia's top kitesurf destination.



FIND A HOME AWAY FROM HOME

Whichever side of the island you might choose to stay at, whether beachfront or otherwise, there's always room for every type of traveler even for backpackers.

Boracay also offers ultimate relaxation for the tired and weary, with massage therapists spread across the beachfront, and spas planted along the roads.



A guest enjoys a magnificent view of the island while receiving indulgent spa treatments.

INDULGE YOUR CRAVINGS

Since Boracay is home to tourists from different parts of the globe, it has become a mecca for foodies offering a wide variety of international culinary delights ranging from local to Chinese, Indian, French, Italian, Greek and even Moroccan.

The island also offers eats and treats of all kinds including gourmet, casual dining, eat-all-you-can buffet, street food and quick service fastfood joints.



Fresh catch of the day is best enjoyed al fresco right at the beachfront.



ENJOY THE NIGHT LIFE

Indeed, Boracay is the island that never sleeps as it becomes more alive than ever at night. When the sun goes down, tourists can head on to any of Boracay's bars for a taste of the island nightlife. Cocktails, draft beer and imported ales flow nightly as live bands and pounding club music keep the tourists all pumped up until the wee hours of the morning.



SUSTAINING BORACAY

Boracay Island has evolved from an untouched paradise known only to the backpacking set, to a top attraction frequented by both local and international travelers.

While the continuous development and construction of commercial establishments have made Boracay an ideal and convenient destination, the boom in the island's economic and tourism growth posted challenges to protection and stewardship of the environment.



THE PUBLIC-PRIVATE PARTNERSHIP IS BORN

Efforts in saving the island began in 2009 when the Tourism Infrastructure and Enterprise Zone Authority or TIEZA (formerly known as Philippine Tourism Authority) and the Department of Tourism called on Manila Water to support efforts in improving the water and used water infrastructure in the country's premier tourist spot.

Through a joint venture agreement between TIEZA and Manila Water Philippine Ventures, Boracay Island Water Company (or Boracay Water) was formed to improve greater access to water and used water services in the island—in the three barangays of Manoc-manoc, Balabag and Yapak. The service area also includes White Beach's popular commercial stations 1, 2 and 3.

Boracay Water started its operations on January 1, 2010 under a 25-year concession agreement with a mandate to provide potable water, sewerage and sanitation services, and later on, manage the drainage system in its service areas. This landmark partnership is the first Public-Private Partnership based on the Joint Venture Guidelines for Government-Owned and Controlled Corporations of the National Economic and Development Authority.



Boracay Water officials from Manila Water and TIEZA led by Virgilio Rivera, Jr., Joseph Michael Santos, Luis Juan Oreta, Atty. Guillier Asido, Atty. Tess Alvarez, Atty. Joy Bulautitan, Gerardo Ablaza, Jr., Thomas Mattison, Ferdinand Dela Cruz, and Byder Nangit visit the ongoing Manoc-manoc plant in February of this year.



Manila Water Chairman Fernando Zobel de Ayala, Manila Water Philippine Ventures President and CEO Virgilio Rivera, Jr., former TIEZA COO Mark Lapid and former Tourism Secretary Ace Durano at the Joint Venture Agreement Signing between Manila Water and TIEZA (formerly PTA) in 2009.



Former Tourism Secretary Ace Durano and former Manila Water President Antonino Aquino led the contract signing for management services of Boracay's water and sewerage system in 2008.

TAPPING CLEAN WATER FOR ALL

Boracay Water has come to land in a unique position in strengthening the island's reputation as a world-class destination by ensuring both locals and tourists that potable water straight from the taps is well-provided.

From an island that has experienced water woes in the past, such as low pressure and inadequate supply, almost 100 percent of Boracay is now covered and guaranteed with 24-hour water availability at sufficient pressure of 35 pounds per square inch (psi). Because of this, Boracay Island's population of more than 30,000 locals and over 1.5 million tourists now enjoy reliable water service that complies 100 percent with the stringent parameters of the Philippine National Standards for Drinking Water.



BORACAY WATER TRAIL: FROM SOURCE TO TAP



Water undergoes filtration at the Nabaoy treatment plant.

