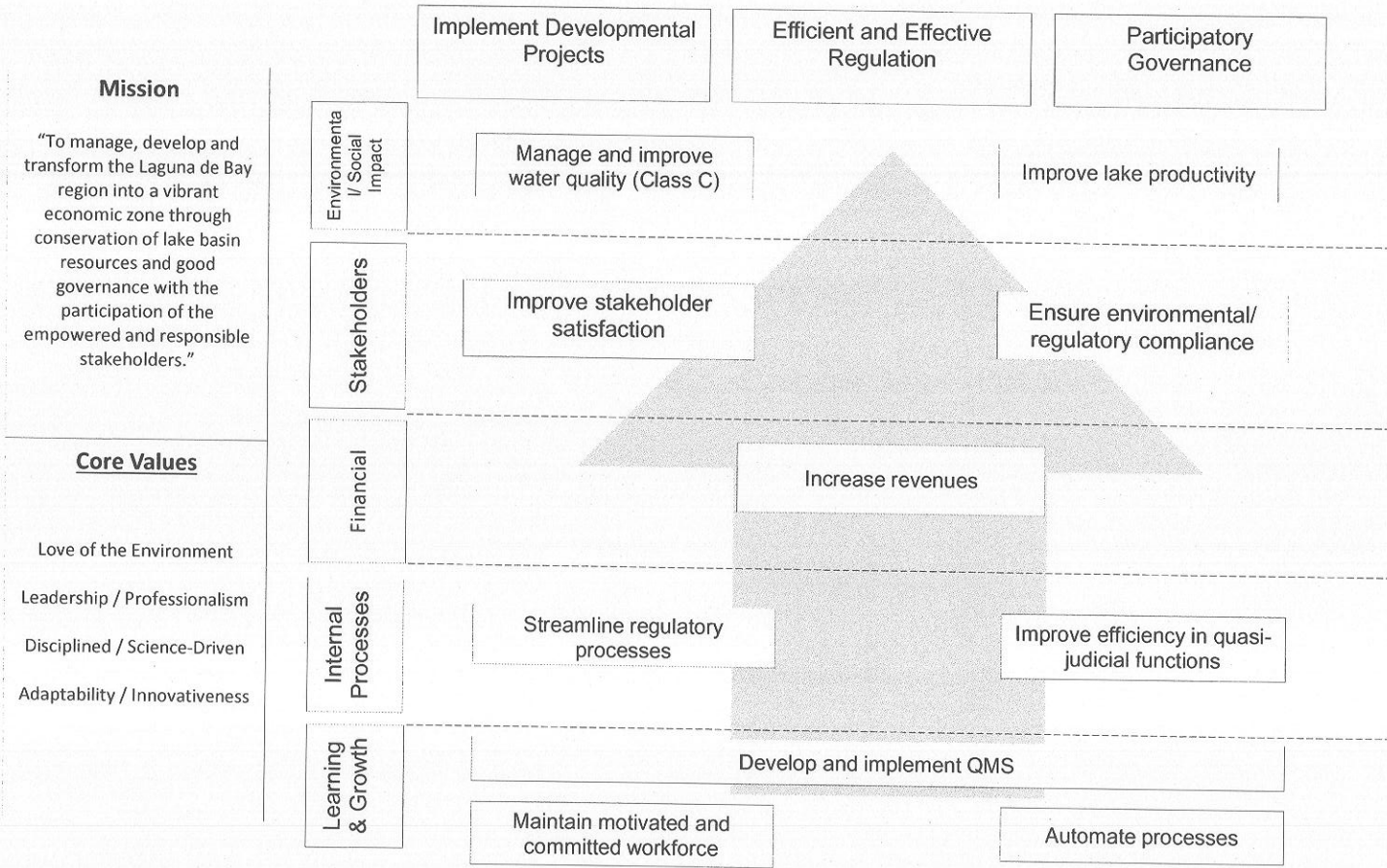


**LAGUNA LAKE DEVELOPMENT AUTHORITY
STRATEGY MAP**

Vision: "By 2040, the Laguna de Bay basin is an ecologically balanced resource that fosters vibrant economic development and sustains the needs of the present and future generations through the participation of empowered and responsible stakeholders."



Mission

"To manage, develop and transform the Laguna de Bay region into a vibrant economic zone through conservation of lake basin resources and good governance with the participation of the empowered and responsible stakeholders."

Core Values

- Love of the Environment
- Leadership / Professionalism
- Disciplined / Science-Driven
- Adaptability / Innovativeness

Remarks

Reassess the objectives under the Social Impact perspective.

For GCG:

ATTY. GENE CARL L. TUPAS
Director

For LADA:

CESAR R. QUINTOS
Division Chief III, Policy
Planning and Information
Management Division