

Agos

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**KEEP
SOARING,
LAGUNA!**

LAGUNA WATER:

Extending progress
and driving growth in the
Province of Laguna



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MESSAGE FROM LAGUNA WATER

To our valued stakeholders,

The continuing growth of Laguna Water's customer base is a testament to its successful sustainable journey since the company started operations in the Province of Laguna five years ago.

Before the entry of Laguna Water, very few people had piped water supply despite the province's proximity to the biggest fresh water lake in the country, the Laguna de Bay, and healthy groundwater source. Access to good water supply was considered a luxury and limited only to those who had the means to spend for this basic resource. But with the various programs of Laguna Water, more people now have access to clean water.

We thank all of our stakeholders who share the same aspiration of providing easy access to basic services for the Lagunenses. Moving forward, we urge our partners to keep the same zest and dedication demonstrated as we hurdle the remaining road blocks that lie ahead.

For our part, we assure you that we shall remain true and faithful to our vision of providing the best water and other environmental services that empower people, protect the environment and enhance sustainable development.


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



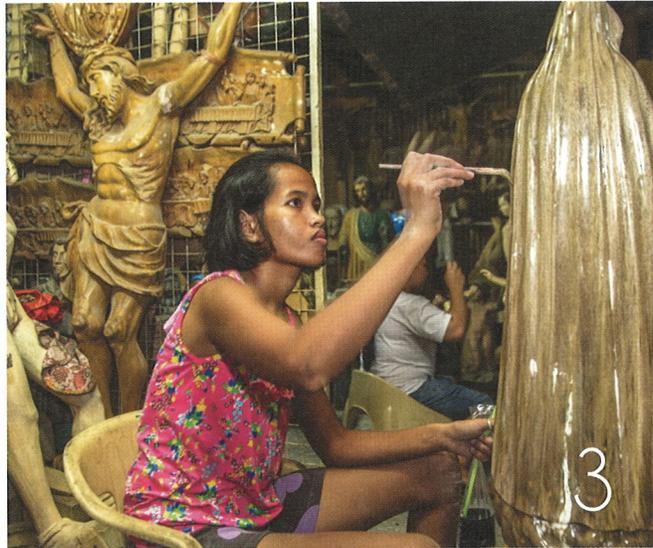
ABOUT THE COVER

Cover shows a Lagunense amidst a backdrop of the Lagaslas River in Pagsanjan, a favorite tourist spot.

Special thanks to the Laguna Water team especially to **Lovely Cabuhat** and **MJ Perez**.

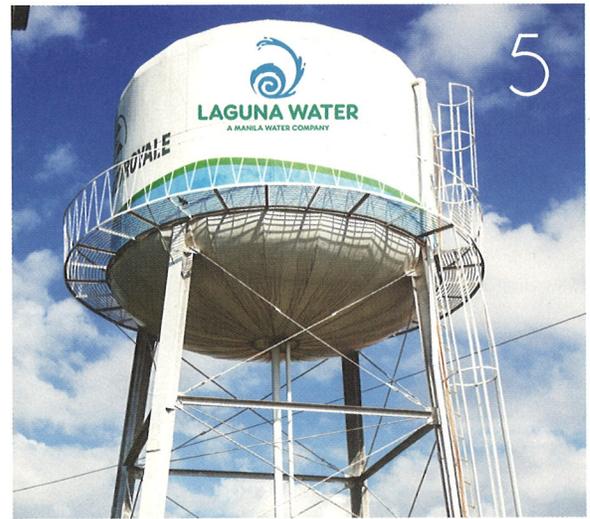
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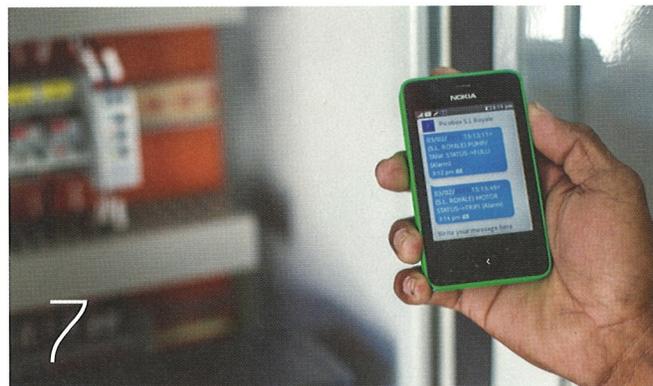
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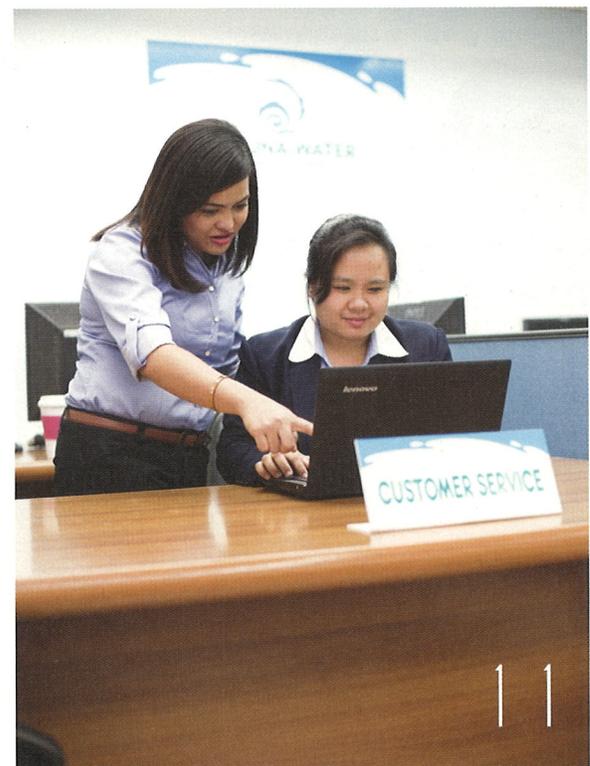


