



Livelihood seminar on small-scale businesses



2008 JCI Creative Young Entrepreneur Award



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Corporate Social Responsibility

We will touch your life in a positive and meaningful way.

THE GIFT OF CHANGE 2008

Project Report

Robinsons Malls has continuously extended a helping hand to religious and non-profit organizations by making them beneficiaries of its ***"The Gift of Change"*** project. This project focuses on the three-core community needs: Education, Health, and Community Development.

Through a coin bank donation, Robinsons Malls conceptualized and initiated this advocacy campaign encouraging shoppers and visitors to contribute their spare change after shopping and dining in the commercial centers.

In the last five years, the coin bank donation campaign was able to help the Cardinal Sin Village in Sta. Ana, Manila, finish the construction of their community buildings and provide computers, old books, and various school supplies.

In partnership with Robinsons Malls tenants, the Gift of Change project organized a series of livelihood programs and seminars on entrepreneurship. Together with Sherill Quintana of *Kutitap*, Camen Mendez of *Jesi Mendez Salon*, and Lulu Rivera of *Ultima Pinoy*, the series of seminars aim to educate people on sustainable small-scale businesses.

ROBINSONS MALLS ENTREP CORNER 2008

Robinsons Malls have been aggressively encouraging students from various colleges and universities to showcase and feature their entrepreneurial skills through the “**Entrep Corner.**” The Entrep Corner has become a competitive and learning venue for students to exhibit their innovative products and services in an actual retail and shopping mall environment.



Miriam College Entrep 2008



La Salle Entrep 2008

In 2008, RLC was able to successfully host four Entrep Corner exhibits featuring Miriam College, La Salle–Dasmariñas, San Beda College and La Salle–Lipa. A total of 74 student companies were able to join and benefit from this educational and dynamic project.

Creative Young Entrepreneur Awards

In its second year of partnership, RLC together with JCI Philippines (Junior Chamber International), conducted the contest dubbed the **Creative Young Entrepreneur Awards**. This endeavor takes RLC's involvement in entrepreneurship to a national scale, recognizing aspiring future business leaders.





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