

CONVERGENCE

FOR WOMEN'S ECONOMIC EMPOWERMENT

Philippine Commission on Women
www.pcw.gov.ph

Official Magazine of the GREAT Women Project January 2013

GREAT WOMEN BRAND

**PHILIPPINE RANKING
IN GLOBAL GENDER
GAP INDEX OF 2012**

**RESOURCES SUPPORTING
WEE**

**WEE LOCAL PROGRAMS
AND SERVICES**



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 gender equality and women's empowerment in the Philippines, is the lead executing agency for the Project. PCW 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 is provided with technical and financial support by the Canadian International Development Agency (CIDA).

Women's economic empowerment refers to women having access to and control over high-value productive resources, such as information, credit, loans or financial assistance, services training, markets and technology. With women's economic empowerment, women have decent jobs and humane working conditions, while enjoying benefits from wealth-creating opportunities.

CONTENTS

- 1 PRIVATE SECTOR PARTNERSHIP**
GREAT Women Now A Brand of Local Women's Products
- 5 PRIVATE SECTOR PARTNERSHIP**
How Products Qualify Into The GREAT Women Brand
- 7 WOMEN MICROENTREPRENEURS**
Purpose Beyond Profit: Helping Fellow Women Get Into the Business Scene
- 8 GOVERNMENT-PRIVATE SECTOR PARTNERSHIP**
Aiding Women Microentrepreneur Compliance with FNRI
- 9 BUSINESS SECTOR**
Exploring Women's Potential in Agribusiness
- 10 WOMEN MICROENTREPRENEUR**
From Commodity to Specialty: Woman Food Processor Grows Business With New Product Variants
- 11 GLOBAL GENDER GAP 2012 REPORT: PHILIPPINE RANKING**
GREAT Women Project Contributions To The Global Gender Gap Report
- 13 GAD-WEE TOOLS**
Resources for Supporting Women's Economic Empowerment At The Local Level
- 15 LEADING WEE PROGRAMS AND SERVICES IN GREAT WOMEN PROJECT LGUS**
Making Local Programs and Services Responsive To Women's Economic Empowerment
- 19 National Policies Strengthening the Enabling Environment for Women's Economic Empowerment**

This edition of "Convergence for Women's Economic Empowerment" features growing successes and views of GREAT Women Project partner institutions, women's economic empowerment champions and Project-assisted women microentrepreneurs based on Project interviews and case documentation. This edition also features a situationer on women's economic opportunities in the Philippines. It is hoped that these stories would inspire local governments, relevant national agencies, civil society organizations and the private sector to develop and support the women microentrepreneurs in building our national economy.

GREAT Women Now A Brand of Local Women's Products



A new brand of specialty products made by local community women will soon be available in leading concept stores, mall outlets and labels of renowned Philippine designers.

GREAT Women brand is a new and distinct brand of up-scale food products, lifestyle goods and homeopathic care products manufactured by women microentrepreneurs throughout the country.

The brand was derived from the GREAT Women Project, a governance and capacity development project of the Philippine Commission on Women (PCW) that aims to promote and support a gender-responsive enabling environment for women's economic empowerment, particularly those in microenterprises.

PCW forged partnership with the Enabling Communities with Hope and Opportunities Sustainable Initiatives (ECHOSI) Foundation, a non-profit organization that promotes products of local enterprise groups; and converged with national and local governments to support product development and widen market opportunities for women.

Various women's products from project sites of Ifugao, Metro Naga, Quezon, Bohol, Iloilo, Leyte, PALMA+PB Alliance in North Cotabato and Davao del Sur were selected to be part of the brand. Previously, women food products needed improvements with regard to taste, texture, nutritional components, design and packaging, label, production processes involved and overall marketability while non-food products

on functionality, relevance to fashion trends, form and overall quality.

Through the design clinics supported by the GREAT Women Project, women microentrepreneurs received technical advice and mentoring on value-adding for products, developing new product collection, managing the microenterprise, strengthening production capacities, proper packaging and labeling, and assistance with food and nutrition requirements and technologies.



With GREAT Women brand products breaking through new markets, it is expected that employment and income opportunities will be heightened for women microentrepreneurs and their communities.