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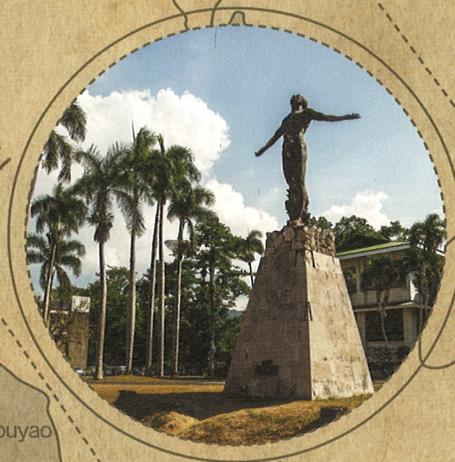
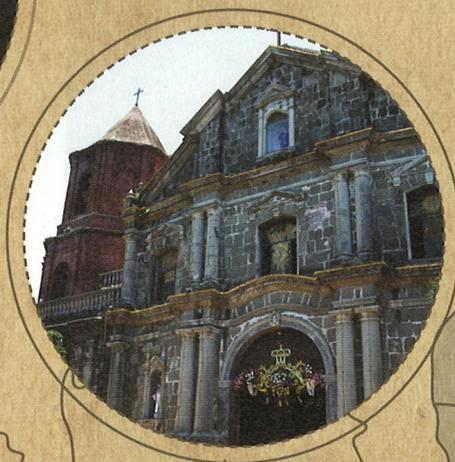
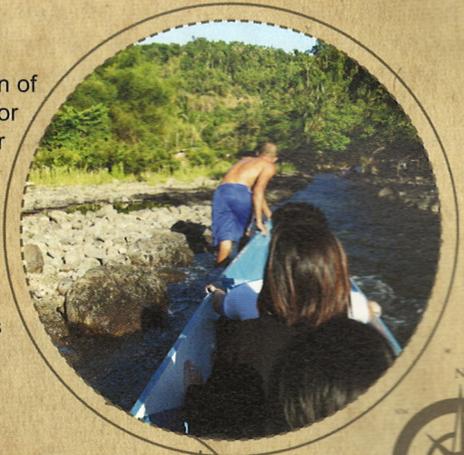
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Wow, Laguna!

Discover the hidden gems that the South has to offer

There is much to be said about the Province of Laguna. Located in the southern portion of Luzon in the Philippines, the province is one of the most sought after alternative sites for business and urban living because of its proximity to Metro Manila, the country's premier metropolis.

It is also a favorite destination of Manileños for a quick day trip or weekend get-away as it is home to countless resorts and hot springs. But of course, Laguna is more than just a quick relief to those who are endlessly chasing summer. What makes the province so appealing to travelers is that each town or city has something unique to offer, making Laguna a rich haven of colorful and diverse culture ready to be tapped by the curious soul.



By Land

Laguna may be conveniently reached from Manila through one of the most modern highways in the country, the South Luzon Expressway. Just two and a half hours drive from Manila, you may also opt to take a provincial bus, such as JAC Liner, HM Transport and Green Star, which have stations located in Cubao.

