

Our Contribution to Severe Weather and Disaster Risk Management

In 2012, the Aboitiz Group embarked on a milestone project, its biggest CSR initiative to date.

We partnered with Meteomedia, a leading Switzerland-based weather services organization, to establish WeatherPhilippines Foundation (WPF). A non-profit organization accredited with the Philippine Council for NGO Certification, it now operates a premiere weather forecasting system that provides free and accurate weather forecasts as a public service to the Filipino nation.

WPF supports the government's efforts in reducing weather-related disaster risks in the country, enabling timely response to variable weather conditions to avoid loss to life and property.

Aboitiz Foundation Inc. and UnionBank provide the funding to purchase and install about 1,000 weather instruments and devices nationwide in WPF's first two years of operations. Meteomedia, for its part, will provide the necessary technology to operate the system and generate accurate and localized weather forecasts.

Strategic pillars

WPF operations are guided by three strategic pillars: technology, partners, and communication.

We install compact, fully automated weather stations (AWS) using the latest weather sensor technology that transmits localized weather information. Each unit measures temperature, pressure, humidity, solar radiation, wind direction and speed, using ultrasonic sensor technology to take wind measurements. It also measures the amount of rainfall in any given location.

Complemented with dataloggers from the Advanced Science and Technology Institute (ASTI) of the Department of Science and Technology (DOST), weather information is transmitted to Meteomedia servers every 10 minutes. These weather stations are unmanned and completely solar powered.

As of March 2013, WPF has deployed a total of 230 AWS nationwide: 117 in Luzon, 47 in Visayas, 56 in Mindanao, and 10 mobile storm trackers.

To ensure the sustainability of WPF, we rally the support of partners. The speedy deployment of the AWS is a result of our partnerships with the League of Provinces of the Philippines (LPP) and League of Cities in the Philippines (LCP).



Senior specialist Mike Padua does "severe weather warnings" and "typhoon tracking" for WeatherPhilippines Foundation



WeatherPhilippines Foundation has hundreds of automated weather stations across the country

Several donors in the private sector have also pledged to support WPF to make it sustainable. Platinum sponsors SM Investments Corp., Nickel Asia Corp./Sumitomo Metals Mining Co. Ltd., International Container Terminal Services, Inc., and Vista land & life Scapes are each donating P25 million over a period of 10 years. Gold sponsors include Aboitiz business units VECO, Davao light, Hedcor, and SN Aboitiz Power.

We affiliate and coordinate with various scientific, governmental and non-governmental agencies for the supply of weather information. We collaborate with the DOST to improve weather forecasting and develop local weather equipment and technology with the ASTI. We are working to build on this partnership, further, by working on areas for collaboration with PAGASA and Project NOAH.

Communication enables the maximum effectiveness of the WPF. We capitalize on the power and reach of the Internet and social media but also make use of traditional TV, print, radio and IGU media channels to ensure that critical localized weather information reaches every barangay even in far-flung areas.



Through Pilmico, we disseminate the information through ICD screens set up in its retail outlets nationwide. Similarly, SM Malls with their lobby ICD screens will provide additional venues to communicate WPF's localized weather information.

Our Forecast for the Future

WPF will step up its deployment plan and install an additional 550 AWS and 55 lightning detectors in 2013 to further strengthen technical differentiation. Other donors will also enhance WPF's ability to secure more weather assets.

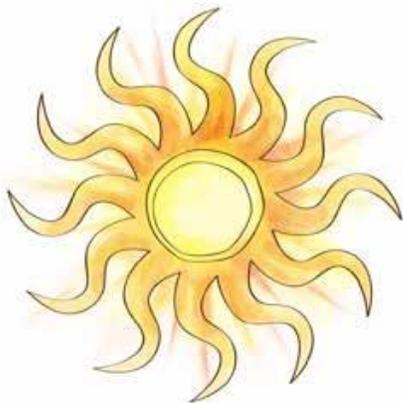
We will continue to conduct city and provincial instructional sorties for our stakeholders on the use of the WPF portal, www.weather.com.ph, which features a wealth of weather information. Provincial and city public information officers, disaster risk reduction and management leaders, and administrators will be invited to attend these instructional sessions.

WPF and the LCP recently signed a memorandum of understanding to establish a collaborative link for weather-related disaster risk reduction and management capacity-building.

We are also working out partnerships with news and media organizations so weather information gathered through WPF can also be disseminated through additional tri-media channels. We will work to employ SMS and social media technologies to widen our receiving audience.

We will pursue securing additional donors and sponsors to ensure WPF's sustainability in at least the next 10 years.

As WPF continues to get more support and commendations nationwide, it is well on track to realizing its vision to be the trusted and most reliable private weather information organization in the country.



Deployed AWS in the Country



Major Areas

- Luzon
- Visayas/Mindanao
- Palawan/Sulu Sea

Luzon

- NCR
- CAR
- Ilocos
- Cagayan Valley
- Central Luzon
- CALABARZON
- MIMAROPA
- Bicol

Visayas

- Western Visayas
- Central Visayas
- Eastern Visayas

Mindanao

- Zamboanga Peninsula
- Northern Mindanao
- Davao
- SOCCSKSARGEN
- CARAGA
- ARMM