GREAT Women products will initially be sold exclusively to all ECHOStore retail stores, Tesoro's outlets and other retail shops in March 2013. A product catalog may soon be downloaded for PCW's website, www.pcw.gov.ph.



GREAT Women brand goes beyond upscaling products and linking them to wider markets. The brand will generate a higher demand for women microentrepreneurs' products. When launched, GREAT Women brand products are seen to indirectly create employment and income opportunities for women and their communities, who form the brand's supply chain. Women additionally benefit by being able to sell products at fair trade prices.

GREAT Women Now A Brand of Local Women's Products



Capital is deemed by most women entrepreneurs as the most important element to upscale their enterprises and enter new markets. Manufacturing high quality products and the ability to sustain the volume of such products, however, are necessary to breakthrough new markets and acquire additional capital later on.

To support struggling women microentrepreneurs to advance their enterprises, the Philippine Commission on Women-GREAT Women Project (PCW-GWP) partnered with Enabling Communities with Hope and Opportunities Sustainable Initiatives (ECHOSI) Foundation to prepare women microentrepreneurs to enter bigger and even upscale markets such as non-traditional corporate, urban and niche markets.

ECHOSI is a non-profit organization that has a strong track record of developing community products to wider market access, visible support to women's groups and advocacy on women's economic empowerment, environment and fair trade.

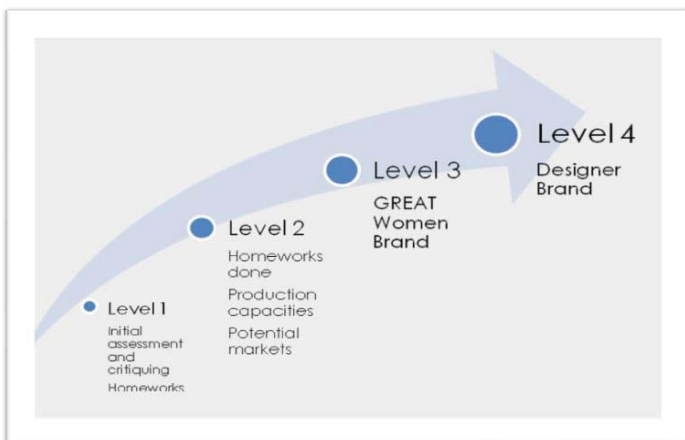
This partnership between the GREAT Women Project and ECHOSI focused on guiding women microentrepreneurs to up-value their products. ECHOSI Foundation, through its social entrepreneurs, assisted women microentrepreneurs and local government units through a series of intensive design clinics--seeking potential community products, and upscaling and linking them to bigger markets via social entrepreneurship channels.



"Women microentrepreneurs (WMEs) should develop products that could enter at least two new markets, and not just one," ECHOSI Foundation President Jeannie Javellosa says.

The Intensive Design Clinic Series bound in leading women entrepreneurs, product experts and renowned designers to provide product experts and renowned designers to provide product development and design consulting for women microentrepreneurs. It also included the Department of Trade and Industry (DTI), Department of Labor and Employment (DOLE), Department of Science and Technology (DOST), local agricultural offices, and the local government to assist women microentrepreneurs in the process of improving their products as cliniqued by product development and design experts.

Over two thousand women's microentrepreneur products from Ifugao, Quezon, Metro Naga, Bohol, Iloilo, Leyte, Davao del Sur and PALMA+PB Alliance in North Cotabato were assessed in the design clinic series. Later on, women microentrepreneurs yielded new variants of community products, with new color combinations, forms and shapes, packaging and labeling, and uses for the same raw materials. Select women entrepreneurs were linked to buyers to introduce their products to markets outside their municipalities and provinces.





GREAT Women Now A Brand of Local Women's Products

PCW's partnership with the ECHOSI Foundation will culminate in the development of the GREAT Women brand, a distinct product line consisting of quality food, lifestyle and homeopathic care products made by women microentrepreneurs throughout the country. The brand will be launched in March 2013 and products will be initially exclusive to all ECHOStore retail stores, Tesoro's outlets and Kultura shops.