**The Province of Laguna:
a Closer Look**

Region:
**CALABARZON
(REGION IV-A)**

Founded:
JULY 28, 1571

Capital:
STA. CRUZ

Area:
1,917.85 KM²

Population:
2.8 MILLION

COMPOSED OF 4 CITIES AND
26 TOWNS



A commercial and industrial hub

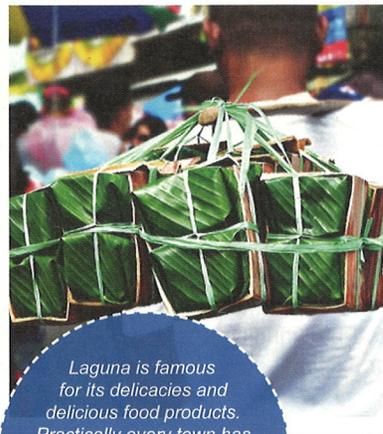
The city of Sta. Rosa used to be mostly associated with Enchanted Kingdom, the biggest theme park in the Philippines. But over the years, the city has evolved into a bustling area as it is now blooming with residential communities, techno-parks, industrial plants and factory outlet stores. A first class wakeboarding facility can also be found in its confines. Located in Nuvali, it opened in 2012 and is crawling with enthusiasts especially on weekends.



A view of the IMI headquarters at Laguna Technopark in Biñan.



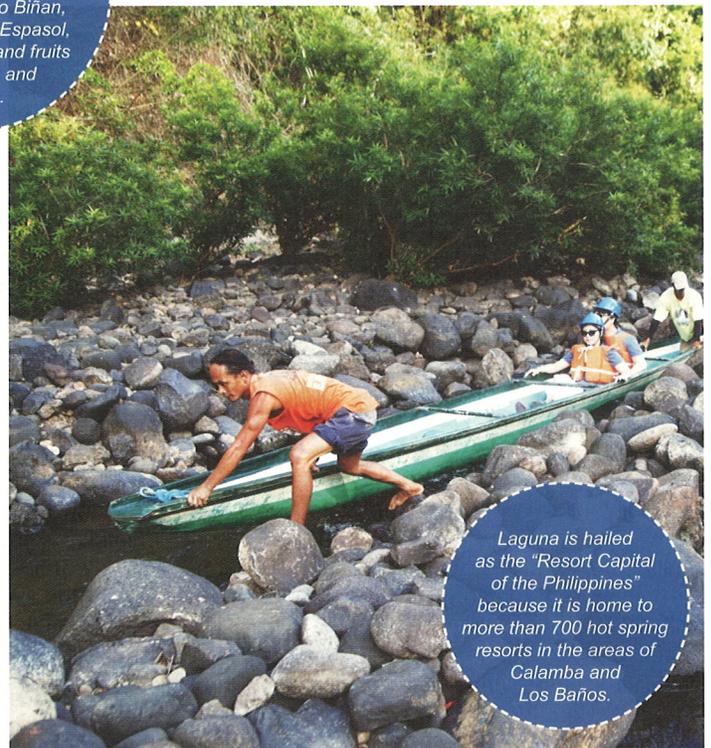
Paete is known worldwide as one of the best producers of religious wood carvings.



Laguna is famous for its delicacies and delicious food products. Practically every town has its signature specialty like Kesoong Puti, Puto Biñan, Buko Pie, Uraro, Espasol, Itik, Salted Egg, and fruits like lanzones and rambutan.

Nature's gift to the world

Another reason that Laguna has always been included in many travel lists is its being endowed with natural wonders — what with the many hot springs that abound the region, the legendary and mystical Mount Makiling offering a spectacular view, and of course, the Pagsanjan and Cavinti Falls that allow tourists to “shoot the rapids.” Without a doubt, Laguna easily attracts a steady stream of visitors from all corners of the earth.



Laguna is hailed as the “Resort Capital of the Philippines” because it is home to more than 700 hot spring resorts in the areas of Calamba and Los Baños.

A melting pot of culture

While Calamba is known as the home of the country's National Hero, Dr. Jose Rizal, traveling a little further to the heritage site of Pila will take one back in time, as the municipality is flanked with elegant ancestral homes and colonial churches that date as far back as the 1800s. Meanwhile, Paete—one of the last remaining artistic strongholds in the country—will surely pique the interest of art aficionados. Since the Spanish era, wood sculptures by Paete's skilled artisans have always made a mark on people on a global scale.

Forging Partnerships



Five years ago, the water situation in Sta. Rosa, Binan and Cabuyao was not at its ideal state. With limited service coverage, residents in those three areas were not able to enjoy a steady supply of water, which in turn hindered them from doing daily tasks—from the mundane to the most necessary. This was further aggravated by significant system losses brought about by a decrepit water system.

Laguna AAA Water Corporation was Manila Water's first acquisition outside the East Zone.

That is why in 2009, Manila Water took it upon itself to replicate its success in the East Zone by building a partnership with the Provincial Government of Laguna (PGL) through its subsidiary Manila Water Philippine Ventures. This effort gave birth to the establishment of Laguna Water.

Manila Water
Philippine Ventures owns **70%**,

while the Provincial Government
of Laguna has a **30%**
stake in the company.



A view of Laguna's Provincial Capitol located in Sta. Cruz.

