

MPTC to fortify efforts in promoting safer roads for children

Metro Pacific Tollways Corp. (MPTC) continues its commitment to promoting sustainable and inclusive growth through its tollway operations by integrating child rights and road safety into its core initiatives.

Over the years, its business units — NLEX, MPT South, CCLEC, and MPT Mobility — have launched impactful programs, educational campaigns, and partnerships aimed at fostering a brighter future for young generations.

“As a company and as individuals dedicated to fostering economic and social development in our communities while minimizing our environmental impact, we stand united with various socio-civic organizations and the private sector to further this

mission. Together, we strive to uphold children’s rights — ensuring they are heard, empowered, and provided with a safe and healthy environment. At MPTC, our goal is to create safer roads for our children, enabling them to pursue their future and lead healthy, happy, and productive lives,” stated Atty. Cynthia Casino, Chief Corporate Governance and Head of Sustainability at MPTC.

In line with MPTC Group’s road safety efforts, NLEX Corp. launched a picture book titled “*Ang Bida ng Kalsada*” at the National Library of the Philippines to educate young minds on the values of responsible road usage. Featuring engaging stories and illustrations, the book aims to teach children about road safety.

NLEX Corp. has distributed 2,000 copies to Grades 3–6 students in 20 public schools within its host communities and to other organizations.

MPT South also launched an updated version of its “*Bayani ng Kalsada*” (*Bayani Ka*) book that teaches kids about road signs and familiarizes them with road safety, both in and out of expressways. The book has reached over 1,000 students, with over 420 copies of the updated book donated to participating schools, various libraries, and institutions.

On Nov. 20, MPTC lit several of its key structures in blue to demonstrate its commitment to creating safer roads for children in celebration of World Children’s Day. These structures included NLEX Corp.’s

headquarters in Balintawak, Caloocan; the NLEX Drive and Dine motorists’ rest stop in Valenzuela; MPT South’s LEED Gold-Certified South Hub in Imus City, Cavite; and the iconic Cebu–Cordova Link Expressway in Cebu.

As part of this initiative, MPTC also echoed the message of this year’s World Children’s Day by utilizing its expressway network assets through billboards that promote road safety for children and highlighting its shared commitment to provide a safer and empowered future for them. This message was also replicated on its online channels with the help of its business units.

MPTC took a significant stride this year to further integrate Child Rights and

Business Principles (CRBP) across its organization and reinforce its commitment to child rights and safety. The company held a four-day workshop in partnership with the Ateneo Human Rights Center (AHRC), with key representatives from its sister companies PLDT, Inc. and Smart Communications, Inc. To fortify its efforts, the organization is also preparing for its initiative to conduct a Child Rights Impact Assessment (CRIA) in 2025.

MPTC Group’s campaigns on child road safety have been recognized by numerous organizations, including the Department of Health’s Healthy Pilipinas Gold Award, the Asia CEO Awards, and the prestigious ESG Business Awards 2024.

Metro Pacific Tollways Group Goes Blue for World Children's Day 2024

Lit up in brilliant blue, our iconic infrastructures stood as a shining symbol of our commitment to amplifying children's voices and building a brighter future.

MPTC illuminated its key landmarks: NLEX Corporation headquarters in Balintawak, Caloocan City, MPT South headquarters in Imus, Cavite, NLEX Drive & Dine motorist rest stop in Valenzuela City, and the Cebu-Cordova Link Expressway (CCLEX) in Cebu.