The Gender Responsive Economic Actions for the Transformation of Women (GREAT Women) Project

is a governance and capacity development project of the PCW that aims to promote and support a gender-responsive enabling environment for women's economic empowerment, particularly those in microenterprises. The project directly benefited 7,331 women microentrepreneurs with business development services delivered through national and local government agencies, with technical and funding assistance from the Canadian International Development Agency.

*How Products Qualify Into the Great Women Brand**

Community products underwent an up-valuing process to qualify in the GREAT Women brand.

In the first phase of the process, food products were assessed according to taste, texture, nutritional components, design and packaging, label, production processes involved and overall marketability. Non-food products were assessed mainly by their functionality, relevance (fashion and color trends), form and overall quality. Selected WMEs were asked to develop market-suitable variants of food and non-food products.

In the second phase, women microentrepreneurs or groups with improved product samples were assessed of their production capacities to satisfy bulk orders. At this point, national government agencies, specifically the Department of Science and Technology (DOST) and the Department of Trade and Industry (DTI), with the local government, intervened in specific areas to upscale women microentrepreneurs' products:

- DOST supported technical skills training, food production, technology (such as rice grinder, drier, abaca twine facilities, welder, fryer, sealer, peeler, etc.), food and drug (FDA) requirements (i.e. nutritional value analysis, and accreditation), product development testing for food products and shelf life testing.
- DTI provided financial and technical assistance for product and design improvement, packaging (including sourcing of packaging and la-

beling design and materials) and market links. Local governments provided training for women microentrepreneurs and microfinancing of small loans.

- ECHOSI Foundation identified potential markets of products.

Later on, women microentrepreneurs will have to invest resources in testing, prototyping and market-testing of their products, and consolidate product and materials for purchase orders.

In the third phase of the process, specific products to be labeled under the GREAT Women Brand are identified upon recommendation of at least two ECHOSI Foundation resource persons, and the last phase is the launching of GREAT Women-brand showcase products.

Indeed, the GREAT Women brand goes beyond upscaling products and linking them to wider markets – it intends to generate a higher demand for women microentrepreneurs' products, benefit women microentrepreneurs more by being able to sell their products at fair trade prices, and lastly, increase income opportunities and employment for women and their communities which form the brand's supply chain.

* *Great Women Brand is an exclusive brand to ECHOSI Foundation. The brand product line consists of up-leveled community products of women microentrepreneur from GREAT Women Project sites.*

Purpose Beyond Profit: Helping Fellow Women Get Into The Business Scene



Indigenous tribeswoman Vivencia Mamites, 38 years old, is only one of five women handed down with the knowledge and techniques of making *inabal*, a traditional cloth of the Bagobo-Tagabawa tribe. She learned inabal weaving from Salinta Monon, a national artist by the National Commission for Culture and the Arts (NCCA) awarded for her legendary weaves of traditional Bagobo textiles.

At present, Vivencia recreates the 11 inabal woven designs handed down by her grandmother, Lingnan Manuel, whose designs were usually interpretations of the sky-scape. Inabal was traditionally used as the garment weave for ancestral royalty, and worn traditionally for the tribal day of the Managa when the datu would seek inabal woven costumes for the town parade.

Vivencia weaves four meters of inabal in a week, with her handloom. Despite her exquisite designs, Vivencia does not have regular buyers and only gets little income from her weaving. She had long-held hopes that her inabal would find potential buyers in trade seminars and fairs.

Vivencia's participation in the Intensive Design Clinic Series in August and November 2012 led designers to discover her woven creations.

Designer Len Cabili of Filip & Inna, a designer brand catering to an online export market has agreed to make an inabal collection for the GREAT Women brand launch. The order for inabal weaves will bring in business opportunities to Vivencia and traditional inabal weavers in Bagobo.

Vivencia is grateful that the GREAT Women Project and ECHOSI Foundation have helped her improve the quality of inabal weaves and the chance for inabal weaves to reach the national and international markets.

Another woman leader, Ludivina Boston, 65 years old, is a weaver from Midsayap in North Cotabato. She worked in a home-weaving business since the 1970s, and was able to train six other women on handloom weaving at the Rural Improvement Club in Midsayap. For a time, she opted to take a sewing job in Manila, and temporarily shelve plans of being a self-made entrepreneur.