In May 2015, "**Alternative PPP Model: The Laguna Water Story**" was selected as the **Case Study Category Winner** of the **Public-Private Partnerships Short Stories Competition** organized by the **World Bank Group** and **Public-Private Infrastructure Advisory Facility** which recognizes innovative ideas for increasing private sector participation in infrastructure in developing countries. The judging committee found the Laguna Water Story to be very compelling on how an innovative solution was set up in the Philippines to help leverage PPP projects in water infrastructure.



A Memorandum of Agreement was signed between the PGL and Laguna Water for the establishment, operation and maintenance of a water system in Santa Rosa, Biñan, and Cabuyao for a period of 25 years. The PGL oversees compliance with the service level agreement, while tariff regulation is a function devolved to the National Water Resources Board.

THE WATER SITUATION

before September 2009

LIMITED SERVICE COVERAGE

Only 14% of the total population in Biñan, Cabuyao and Sta. Rosa



HIGH SYSTEM LOSSES

Non-revenue water (NRW) level of 48%



DILAPIDATED INFRASTRUCTURE

Aged and poorly maintained water system



POOR SERVICE AND QUALITY

Intermittent water supply at <24 hours availability and non-compliance to the Philippine National Standards for Drinking Water (non-potable)



LAGUNA WATER'S 25-YEAR concession is until 2034.



COVERAGE:
Cities of **CABUYAO, BIÑAN** and **SANTA ROSA.**

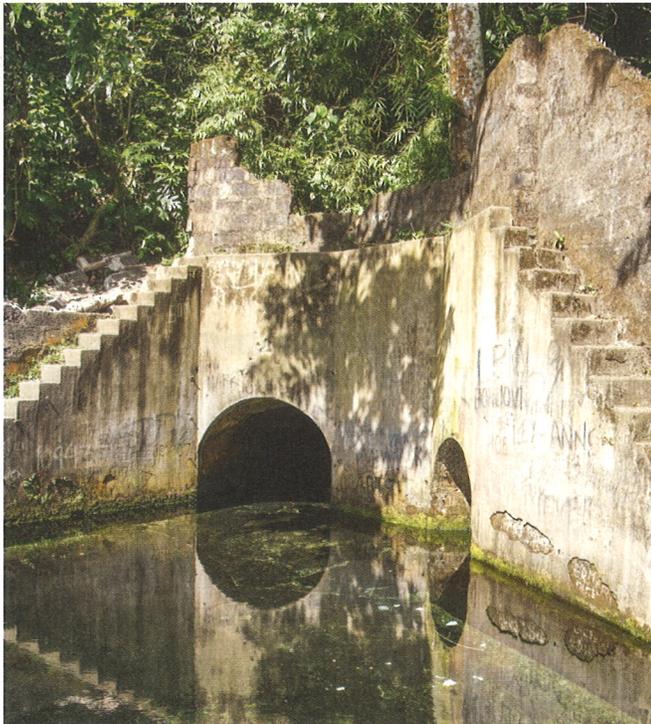


Customer base (as of end of 2014):
90,016
Water Service Connections

A TRANSFORMATIONAL JOURNEY

A closer look at operational improvements and innovations from water source to customer service

Replicating the best practices of its mother company, Manila Water, both in the fields of technical operations and customer service, Laguna Water sets the stage for the transformation of lives in the communities it has reached.



Matang Tubig is a vital water source known for its pristine water quality.

Developing the water source

Laguna is blessed with a healthy groundwater resource which according to experts can still be mined for a number of years.

92% of Laguna Water's supply comes from various deep wells within the concession area while

8% is sourced from Matang Tubig Spring.



Laguna Water reinforced the Matang Tubig Spring to withstand natural calamities.

Ensuring water potability

While groundwater is considered naturally clean especially when

sourced at depths exceeding 150 METERS,

Laguna Water still takes extra measures to ensure compliance with Philippine National Standards for Drinking Water (PNSDW) by pioneering the use of the DMI-65, a modern water filtration device that adjusts the iron and manganese content in water.

To date, about 30,000 households currently benefit from this innovation.



Laguna Water has also established a water quality testing facility that's accredited by the Department of Health (DOH).



RNEY

Rehabilitating the water network

Since taking over, Laguna Water has

laid **273 KM** of new pipes,
repaired almost
6,400 LEAKS and
replaced
52 KM of pipes.



Improving systems and processes

Throughout the years, Laguna Water has developed ways of providing customers with the best possible service to help make their lives easier by implementing:

- Centralized 24/7 customer service hotlines
- After-sales customer service standards
- Collection through payment facilities
- Automated meter reading, billing and processes

LAGUNA WATER EXPANDS ITS CUSTOMER BASE

The volume of water delivered to commercial and industrial accounts has increased with the interconnection of shopping malls, hospitals and other commercial and industrial establishments.