Fresh water, which is sourced from Nabaoy River in the town of Nabaoy in mainland Malay, is processed in a water treatment plant located not too far in the same area. In 2015, Boracay Water began construction of the Nabaoy water transmission line, a project that aims to increase supply from 14.5 to 20 million liters a day.

From treatment, potable water is conveyed along the Caticlan-Boracay channel via submarine pipelines. In 2012, a new and bigger submarine pipe was installed to augment the existing line and address the island's increasing tourist arrivals and growing demand for water.

From there, water is stored in the island's reservoirs and then distributed through a 65-kilometer network of transmission lines that bring potable water to over six thousand service connections within Boracay.



A view of the Nabaoy River located at mainland Malay in Aklan province.



Boracay Water also operates a number of pump stations and reservoirs.



The new submarine pipeline installed in 2012 was constructed to augment the existing 13-year old line.

KEEPING WATERS CLEAN AND BEACHES PRISTINE

Not too long ago, the island of Boracay was threatened with a looming environmental crisis that almost cost its foothold as one of the country's best tourist destinations. Signs of pollution along the pristine shorelines of White Beach and Bulabog Beach were attributed to the inability of existing facilities to properly collect, treat and dispose used water or wastewater.

In 2010, Boracay Water began the herculean task of upgrading and expanding its used water facilities. The company immediately sought to arrest the deterioration in coastal water quality by rehabilitating the existing Balabag sewage treatment plant and sewer network.



The Balabag Sewage Treatment Plant treats 6.5 million liters of used water daily. This year, Boracay Water will complete the construction of its second STP in Manoc-manoc.



Desludging operations at one of the hotels served by Boracay Water.



An aerial shot of the aeration tanks at the Balabag STP.

SEWERAGE AND SANITATION PROGRAM

The rehabilitation of the Balabag sewage facility was completed in 2011—four years ahead of target. Aside from doubling treatment capacity from 2.6 to 6.5 million liters a day (MLD), the facility also complies with the Department of Environment and Natural Resources' discharge standards.

For unsewered areas, Boracay Water provides regular septic tank desludging services by way of its fleet of vacuum trucks. Septage collected from septic tanks is also treated in the same Balabag plant.

This 2016, Boracay Water is set to complete and start the operation of its new 6.5-MLD Manoc-manoc Sewage Treatment Plant and sewer network, thus expanding sewerage coverage in the island from 35 to 61 percent.

Investments in sewerage and sanitation are a testament to the company's commitment in safeguarding the environment and sustaining Boracay Island as a tropical paradise. Tourists, resort owners and local residents can rest assured that Boracay's beach waters will remain clean for marine life to flourish, safe for physical contact, and suitable for tourist and recreational activities.



A simulation of the used water treatment process is presented to Lakkayan participants.



Jacqui Maquirang, Boracay Water's Used Water Operations Manager, shows a sample of treated used water, clean and safe enough to be discharged to receiving bodies of water.

SERVICE AND BEYOND

CREATING A GREAT CUSTOMER EXPERIENCE

Boracay Water maintains a culture of excellent customer service by developing programs to match the needs of its valued customers. These include the availability of a 24/7 hotline, a 24 by 5 service resolution standard (feedback within 24 hours and resolution within 5 days), and the “Suyod-Katubig Day” which brings convenience of doing business with the company at the community level.



GIVING BACK TO THE COMMUNITY

Apart from fulfilling its duties on the water and used water services front, Boracay Water is also an active member of the local community, participating and spearheading a number of socio-civic events and activities.



Free Drinking Water during Major Events and Peak Seasons



Tree-Planting Activities at the Watershed Area and within the Island



Beach and Coastal Clean-ups



Sports Tournaments and other Leisure Activities



Disaster Response through Provision of Fire Hydrants and other Water Requirements



Global Handwashing Day Advocacy on the Benefits of Proper Handwashing to Health

A BUSINESS WITH A HEART

Boracay Water takes on social responsibility and environmental sustainability as the guiding principles in its operations and as reflections of the company's commitment in supporting tourism in the island—be it in terms of developing employees, helping build communities, protecting the natural environment, safeguarding health and safety, or contributing to economic growth.



Rommil de Vicente, Boracay Water's Regulatory Affairs Manager, brings joy to the children of the Ati Community in the island.



