



SUSTAINABILITY CORNER BY OKADA GREEN HEART



Purposeful Giving at Okada Manila's Christmas Carnival

From festive celebrations to meaningful moments, Okada Manila once again demonstrated how the holiday season can be a platform for positive change through the Sustainability Corner by Okada Green Heart at the Christmas Carnival 2025. From November 18, 2025 to January 4, 2026, the initiative continues to promote sustainability and community empowerment into the heart of one of the resort's most anticipated seasonal celebrations.

Now in its second year, the Sustainability Corner reflects Okada Manila's continued commitment to using its reach and influence to support communities, creating impact that extends well beyond the season.

Collaboration at the Heart of Sustainable Impact

The Sustainability Corner came to life through partnerships with non-government organizations (NGOs) and community-based enterprises that champion inclusive and sustainable livelihoods. The initiative was led by Okada Manila's Corporate Marketing and Communications division—through its Media Relations and Partnerships team—under the Okada Green Heart program, in collaboration with the Destination Marketing team.



"What makes the Sustainability Corner meaningful for us is the chance to work closely with partners who are doing important work on the ground. By giving them space at the Christmas Carnival, we are able to help them reach more people and share the stories behind their products. It is a simple idea, but it can make a real difference for these communities."

Reddy Leong

Vice President for the Corporate Marketing and Communications Division

This project continues to support indigenous communities, local farmers, small businesses, and marginalized sectors, creating a platform where holiday celebration is translated into meaningful economic opportunity. Partners, including Katutubo't Lokal and Maginhawa Eco Store, were provided complimentary booths at the Christmas Carnival, allowing them to help artisans, farmers, and community enterprises sell products that are rooted in ethical sourcing, cultural heritage, and environmental care. This helps them reach wider audiences while sharing the stories behind their work.



Where Every Purchase Supports a Greater Purpose

Set within one of the season's most visited attractions, the Sustainability Corner invites guests to discover thoughtfully made products rooted in ethical sourcing, cultural heritage, and environmental care, turning holiday shopping into a meaningful way to support artisans, farmers, and community enterprises.



"The holidays are a time when people naturally come together, and we wanted to use that moment to do something purposeful. Through the Sustainability Corner, we are supporting the people and communities behind the products, and inviting our guests to be part of that story in a meaningful way."

Niza Forschler

Associate Director for Media Relations and Partnerships,
Corporate Marketing and Communications



Why This Matters:

Guided by the Talent and Community pillar of Okada Green Heart, the Sustainability Corner reflects Okada Manila's belief that hospitality goes beyond service and embraces stewardship and shared responsibility. By embedding sustainability into a key guest experience, the resort reinforces its role not only as a premier destination, but as an active partner in building more inclusive and resilient communities.

Join the Okada Green Heart Movement

At Okada Manila, every initiative is an opportunity to create positive change. Through the Sustainability Corner, we reaffirm our commitment to empowering communities and supporting responsible consumption by giving purpose-driven partners a platform to grow. We invite guests, partners, and team members to make mindful choices that uplift livelihoods, preserve culture, and help build a more sustainable future for all.

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