In December 2013, Laguna Water reached an agreement to take over as the exclusive water service provider of Laguna Technopark Inc. (LTI), a 450-hectare industrial zone straddling the cities of Sta. Rosa and Biñan.

LTI houses more than 220 local and global semiconductors and electronics, automotive, home appliance and pharmaceutical companies, beefing up Laguna Water's industrial customer base.



PROVIDING WATER FOR ALL



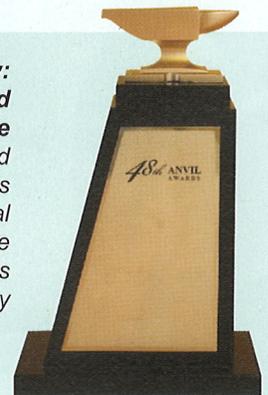
Adhering to the triple bottomline principle

The very nature of Laguna Water's business enables it to perfectly align its corporate goals with environmental sustainability and social responsibility objectives. The company's growth allows it to simultaneously advance the development of communities, especially the low-income sector, and promote environmental protection.

Tubig Para Sa Barangay (TPSB)

Implementing programs aimed at providing water to poor communities demonstrate Laguna Water's strong desire to reach out to the marginalized group. Aware of the financial difficulties that prevent these people from having access to basic necessities, Laguna Water packaged a special arrangement to ensure that cost will not be a deterrent. TPSB takes into consideration both affordability through staggered payments. It also engineers solutions for distribution lines to reach residents up to the farthest points.

"Tubig Para Sa Barangay: Access to Clean and Sustainable Water Supply Made Easy" was honored with a Gold Anvil Award for public relations programs directed at external stakeholders (communities) in the 50th Anvil Awards, a prestigious recognition program for exemplary PR programs.



ENSURING ENVIRONMENTAL STEWARDSHIP



Tree Planting





Patubig Sa Bagong Bahay (PBB)

Because of the province's proximity to Metro Manila and its growing economy that supports job generation, Laguna has become one of the most desirable relocation sites for informal settlers from Metro Manila.

Laguna Water has taken over the operations of water systems of two relocation sites, Southville Cabuyao and Southville Caingin. Today, the twin problems on water quality and availability have been remedied through the rehabilitation of the water facilities and the replacement of old and leaking pipes. The old practice of using shallow wells in the sites which posed a health hazard has diminished due to the presence of a reliable water supply.



Lingap

For public institutions where access to clean and affordable water supply is a problem, like in public schools, Laguna Water instituted the Lingap Eskwela Program.

In partnership with Manila Water Foundation—the social development arm of Manila Water—public schools are connected to the Laguna Water network free of charge. The support package includes rehabilitation of toilets, construction of drinking fountains and regular monitoring of water quality.

Nine public schools or about 22,000 students and teachers have benefitted from Lingap Eskwela. In the years ahead, Laguna Water foresees the expansion of Lingap to include public hospitals and markets.



Global Handwashing Day

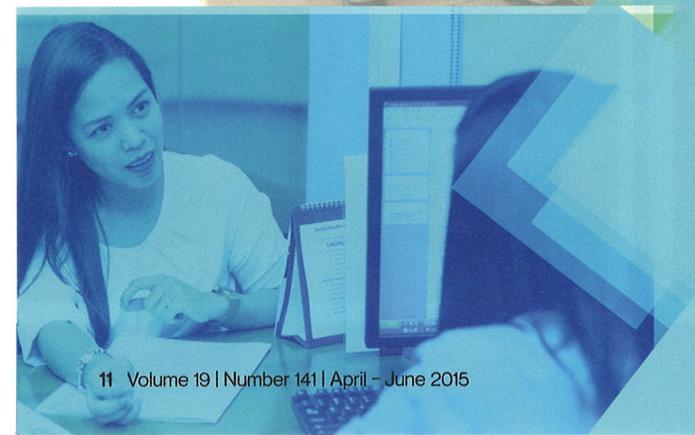


Disaster Relief Operations



*"The core values that we have here in Laguna Water are no different from the core values of our parent company, Manila Water. **First, is the integrity and primacy of the person. Second is the dignity of work. Third is pride in excellence. Fourth, concern for others. And lastly is our contribution to national development.**"*

— MELVIN JOHN TAN
General Manager, Laguna Water



TEAM LAGUNA WATER, AT YOUR SERVICE!

Creating cultural transformation through its people



TERRITORY MANAGEMENT

Using the Territory Management concept of Manila Water as its vehicle, Laguna Water was restructured from a tall multi-level to a decentralized organization. Given the right training and resources, Territory Managers are considered the movers of the company. Empowerment, which is at the core of the new mindset, is now in practice and is being applied alongside values formation—particularly on integrity, responsibility and accountability.