LINGAP PARA SA KATUTUBO

Boracay is home to the Ati indigenous community who are the original inhabitants of the island. As an important part of the heritage and culture of Boracay, the company honors and respects the rights of the Ati people. In partnership with Manila Water Foundation, Boracay Water extended assistance to around 30 households belonging to the Boracay Ati Tribal Organization (BATO) through provision of potable and reliable piped water supply. This decreased the community's susceptibility to water-borne illnesses while granting them affordable supply of water for their daily needs.

LINGAP ESKWELA

The Lingap program is also offered to other institutional beneficiaries in Boracay. All six public schools in the island now enjoy potable water through the drinking stations and wash areas installed by Boracay Water. Likewise, the internal reticulation system of the Boracay Tourist Assistance Center (BTAC) was rehabilitated by the company.



SULONG TURISMO

Free-for-all drinking water fountains are stationed at strategic locations with heavy tourist traffic—Cagban Jetty Port, D'Mall and D'Talipapa.

KABUHAYAN PARA SA BARANGAY

Boracay Water recognizes that the needs of low-income communities go beyond clean water. Through the Manila Water Foundation, the company provides community-based assistance through sustainable livelihood opportunities and micro-financing support to local beneficiaries like the Motag Women's Cooperative located in the watershed barangay of Motag in mainland Malay.



LAKBAYAN

This water and environmental education program gives visitors and company stakeholders an appreciation of the value and processes involved in delivering water and used water services in Boracay island.



Boracay Water celebrated its sixth anniversary in January of this year.

CULTIVATING ENVIRONMENTAL CHAMPIONS

The people of Boracay Water are committed to be staunch partners of the local and national government, corporate foundations, business groups, local residents and other stakeholder groups to ensure the sustainability of Boracay Island. It is the mission of every employee of Boracay Water to be an instrument in transforming the lives of people in the island by providing the best quality in terms of water and used water services, and in doing so, help in preserving the foothold of the island as the country's top tourist destination.

In turn, the company puts utmost premium on its employees by strengthening various programs that promote health and safety, continuous personal development and opportunities for career growth.





“At Boracay Water, our general objectives are to provide clean and potable water services continuously and to reliably deliver efficient used water services to the island; while at the same time conserving water resources, protecting the fragile island environment, and bringing collective advancement to the island’s increasing number of stakeholders. Boracay Water holds the belief that its ‘people make it happen.’ We consider our employees as our most valuable resource and the foundation for success. In doing so, we enable our people to bring positive change both inside and outside the company.”

JOSEPH MICHAEL A. SANTOS
General Manager, Boracay Water

The 2016 President’s Pride due to Performance awardees honored by Boracay Water President Virgilio Rivera, Jr., TIEZA COO Atty. Guiller Asido and Manila Water President and CEO Gerardo Ablaza, Jr.



KEEPING BORACAY THE PARADISE THAT IT IS TODAY

Since starting operations in 2010, Boracay Water has posted significant gains in improving the water supply and used water conditions in the island.



24/7 POTABLE WATER SUPPLY

- Increased coverage area and water availability from **60%** to **100%**
- Added more water service connections from **3,367** to **6,379**
- Laid **65 kilometers** of transmission and distribution lines
- Reduced water system losses from **37%** to levels within acceptable world-class standards
- More than doubled water pressure from **15 psi** to **35 psi**
- Registered **100%** reliability of water facilities
- Guaranteed consistent **100%** compliance with the Philippine National Standards for Drinking Water

USED WATER TREATMENT AND DISPOSAL

- Increased sewer coverage from **35%** to **61%** once the Manoc-manoc facility is completed
- Added more sewer service connections from **565** to **939**
- Treated **2 million** cubic meters of used water
- Removed **664 tons** of Biochemical Oxygen Demand (BOD) despite increased inflows
- Hauled and treated a total of **4.67 million cubic meters** of septic tank wastes
- Registered **99.9%** reliability of used water facilities
- Ensured that discharge quality of used water complies with **Class SB** effluent standards



WHAT OUR *PARTNERS* AND



DELSA JUSTO
*Chieftain
Boracay Ati Tribal Organization (BATO)*

Through the help of Boracay Water, all houses in our community now enjoy clean and potable water direct from the tap. It was a rigorous process, but Boracay Water patiently set up the plumbing fixtures and water lines of each of the houses in our community. Each household was also taught how to read water meters for us to be aware of our own water consumption. It is a relief that we no longer will have a hard time to get access to water. It was very difficult before and I am thankful Boracay Water helped our community. Everyone in the tribe is very happy because of this. (translated)



DIONY SALME
President

Boracay Foundation, Inc.

