

# GREAT Women Project



## Capacity Development Outcomes in Jagna

Integration of WEE Perspectives in Selected  
Local Plans and Policies



Philippine  
Commission  
on Women

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### Summary

This case study presents the GWP-initiated capacity development on women's economic empowerment undertaken by Jagna, Bohol, and its resulting WEE improvements in local municipal policies and plans.

### GREAT Women Project and the Municipality of Jagna

In February 2009, a Memorandum of Agreement was forged between the Provincial Government of Bohol and the Philippine Commission on Women to implement the GREAT Women Project; Jagna is one of the three municipalities chosen as project sites.



Jagna is a third-class municipality in southeastern Bohol. It is the only coastal town in the area with a commercial port facility along a major Visayas-Mindanao sea lane. It sits along the nautical tourism highway as an important gateway to Mindanao. It has a total population of 32,034, 49.9% of which are male and 50.1% female, based on 2007 national census data. It has 33 barangays covering a total land area of 12,063 hectares. While Jagna is considered a coastal town, only a few are into small-scale commercial fishing. Farming is the main occupation in 17 upland barangays of Jagna, where they grow coconut, vegetables, spices, rice, corn, rootcrops and bananas.

### Capacity of the Municipal Government of Jagna

The GREAT Women Project supported initiatives to develop Jagna's capacities in enhancing its major policies and plans. For one, in July 2009, Jagna local government participated in an orientation-workshop on social marketing which enabled the drafting of social marketing plans and applying buy-in approaches for various sectors to adopt women's economic empowerment as a policy. The Social Marketing orientation was participated in by the municipal technical working group, including department heads/officers and committee members and councils.

As a result of social marketing training, Jagna Municipality drafted a local communication plan directed toward messaging and communicating for achieving behavior change such as the formulation of GAD Code Enforcement Plan and a separate GAD Plan and Budget, creation of a GAD Office, regularly convening the Municipal GAD Code, and establishing a database of gender-related concerns in the economic aspect. Jagna initially planned to apply social marketing among the legislative and executive levels of the local government unit, initially beginning with the local chief executive (LCE) and the 13 department heads.

The local communication plan proposed these core messages for partner buy-in:

*GAD Code implementation will be easier when enabling mechanisms in the LGU are present. Involvement of local chief executives in strengthening an enabling mechanisms for WEE provides*

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*opportunities both for LGUs and LCEs to receive capacity-building and technical support from donor agencies. Through project involvement in strengthening an enabling environment, local government staff will be motivated to become change agents for gender and development.*

As a result, the municipality of Jagna committed to performing several communication activities, such as holding meetings/sharing sessions with the Local Chief Executive and the Department Heads/Offices on tasking and enforcing GAD, posting wall posters in different offices, and distributing project-branded communication collaterals as reminders of project goals and core messages.

In December 2010, the municipal technical working group acquired skills on formulating a Gender and Development Code which resulted to the enhancement of the existing municipal GAD Code. The enhancement consisted of incorporating provisions on women's economic empowerment as well as sections focusing on laborers, farmers, workers, children and the elderly. A set of Implementing Rules and Regulations for the GAD Code was likewise drafted.

After the conduct of an Orientation on the Magna Carta of Women in January 2011, the municipal government conducted a Symposium of the Magna Carta of Women was conducted with 33 barangays in Jagna, participated by barangay officials and women's organizations.

The Jagna LGU-sponsored orientations served as avenues to strongly advocate for the compliance of the municipal and barangay governments on GAD planning and budgeting as well as the creation of GAD Focal Points in municipalities and departments. The discussion also resulted to the awareness of the officials and women organizations in the barangay regarding the national mandate.

Given the Training-Workshop on Gender Analysis in March 2011, trained Jagna LGU officers and staff applied gender analysis into local plans, programs and activities, most important of which is the municipal Comprehensive Development Plan for 2010-2016. Major changes in the existing Comprehensive Development Plan were as follows:

- Comparison of enterprise ownership between men and women across sectors, reflecting that women own more businesses than men in retail and manufacturing sectors. (Data show that women own more businesses than men in trading and manufacturing sectors. While men tend to own businesses in the