The territory management scheme has proven to be an effective tool in honing aspiring leaders and Laguna Water is making use of it to the hilt to better arm its key personnel in achieving success both in their corporate and personal lives.

One of Laguna Water's key thrusts and strategic initiatives when it took over was people development, believing that its greatest resource is its workforce. Transforming the corporate culture was the main driver identified by the new management composed of seconded employees from Manila Water, who were ably complemented by former AAA Water personnel and young talents of the Cadetship Training Program.

In recognition of exemplary performance, Laguna Water rewards its key talents who have contributed to the company's objectives through its own "Huwarang Manggagawa" and President's Pride due to Performance employee recognition programs.

The **Cadetship Training Program** is a 6-month comprehensive training program that provides qualified cadets opportunities for specialized training and work experience, which are designed to drive excellence in technical, business and management skills.



BE PART OF OUR TEAM!

Let our journey towards growth be yours, too. We are looking for individuals who are interested to be part of a dynamic and growing company. Send your resume to careers@manilawater.com.

Building Comm

A track record of service improvements that put custo

Pre-Laguna Water (September)



WATER SERVICE CONNECTIONS

17,721



SERVICE COVERAGE

14%



WATER AVAILABILITY

<24 hours



WATER PRESSURE

<7 psi



WATER QUALITY

Non-potable water



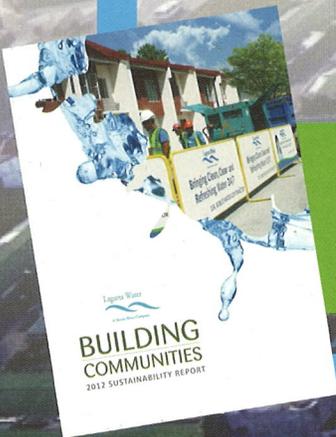
WATER SYSTEM LOSSES

48%



WATER DELIVERED TO CUSTOMERS

11 MLD



In 2012, Laguna Water became the only water service provider operating in the cities of Biñan, Santa Rosa and Cabuyao to publish a Sustainability Report that is compliant with the Global Reporting Initiative's (GRI) G3.1 Level C standard. GRI is a leading organization that pioneered and developed a comprehensive Sustainability Reporting Framework widely used around the world.

Communities

Customers at the heart of it all

(2009) Laguna Water (as of 2014)

	90,016
	60%
	24 hours
	15 psi
Water	100% compliance to PNSDW
	12%
	92 MLD

WATER LOSSES



LESS LEAKS
TRANSLATE TO
MORE WATER
RECOVERED FOR
CUSTOMERS

LAGUNA WATER is now the largest water service provider in the Province of Laguna.

WATER: FUEL FOR GROWTH

The development of Laguna's water supply goes hand in hand with its economic growth

In the years ahead, the Province of Laguna is positioning itself as a thriving economic space with loads of potential in agricultural, industrial and commercial growth.

With the continuing influx of tourists, entrepreneurs and migrants, the province anticipates the upward trend in both real estate and commerce to continue. Given all these, Laguna Water commits to do its share of providing solutions by delivering sustainable water service to fulfill both the needs of transient visitors and local residents.

Consistent with its vision and commitment to the province, Laguna Water shall continue to reach out to more unserved and underserved areas in a manner that protects the environment and uplifts the quality of life of all its stakeholders.

Laguna Water is determined to continue providing an environment conducive for both business and urban living through programs that provide local stakeholders, particularly poor communities, access to clean and affordable water supply whilst promoting inclusive opportunities for locals to grow alongside the company.

Laguna Water thus welcomes its role to drive growth and work hand in hand with the people of Laguna.

A Vision for the Future

Laguna Water's aspiration is to extend access to 24/7 potable water supply to all residents of Laguna as it endeavors to become one of the biggest full service water companies in the country.

The company's expertise on bulk water supply, non-revenue water reduction, used water, concessions and other related services leverage on its brand of service quality, customer-centricity and operational efficiency.

