

In the year 2004, members of the Wild Bird Club discovered a birdwatching site along the Coastal Road in Parañaque. Birdwatchers started counting and recording the number and the different types of species in that area which surprisingly became the number one site in Metro Manila for having the most number of species found in one area. Because of this, the Wild Bird Club partnered with DENR-NCR to conduct a census of waterbirds which was submitted annually. From this data gathered, on 2007, Presidential Proclamation 1412 declared the establishing of a “Critical Habitat and Ecotourism Area within the Coastal Lagoon of Las Piñas and Parañaque.”

The Las Piñas Parañaque Critical Habitat and Ecotourism Area (LPPCHEA) is considered as the last natural bastion in Metro Manila. It has a bird sanctuary, a collection of indigenous plants and trees, a 36-hectare mangrove forest, coastal lagoon, and a beach area. As a critical habitat, a lot of individuals and different organizations have been doing efforts to give it its well-deserved utmost protection.

One of the organizations that had an urge to preserve and protect this area is AllHome. AllHome created a program called “AllHome Builds”



This initiative aims to promote sustainable lifestyle for all its stakeholders. AllHome Builds is a series of program that helps address today’s most relevant social and environmental issues with the aim of reducing the carbon footprint of not just its stores, but the communities it operates in.

On September 3, AllHome organized a clean-up drive at the Las Piñas-Parañaque Critical Habitat & Eco-Tourism Area (LPPCHEA) which was attended by 150 AllHome employees. The clean-up aims to prevent disasters caused by floods in the area. During the said activity, they were able to collect 155 sacks of trash which is equivalent to 1,421.7 kg of garbage, these were segregated by different kinds such as plastic, rubber, styrofoam and pet bottles. By educating its employees on the importance of looking after the environment, AllHome hopes that they will make choices and decision that protects and conserves the environment.