"I had no plans of going back to Cotabato, if not for the GREAT Women Project," Ludi Boston recalled. But participating in the GREAT Women Project-sponsored Intensive Design Clinic in January, she is willing to try once more in reviving women loomweavers belonging to the Rural Improvement Club of Midsayap and later re-settling in Midsayap. She found that the women weavers she trained had discontinued because of experiencing financing difficulties, while their looms were either sold or dismantled."

"But I am not giving up. Through this project, I know I can help women from our town to be more productive. Encouraging women to work will succeed if you let them see that markets exist and that you have the capital to pay for the price of their labor," Ludi shares her learning from the GREAT Women Project capacity development initiatives.

Services of NGAs and LGUs for Women Entrepreneurs*

DOST

- Trainings on GMP and HA HCCP
- Referrals to resource persons; experts on food processing technology
- Technical assistance on design, development of production technology
- Information on Food and Drug Administration (FDA) requirements
- Information on FNRI-tested technologies; technology transfers
- Product development testing for food products
- Shelf-life testing

DTI

- Financial and technical support for product design and improvement
- Packaging support
- Market information/ links

Local Government Unit

- Provision of training for women/ women's groups
- Services via livelihood/enterprise programs

* Local government units and women microentrepreneurs can avail of a variety of WEE services from these sources.



Local Government Initiative for Women: Facilitating Women Microentrepreneur Compliance with DOST-FNRI

Women microentrepreneurs (WMEs) into food production could finally avail of affordable food technologies and services from the Department of Science and Technology's Food and Nutrition Institute (DOST-FNRI).

DOST-FNRI develops nutritious, safe and affordable food products and transfers these technologies to entrepreneurs for commercial production and distribution, through its program called Nationwide Technology Transfer and Commercialization of Food Technologies.

To access these food technology transfer services, FNRI follows a nine-step protocol:

1. Interested WME (or LGUs representing enterprise groups) submits a request letter to FNRI.
2. FNRI provide information brochures, product information sheet and a draft Memorandum of Agreement (MOA) for review of the interested WME or LGU.
3. FNRI and the WME set a consultation meeting, where FNRI furnishes the latter with basic information on the technology being proposed and discusses terms of reference of the partnership.
4. WME presents a company profile, DTI Certificate of Registration of Business Name, SEC Registration, and Mayor's Permit to Operate the Business, and submits documents on financial capability, plant layout of the existing processing plant, if there are any, and list of existing equipment and facilities.
5. An FNRI technical staff schedules and conducts a technology needs assessment (TNA) and inspection of the processing plant or site.
6. FNRI discusses the results and recommendations from the TNA and inspection. It may recommend if the WME is capable of commercializing the technology or product.
7. If the WME complies with the minimum requirement for technology transfer, FNRI and the WME forge the MOA for technology transfer arrangement or commercialization.

Food Technologies for Transfer and Commercialization

Dairy Products

- Low-fat, low-sugar ice cream

Soybean Products

- Soy sausage
- Soy peanut spread
- Soy gel

Nutrient Blends/Soup

- FPC Buillon Cubes
- Shrimp Head Powder
- Squid powder
- Squash catsup
- Bottled tahong (sardine style mussels)

Fortified Foods

- Vitamin A fortified oil
- Vitamin A fortified peanut butter
- Iron fortified rice

- Rice-Mongo iron fortified weaning food
- Water with iodine
- Iron fortified bihon

Ethnic Foods

- Mixed vegetable
- Sinamak sauce
- Lumpia sauce
- Laing
- Kare-kare mixed vegetables
- Sinigang vegetable mix
- Pinakbet
- Barbecue marinade sauce
- Kalamansi extract
- Lumpia wrapper

Bakery Products

- Squash-supplemented loaf bread
- Squash-supplemented bunds
- High-fiber cookies
- Food for ration (during Disaster/Calamity/Combat)
- Food bar
- Corn-mongo soup
- Mongo soup
- Compressed food
- Noodles
- Seaweed supplemented canton noodles
- Flat noodles
- Iodine-rich fresh miki noodles