TOTAL POPULATION IN LAGUNA: **2.8M**

- **Laguna Water Base Concession**

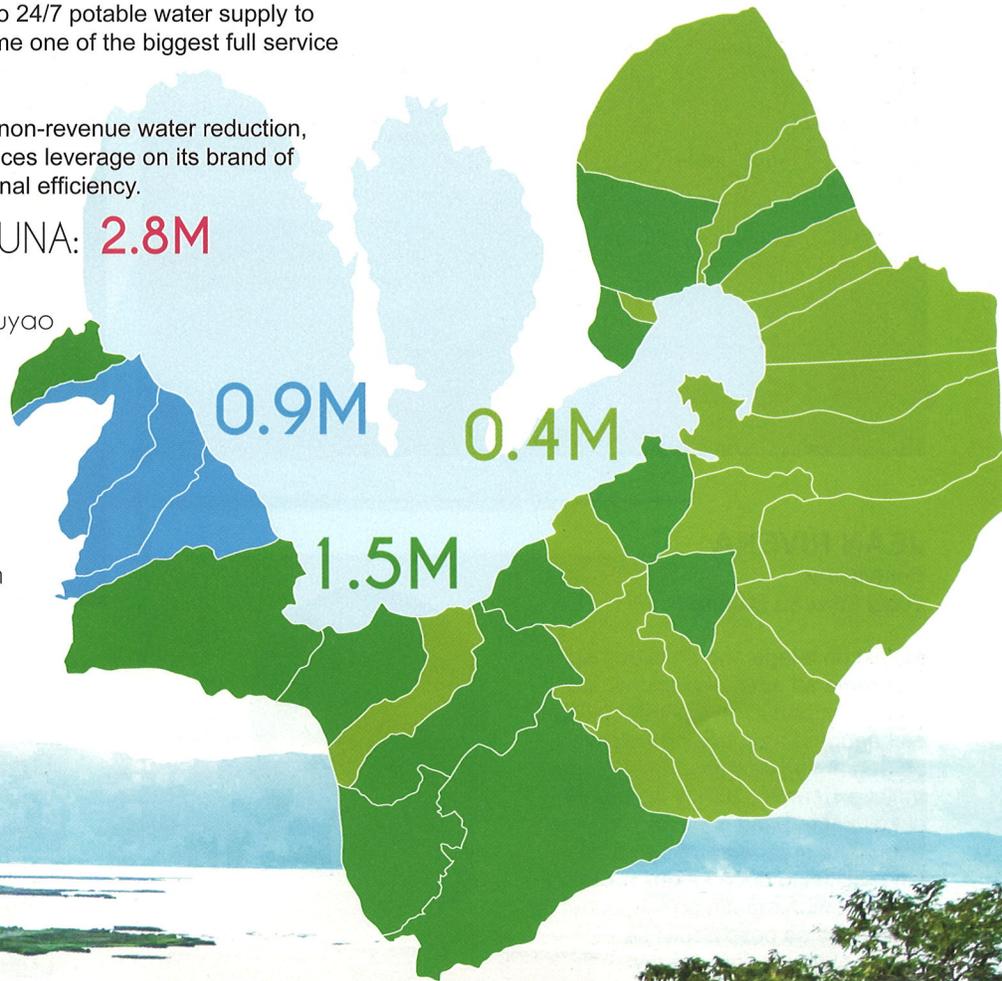
- 3 Cities - Biñan, Sta. Rosa and Cabuyao

- **Water Districts**

- 13 Cities and Municipalities operated by 10 water districts

- **Local Government Units**

- 6 Municipalities with water system
- 8 Municipalities without water system



WHAT OUR PARTNERS AND STAKEHOLDERS SAY

CARMELITA ENDRENAL

*Customer,
Laguna Water*



We started with a small store. We would sell chicken porridge, or spaghetti. Our rice used to be yellowish. When Laguna Water came, our rice looked better, whiter. Even the utensils looked cleaner. It was no longer yellowish. The water supply is continuous, and the water pressure is strong.

JEAN RIVERA

*Beneficiary,
Tubig Para Sa Barangay*

Malaki po talaga ang naitulong ng programa sa amin dahil simula po na magkaroon kami ng tubig galing sa Laguna Water, naging maalwan po ang aming pamumuhay. Dati po malayo sa aming bahay ang igiban at kailangan pang gumising ng mga bata nang maagang-maaga para lang makaligo doon sa poso. Bukod pa roon, mahirap din po magbuhat ng tubig mula sa poso pauwi sa bahay. Napakalaking bagay po noong magkaroon na kami ng malinis na tubig sa bahay namin.



CARLITO BARIRING

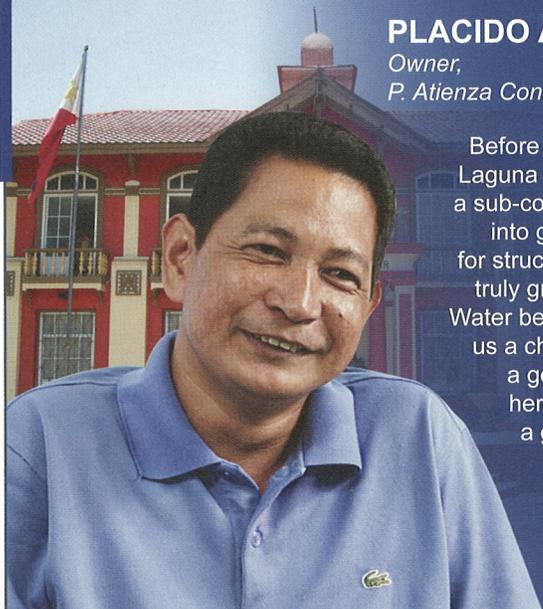
*Chairperson,
Sikap Builders Workers Cooperative*

Before Laguna Water came, the community was rather disorderly. People weren't working together and a lot were unemployed. Jobs were mostly unstable. Laguna Water worked with the community and gave us jobs. They trained us and gave us the roles of counseling, disconnection and reconnection. When we started, we did not even have an office that we could call our own. Today, we have a small office and our workers are given livelihood because of Laguna Water. I believe that in the continuing partnership with Laguna Water, our Cooperative can go far and achieve bigger things.



