

Nomination: 20666

SM Store's Shop&Share movement: Bridging access to MORE communities!

Page: General Information
Name of Organization / Company SM Mart Inc
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Web Site Address https://smstore.com/ (https://smstore.com/)
Page: Entry Information
Entry Title SM Store's Shop&Share movement: Bridging access to MORE communities!
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

Bayanihan—the spirit of generosity and shared responsibility—has long been at the pride of Filipino culture. At SM Store, we are dedicated to preserving this tradition for future generations. In 2023, this commitment gave rise to Shop&Share, a movement that seamlessly integrates giving into everyday shopping. Through this initiative, customers can purchase curated donation kits at subsidized prices, transforming routine transactions into meaningful contributions for those in need. By simplifying the practice of altruism, Shop&Share ensures that bayanihan remains as a living force that thrives in modern retail.

Through Shop&Share, we are committed to bridging access to MORE communities by:

- Mobilizing generosity through retail
- Outreach that transforms lives
- Responsive solutions to community needs
- Elevating social responsibility

Shop&Share also aligns with the United Nations Sustainable Development Goals (SDGs) by supporting No Poverty (SDG 1) with livelihood programs for underserved communities, promoting Good Health & Well-Being (SDG 3) through hygiene essentials and health-related initiatives, advancing Quality Education (SDG 4) by providing essential learning materials and digital hubs, fostering Decent Work & Economic Growth (SDG 8) through business-driven philanthropy, and addressing Reduced Inequalities (SDG 10) by reaching marginalized sectors. Additionally, it reinforces Partnerships for the Goals (SDG 17) by collaborating with organizations and stakeholders to maximize impact. This framework earned international recognition, winning the Bronze Stevie Award for Innovation in Community Relations or Public Service in 2023. Building on this success, Shop&Share expanded in 2024 with dynamic programs that strengthen SM Store's role as a bridge between stakeholders and communities.

1. Shop&Share for Women (March2024)

- Partnered with SM Beauty, Girl Scouts of the Philippines, SM Foundation partner public schools, and UN Women's partner NGOs.
- 5,000 young Filipinas received menstrual hygiene education and essential hygiene kits.
- Promoted awareness, inclusivity, and dignity for young women, ensuring no girl feels excluded due to menstrual challenges.

2. Shop&Share for Education (June2024)

- Collaborated with SSI, SM Foundation partner public schools, DepEd offices, and World Vision Philippines.
- Distributed 12,000 back-to-school kits to nearly 80 public schools nationwide.
- Improved student attendance in the crucial first weeks of the academic year.

3. Shop&Share Shoes (September2024)

- In partnership with SM Foundation partner public schools, DepEd, World Vision Philippines, Good Neighbors Philippines, and UNICEF Philippines.
- Distributed 15,000 brand-new, well-fitted 2-in-1 school shoes (regular school days and physical education classes) to students in nearly 100 public schools, NGOs, and underserved communities.
- Improved attendance and participation in school activities

4. Shop&Share for Tech Education (September2024)

- Partnered with Mastercard to establish 4 digital learning hubs in SM Foundation partner schools.
- Benefited nearly 10,000 students and teachers, improving digital literacy and technical education ratings

5. CSR Day 2024 (October2024)

- Engaged more than a hundred Volunteer Teams with over a thousand employees from the SM Retail network to participate in community service initiatives.
- Strengthened employee involvement in CSR, fostering a culture of giving back.

6. Shop&Share a Toy (December2024)

- Collaborated with Toy Kingdom, SM Foundation partner public schools, World Vision Philippines, Good Neighbors Philippines, and the Rotary Club.
- Distributed 6,000 brand-new educational toys to SPED schools and typhoon-affected communities.
- Enhanced learning and play opportunities for children

Shop&Share is more than just a platform—it is a movement with lasting purpose. Our mission is to spark awareness, drive meaningful engagement, and create sustainable solutions to pressing societal challenges.

Rooted in the spirit of bayanihan, Shop&Share transforms everyday generosity into a lasting force for good, carrying forward the Filipino tradition of shared responsibility and ensuring that if there are people in need, it will remain a bridge to hope, access, and opportunity—just as bayanihan has stood the test of time.

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 2022, **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

[REDACTED]

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File 3

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File 4

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File 5

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File 6

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File 10

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Do You Have Website URLs you would like to link to

Yes

URL 1

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URL 2

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URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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