

CORPORATE SOCIAL RESPONSIBILITY



Bethel General Insurance and Surety Corporation Reinforces ESG Commitment Through “Linis Linang” Environmental Program in Mauban, Quezon

April 6, 2024 – Mauban, Quezon

In line with its unwavering commitment to environmental protection and social responsibility, under its ESG (Environment, Social, Governance) policy, Bethel General Insurance and Surety Corporation (Bethel Gen) once again successfully implemented its environmental initiative, “Linis Linang,” through the “Plastic Palit Premyo” program. The said initiative was held in Barangay San Gabriel, Mauban, Quezon—a developing community that welcomed and actively participated in the program.

As the country continues to experience the adverse effects of climate change—ranging from rising temperatures to increased waste generation—Bethel Gen recognizes the critical importance of sustainable and inclusive programs. The “Plastic Palit Premyo” represents this mission, uniting plastic waste collection with incentives that reward environmentally conscious behavior.

Program Overview and Objectives

The “Plastic Palit Premyo” program is intended to encourage residents to collect, clean, and turn in plastic waste. For every sack of clean plastic waste, participants received one raffle ticket that granted them a chance to win household prizes.

Held on April 6, 2024, at 2:00 PM, the event was coordinated in partnership with local officials from Barangay San Gabriel and was made successful through the collective effort of community residents, barangay staff, and volunteers—including several dedicated employees of Bethel Gen.

Raffle Prizes

The raffle tickets granted the participants a chance to win the following household prizes:

- 1 Electric Bike
- 10 Flat Irons
- 10 Thermos Bottles
- 5 LED Lights
- 5 Rechargeable Desk Fans
- 5 Bath Towels
- 10 Pillows with Pillow Cases

Long-Term Environmental Impact

Beyond the raffle and community event, Bethel Gen is committed to ensuring the program's lasting impact. All collected plastic waste will undergo a multi-stage process that includes:

Sorting – to separate usable plastics from contaminants,

Shredding – to prepare the material for industrial reuse,

Processing – wherein the shredded plastic is transported to a certified facility capable of converting waste into new, usable products and other sustainable materials.