PLACIDO ATIENZA

*Owner,
P. Atienza Construction*



Before I became part of Laguna Water, I was just a sub-contractor. I wasn't into general contracts for structural works. I am truly grateful to Laguna Water because they gave us a chance to become a general contractor here. This has been a great help for us.

LEE BONGON

*Assistant Manager,
McDonald's Poblacion Branch, Cabuyao*

Simula nang dumating ang Laguna Water, hindi na namin naging problema ang pagkakaroon ng malinis na tubig. Masaya kami dahil bukod sa pagkakaroon namin ngayon ng malakas na pressure ng tubig, tuloy-tuloy na rin ang supply nito. Salamat sa Laguna Water dahil hindi na namin kailangan pang alalahanin ang tubig namin dito.



OLGA MADLANGBAYAN

*HR Specialist,
Laguna Water*

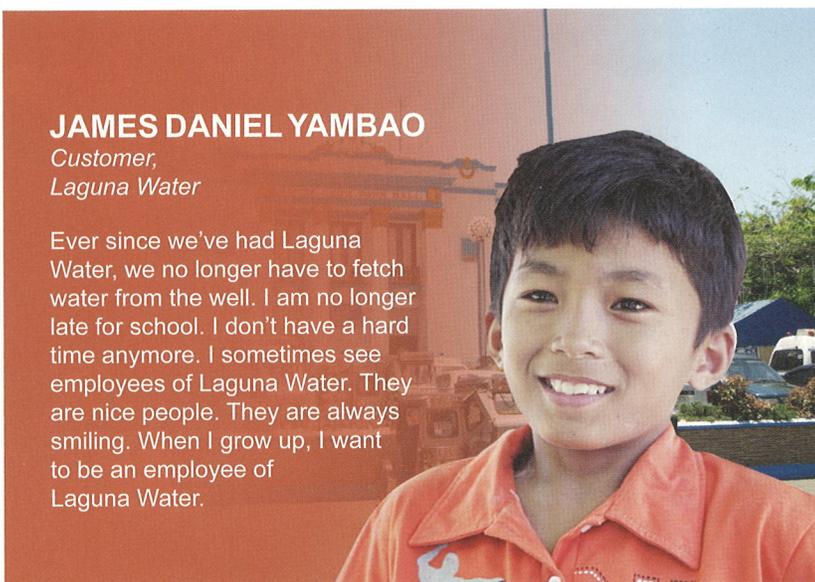
Up until now I would say that I am still continuously learning and growing professionally. The moment I knew what the future plans and vision that the management team has for Laguna Water, the more I realized that there were still so many things to learn and discover. The value that they put on people is very evident and I am thankful to be part of this company. I hope that Laguna Water will continuously help employees to be the best that they can be by providing the necessary skills and competencies that they need to effectively perform their roles and duties.



JAMES DANIEL YAMBAO

*Customer,
Laguna Water*

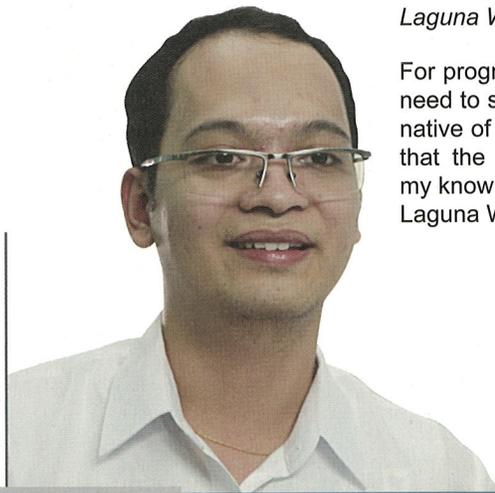
Ever since we've had Laguna Water, we no longer have to fetch water from the well. I am no longer late for school. I don't have a hard time anymore. I sometimes see employees of Laguna Water. They are nice people. They are always smiling. When I grow up, I want to be an employee of Laguna Water.



CHRISTIANE BATALLONES

*Business Development Manager,
Laguna Water*

For progress to happen in an area, you need to start in that very place. Being a native of Laguna, I get a sense of pride that the avenue and vehicle to share my knowledge and education is through Laguna Water.





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