

Nomination: 19199

Empowering farmers, enriching communities: the transformative impact of Pilipinas Shell Foundation, Inc.

Page: General Information
Name of Organization / Company Shell companies in the Philippines (SciP)
Logo Download File (https://asiasteveawards.secure-platform.com/file/29008/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyOTAwOCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9-IxKWSUzg?CMYK%20-%20Shell%20Pecten.jpg)
Web Site Address https://www.shell.com.ph/ (https://www.shell.com.ph/)
Page: Entry Information
Entry Title Empowering farmers, enriching communities: the transformative impact of Pilipinas Shell Foundation, Inc.
Category C01 - C12 Award for Innovation in Communications / PR > C01. Award for Innovation in Community Relations or Public Service Communications
Submission Format An Essay of up to 625 Words

Essay

Pilipinas Shell Foundation, Inc. (PSFI), the social development arm of Shell companies in the Philippines, transforms lives and cultivates a future filled with opportunities by uplifting and empowering individuals and communities. From its humble beginnings in 1982 and starting with five (5) programs, PSFI has grown in impact and reach. Now, the Foundation currently sustains over 30 programs nationwide.

Among the key priority areas of PSFI is food security and nutrition and the through the initiatives Shell Training Farms, Integrated Farming Bio-Systems (IFBS) and the Palawan Eco-Agro Park (PEAP), the Foundation provides farmers with training and resources to increase their knowledge on sustainable agriculture practices and farm entrepreneurship.

Shell Training Farms

In 1991, PSFI established the first Shell Training Farm in Camarines Sur to assist low-income smallholder farmers in the Bicol Region. With the same intent to support farmers in Luzon, the Foundation established the Shell Training Farm in Pililla, Rizal in 2008. Another was established in Palawan as part of the Palawan Eco-Agro Park (PEAP). Aside from capacity building initiatives, Shell Training Farms also link farmers-beneficiaries to potential produce buyers to increase their sales and income. In 2022, the program continued with the following milestones:

- 336 farmers were trained in IFBS;
- 124 were upskilled in business management, financial management, and food processing;
- 100 rice farmers were trained in producing high-quality inbred rice and in farm mechanization at the Bombon site;
- 53% increase in farmers' income and a 56% increase in farm production among the trained farmers who received farm inputs;
- 11 staff and crew of 2 Shell Mobility stations in Cavite also acquired skills in urban vegetable gardening under the Pililla micro-farm project. They were able to harvest 172 kgs of vegetables.

Integrated Farming Bio-Systems (IFBS)

IFBS is one of PSFI's longest-standing initiatives, designed to train farmers on appropriate farming technologies and enhance farm entrepreneurship skills. In 2022, IFBS has achieved the following:

- Angat-Buhay beneficiaries in 11 Municipalities in Camarines Sur, with 336 graduates;
- 5 farmer groups received infrastructure, equipment and input support;
- 170 farmers increased their land use;
- Further upskilling was conducted for 136 selected graduates of the program on topics ranging from seedling production and nursery management, basic bookkeeping, to vegetable food processing;
- The program also released interventions worth PHP 888,930 intended for community farm development projects and other agricultural initiatives;
- 20,140 farmers trained.

Palawan Eco-Agro Park (PEAP)

PEAP serves as a sustainable training, demonstration, and information center for agricultural and entrepreneurial opportunities fit for Palawan's growing economy and vulnerable environment.

To further support its objectives, the PEAP launched the El Nido Food Terminal (ENFT) North Branch in January 2022 to help farmers sell their produce at reasonable prices and lower the costs of agricultural commodities in El Nido. The food terminal, operated by the Asosasyon ng mga Magsasaka at Mangingisda sa Munisipyo ng El Nido, Inc. (AMMMENI) garnered a total sales in the amount of Php 7.31 million. Some of the key achievements include:

- 331 farmers increased their income by at least 20%'
- 61 farmers applied skills in ENFT operations;
- 345 farmers applied organic farming practices in their own farms;
- 532 farmers increased sales from ENFT operations;

Beyond agriculture, PSFI's impact extends into areas such as health and safety, education, livelihood, and environmental conservation. Its holistic approach to social development addresses the interconnected challenges faced by vulnerable communities in the country, paving the way for meaningful and lasting change.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

Download File (https://asiasteveiewards.secure-platform.com/file/29016/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyOTAxNiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9yaLKx3HiW5oRzoL7qIASGygJzfk6_9M?PSFI-2022-Annual-Report-Spreads.pdf)

File 2

Download File (<https://asiasteveiewards.secure-platform.com/file/29018/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyOTAxOCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9SPC-annual-and-sustainability-report-2022.pdf>)

File 3

No File Uploaded

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

<https://www.facebook.com/pilipinasshellfoundation/posts/pfbid02TqmtKBYnfgWk1yPAD2buotBWq4L2oq4vBc3iHgSDfE2eQxUb5wFLAzroZXsow6owI>
(<https://www.facebook.com/pilipinasshellfoundation/posts/pfbid02TqmtKBYnfgWk1yPAD2buotBWq4L2oq4vBc3iHgSDfE2eQxUb5wFLAzroZXsow6owI>)

URL 2

<https://www.facebook.com/pilipinasshellfoundation/posts/pfbid0bLm1VdZHo6273E1bU6fdsK1trqE5rHXg8hEDw4yud9nmtRv22iTRJVGaWBZqnMxjl>
(<https://www.facebook.com/pilipinasshellfoundation/posts/pfbid0bLm1VdZHo6273E1bU6fdsK1trqE5rHXg8hEDw4yud9nmtRv22iTRJVGaWBZqnMxjl>)

URL 3

https://www.searca.org/news/psfi-searca-strengthen-ties-strategizing-partnership-workshop?fbclid=IwAR3Pc-UpNb2yEI8tuo1PINK_WaXDqvA_Le1bf_xyKJTVCZvsslzTr4E7Yi0
(https://www.searca.org/news/psfi-searca-strengthen-ties-strategizing-partnership-workshop?fbclid=IwAR3Pc-UpNb2yEI8tuo1PINK_WaXDqvA_Le1bf_xyKJTVCZvsslzTr4E7Yi0)

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree