

# GREAT Women Project



## Development of the GREEN Kit

Rekindling Gender Mainstreaming  
in DENR's Forest Management Bureau



Philippine  
Commission  
on Women

January 2012

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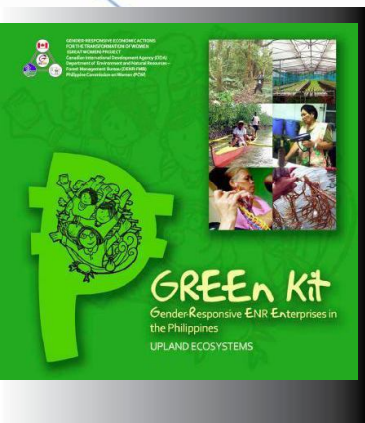
## Rekindling Gender Mainstreaming in DENR's Forest Management Bureau

### Summary

*The Department of Environment and Natural Resources (DENR) and the Forest Management Bureau (FMB) maximized the opportunity opened by the GREAT Women Project to rekindle its gender mainstreaming initiatives. Through project implementation, DENR-FMB produced the GREEN Kit, a tool for national and local government. This tool also served to strengthen its environment and gender perspective in enterprise development.*

### The GREAT Women Project, DENR-FMB and the GREEN Kit

The Department of Environment and Natural Resources (DENR) is considered to be one of the leading government agencies that mainstreamed gender in its policies, systems and programs. Its GAD Focal Point System served as one of the models used by the Philippine Commission on Women (PCW) in influencing the government in installing mechanisms for gender mainstreaming. The Forest Management Bureau's (FMB) Community-Based Forest Management (CBFM) is one of its flagship programs that successfully integrated and instituted gender equality interventions.



In August 2008, PCW signed a Memorandum of Agreement (MOA) with the DENR to implement the GREAT Women Project. The objective of the partnership with the Department is to mainstream environmentally sound and gender-sensitive practices towards sustainable micro- and small enterprises. One of the three target outputs under the Agreement is the Gender-Responsive Environmental and Natural Resources Enterprises in the Philippines: A Kit for Upland, Lowland-Urban, and Coastal Ecosystems or the "GREEN Kit." The GREEN Kit is a two-volume technology kit providing livelihood options to environment and natural resources-based men and women entrepreneurs, producers and workers.

### The National Technical Working Group

To jumpstart project implementation, the FMB created its own national technical working group (NTWG) through Special Order 147 signed on August 28, 2008. The 18-member NTWG was specifically created to 'specifically to implement the DENR-FMB-PCW-CIDA GREAT Women Project.' The issuance of a special order reflected top-level support for the project, ensuring that a mechanism is in place to support project implementation. The intent of the policy, nonetheless, is to ensure that the bureau is pursuing gender mainstreaming through the project and the NTWG is the support mechanism to do so.

The NTWG spearheaded GREEN Kit preparation, by identifying and selecting livelihood technologies to be included in the GREEN Kit and consulting with stakeholders to develop the tool.

As the team prepared for the kit, the NTWG realized the need for a leveled-off understanding on gender to ensure that the kit captures not only environment concepts but, more importantly, gender concepts. Select NTWG members participated in a series of

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capacity building activities spearheaded by PCW. Learnings were echoed by the participating members in meetings; the task of developing the kit then started.

Technologies used by microenterprises in the local project partner areas were identified and a set of selection criteria was developed to screen which microenterprises will be featured in the kit. The criteria were as follows:

- Will the target readers be informed that in a particular environment and natural resource-based enterprise, the women play crucial roles (i.e., they lead) in not only in marketing, product design, and processing per se, but in the majority of the enterprise activities?
- What are the environmental and work safety measures accorded to both women and men in the enterprise?

Consultations were conducted with various divisions and regional offices of FMB, and across other bureaus of the Department such as the Environmental Management Bureau (EMB) and Protected Areas and Wildlife Bureau (PAWB). This participatory approach facilitated exchange and learning given the various offices' specializations and strengthening of relationships among divisions and bureaus in the Department.

The NTWG led the field work, review of materials, and writing of the kit; progress of kit development was monitored through regular monthly meetings. It faced, however, some project implementation issues, significant of which was the tendency among some members to perceive gender mainstreaming tasks as secondary.

"We had to consistently and consciously correct this misconception. We had to constantly remind them (NTWG) that these seemingly conflicting tasks are equally important; that their FMB line function is as valuable as gender mainstreaming within the institution," said Dr. Gwendolyn Bambalan, the GAD Focal Person and Officer-in-Charge of the Administrative Division of FMB.

Other project partners were also involved in kit development such as the Department of Trade and Industry (DTI), Department of Agriculture, target local government, the academe, among others. These consultations

"Learning GAD is a highly conceptual learning endeavor. The field visits allowed the NTWG to see and report truthfully what is happening on the ground. With gender analysis, we realized that women entrepreneurs could also do various entrepreneurial activities traditionally known to be done by men. Technology support was proven very important when aiming for a sustainable, gender-responsive, and ENR-based enterprise," stressed Dr. Gwendolyn Bambalan.



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As a result of the field visits, the NTWG compiled data on the following to substantiate the GREEN Kit:

- a) Enterprise processes – the basics in simplified the terms
- b) Gender analysis
- c) Economic benefits
- d) Ecological implications
- e) Marketing strategies
- f) Actual pictures of the enterprise activities
- g) Tips for future entrepreneurs.

The kit compiled the experiences of 63 micro- and small local enterprises throughout the country in making their enterprises environment- and women-friendly. It was launched on April 27, 2011, as the Philippines' official contribution to the International Year of Forests.

The NTWG, on the other hand, from its originally 18 members, currently has 28 members - 23 are women while five are men. Recommendations to sustain this mechanism are to further capacitate the NTWG on gender, and to initiate and promote systems to further recognize the contributions of GAD champions in the Department.



## About The Project

The Gender Responsive Economic Actions for the Transformation of Women (GREAT Women) Project is a governance and capacity development project that aims to promote and support a gender-responsive enabling environment for women's economic empowerment, particularly those in microenterprises.

The Philippine Commission on Women (PCW), the national machinery for the advancement of women in the Philippines, is the lead executing agency for the Project.

The Commission forged partnership with key national government agencies involved in micro-, small- and medium-scale enterprise (MSME) development and select local government units to create a gender-responsive enabling environment for women's economic empowerment. This project receives technical and financial support from the Canadian International Development Agency (CIDA).

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