With Boracay Water, talagang assured tayo sa supply ng water dito sa isla. Ang overall effect sa turista ay napakaganda rin kasi alam nila na malinis ang tubig na ginagamit nila. Dahil diyan, proud kami dito sa aming isla kasi mayroong kaming water concessionaire na reliable.



JEPH GELITO
*Project Manager
Boracay Water*

I feel very happy with what I am doing in Boracay Water. The company has provided internal and external trainings, as well as immersion programs—all of which have given me opportunities to learn from other Manila Water subsidiaries. The company has also invested in sending me to Singapore for training. All the importance given to us employees have, in turn, led to us giving importance to what we do. I take pride in knowing that I am sharing my talents and skills by working for a company that gives the highest consideration to preserving my island home. Truly, it is a company with a heart for Boracay.



MELVIN ROBERT LATTER
*President, Board of Directors
Karuna Boracay Suites*

Boracay Water's service has been really smooth. It's been trouble-free compared to other water service providers. We just get a bill, we pay it and that's it. We have our sub-meters for our internal use and it's been working fine.



STAKEHOLDERS SAY



RAMON R. JIMENEZ, JR.
*Secretary,
Department of Tourism*

There is a new standard for people to appreciate: Boracay Water which is potable straight from the tap. Boracay next to the Philippines is the best brand we have. Boracay is growing faster and our responsibility is to make the world know that and let the world taste that the cleanest potable water in the country is found in Boracay. DOT will continue to support the crusade that Boracay is the party island of Asia and this party island is not just continuing but sustainable.



LEE ROSAIA
*Owner,
Real Coffee*

Boracay Water's service is very good. When you have a problem, you just call them and they come right away to take care of the problem. I like that the water is clean. I actually have four accounts with Boracay Water—here in Real Coffee, my two houses and my bakeshop as well. I am very loyal to Boracay Water.



DAVE DALISAY
*OIC General Manager,
Two Seasons Boracay*

Boracay Water gives excellent service. Guests are happy with the quality of water that they have in their rooms. Actually, may mga guests kami na, siguro kasi okay sila sa tubig ng Manila Water, kapag nalalaman nilang sa Boracay Water galing ang tubig namin, okay na sa kanila to drink from the tap.

ARIEL ABRIAM
*Former President,
Philippine Chamber of Commerce and Industry (Boracay)*

Boracay Water, an active and good standing member of PCCI-Boracay, is a leader in sustaining tourism because of its long-term commitment to improve water and sewerage systems in the island. In addition, Boracay Water's contributions to beach clean-ups and other community service activities have made the company an essential stakeholder in protecting Boracay's status as a world-class tourism destination and a healthy place to live in.



A VISION OF THE FUTURE

With the critical role of quality water and used water services in promoting and sustaining the tourism industry in Boracay, the company will continue to support the government's program by infusing capital investments centered on preserving the environmental sustainability of the island for future generations to appreciate the beauty of the island paradise.

PARTNER IN SUSTAINING TOURISM GROWTH

A key component in sustaining economic opportunities is reliable and efficient water and used services. Boracay Water is committed to maintaining and developing world-class infrastructure in anticipation of the influx of tourists in the coming years.

BRINGING WATER TO MORE CUSTOMERS IN NEED

The Province of Aklan is expected to benefit from an estimated Php20 billion worth of public and private investments in agriculture, tourism and manufacturing sectors in the next few years. Recently, Boracay Water signed an agreement with the local government to expand the coverage of its service from the three barangays in Malay to the entire province.





BORACAY ISLAND WATER COMPANY, INC.

Boracay Island Water Company Sewage Treatment Plant Compound,
Boracay Island, Balabag, Malay, Aklan 5608

Customer Service Hotline

☎ (036) 288 6622

☎ (0917) 302 2492 (BIWC)

✉ E-mail: biwccustomerservice@boracaywater.com.ph

Facebook: /ManilaWater

Twitter: @ManilaWaterPH