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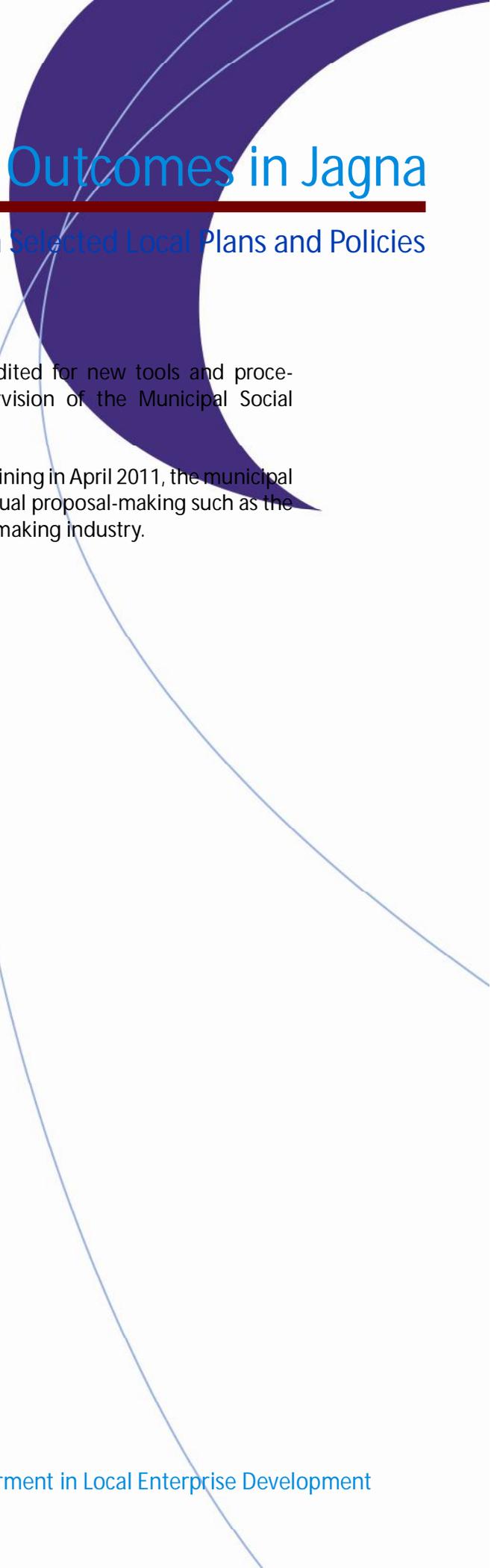
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agri-aqua sector and services. By income generated, trading, which is largely women-led, registers the highest gross annual income.)

- Inclusion of gender sensitivity trainings (GST) for municipal officials and staff to share a common understanding of gender issues. (Women's councils are actively represented in Municipal Development Councils. The municipality recommends the activation of Jagna Women in Government Service (JAWIGS), especially that three of four municipal government employees are women.
- Development of programs and creation of support mechanisms promoting the welfare of women microentrepreneurs and women constituents. (For example, the CDP directed women's economic empowerment interventions to the municipality-wide local council of women and 33 barangay women organizations. Of this number, 17 women's organizations are involved in food processing, production and marketing, lending and catering services and participated in trainings and seminars on food safety and hygiene, product development, marketing and organization.)
- The municipality likewise committed to provide interventions in the areas of information, credit, technology, training and market for livelihood activities for viable and sustainable enterprises. It targeted a third of barangay women's organizations to have sustainable and viable livelihoods and enterprises, while 80% of members in women's organizations are knowledgeable and conversant about gender and its related concerns by 2016. It planned to run an entrepreneurship training program supporting women's enterprises, gender-responsive value chain analysis of agri-fishery enterprises, capacity development for barangay and women's organizations and improved production capacities of certain women-led enterprises. Women traders who mainly occupy the public market are seen to benefit from the upcoming construction of a trading post (bagsakan area) and storage for goods.
- Use of sex-disaggregated data as inputs to WEE governance.
- Jagna also included other gender-related support mechanisms promoting the welfare of women microentrepreneurs and women constituents. Each barangay in Jagna has a barangay health center that can serve as lying-in clinics for women giving birth. These health centers have designated midwives and trained "hilots".

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Also, Jagna's 24 daycare centers have been accredited for new tools and procedures. Daycare centers are under technical supervision of the Municipal Social Welfare and Development Office (MSWDO).

Lastly, with the Results Based Management (RBM) training in April 2011, the municipal government is starting to apply RBM concepts in actual proposal-making such as the project proposal and business plan for the calamay-making industry.

## 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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