

SIXTEENTH CONGRESS OF THE REPUBLIC )  
OF THE PHILIPPINES )  
First Regular Session )



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SENATE  
P. S. R. No. 225

RECEIVED BY: *ji*

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Introduced by Senator Miriam Defensor Santiago

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RESOLUTION

DIRECTING THE PROPER SENATE COMMITTEE, TO CONDUCT AN INQUIRY IN AID OF LEGISLATION, ON ENCOURAGING COMPANIES TO IMPLEMENT CORPORATE SOCIAL RESPONSIBILITY PROGRAMS IN THE COUNTRY, FOLLOWING THE RESULTS OF THE RECENT NIELSEN GLOBAL SURVEY ON CORPORATE SOCIAL RESPONSIBILITY

WHEREAS, the Constitution, Article 2, Section 20 provides: "The State recognizes the indispensable role of the private sector, encourages private enterprise, and provides incentives to needed investments";

WHEREAS, the *Manila Bulletin* in its 12 August 2013 issue reported that seven out of ten Filipino consumers are willing to pay more for goods and services from companies that have implemented corporate social responsibility (CSR) programs that give back to society;

WHEREAS, the news report cited the Nielsen Global Survey on Corporate Social Responsibility where more than 29,000 Internet respondents across 58 countries participated;

WHEREAS, officials from Nielsen Philippines were quoted saying "The positive view of Filipino consumers towards corporate social responsibility runs high. In order to continue getting the support of consumers, authenticity is key. Companies should ensure that their social impact programs remain true to the company's vision, values and business objectives;"


WHEREAS, the survey also reported that most markets in Southeast Asia are most likely to say they had spent more on products and services from socially-responsible companies citing positive results from respondents in Thailand and Indonesia;

WHEREAS, the news reported the Nielsen official encouraging companies to implement their CSR program, and he was quoted saying "Companies can do more to connect with consumers through social projects. To have a stronger engagement with consumers, companies should re-access responsibility, work towards sustainable innovation and develop clear and strong messaging";

WHEREAS, Congress, responding to this latest survey, should consider passing meaningful legislation that encourage companies based in the country to implement CSR programs to boost both economic growth and complement government programs aligned with the objectives of a company's CSR program;

WHEREFORE, be it hereby resolved by the Philippine Senate, to direct the proper Senate committee, to conduct an inquiry in aid of legislation, on encouraging companies to implement corporate social responsibility programs in the country, following the results of the recent Nielsen Global Survey on Corporate Social Responsibility.

Adopted,

*act.*  
  
MIRIAM DEFENSOR SANTIAGO

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