- Squash supplemented spaghetti noodles
- Canton noodles
- Noodles in cups (instant)
- Fresh miki noodles with squash
- Fruit juice drink
- Carrot-mango
- Pineapple with nata
- Ripe mango with nata de coco
- Ready-to-drink green mango juice

Snack Foods

- Rice-mongo
- Corn-mongo
- Rice soy
- Corn soy
- Crunch snacks/ crisps

Complementary Foods

- Instant weaning baby foods from rice mongo, rice soy, corn mongo and corn soy
- Pre-cooked weaning baby foods
- Flours based on squash, cassava and camote

Source: Food Technologies of the Department of Science and Technology's Food and Nutrition Institute

Aiding Women Microentrepreneur Compliance with FNRI



8. WME receives technical assistance from FNRI on plant layout, evaluation of equipment and facilities, training on production, quality control (Good Manufacturing Practices and HACPP, test and analyses), product quality and improvement. The enterprise is assisted through start of production and marketing.
9. Once the WME food processing plant is already in production, FNRI conducts monitoring and evaluation on business performance, especially along the areas of profitability, livelihood and investment generation, quality and safety of manufactured products through testing and analyses.

Start-up WMEs can access technology demonstration, training and information on product development and market potential of certain food products. There are 79 available food technologies consisting of dairy and soybean products, nutrient blends/soup, forti-

fied foods, ethnic foods, baked goods, processed ration food, noodles, fruit juices, snacks, flour varieties, and complementary foods, which can be transferred to qualified women microentrepreneurs and microentrepreneur groups (see boxed info).

The more established WMEs and enterprise groups who plan to upscale food production can undergo assessments and testing to measure their readiness to adopt food technologies and commercialize certain food products. Enterprise groups with a food processing plant, like common service facilities, can apply for testing and evaluation of their plant. Local governments, on the other hand, can acquire technical assistance and consultancy services to successfully set up and operate a food processing plant for its women microentrepreneurs.

Support to Capacity Development for Women's Economic Empowerment

To continuously support and nurture national and local partners as well as the women in microenterprises, the GREAT Women Project established a pool of experts and advocates that provides technical assistance and capacity development interventions on women's economic empowerment.

Known as the Gender and Development Resource Pool (GRP), it is composed of individuals and organizations from government, private sector, non-government organizations (NGOs) and the academe across the country that have expertise on gender and development as well as women's economic empowerment.

A web-based system is slated in 2013 to track the capacities built by the GRP members across clientele and allow effective matching of requests with the most appropriate expert in the pool.

Interested government agency, local government, organizations or institutions may submit a request to the Philippine Commission on Women (PCW) to be referred or linked with the members of the pool or access the GRP directory at PCW's website: www.pcw.gov.ph.



Exploring Women's Potential in Agribusiness

Agribusiness is a main driver for economic growth and women produce between 60%-80% of food in most developing countries and are responsible for half of the world's food production (Food and Agriculture Organization).

Domestically, Philippine agricultural value of production amounted to PhP1.4 trillion (current prices) and PhP768.26 (constant prices), according to World Bank 2011 figures. Agricultural output contributed to 13.04% of the country's GDP in 2011. Agribusiness, alone, generated about 2.67 million jobs in 2005-2010.

Agricultural exports, on the other hand, are pegged at US\$ 4.1 billion. Coconut oil, fresh banana, pineapple, tobacco and seaweeds are among the foremost high-value exports, while processed banana, pineapple, mango and calamansi are the most common exportable products. Processed foods and vegetables for exports are promising markets, mainly supplied by exporters from Metro Manila, Region 6 and Region 4.

Noteworthy to highlight is the contribution of women in the country's economy and agricultural production. One out of four agriculture workers are women, totaling to 2.943 million or 28% of the total agricultural workers in the country, and they produce half of the country's agricultural production. It remains as a challenge, though, for women to move from being workers



towards becoming owners of production inputs (land, capital, among others) and for existing women micro and small entrepreneurs to upscale their enterprises and permeate global markets. Below are potential areas in agribusiness that women could explore:

Coconut. Women need to make in-roads to produce and market coco products with high demand. Coconut products like chips, jam, vinegar, frozen 'meat', liquid milk powder, macapuno and liquor are usually produced by women and are quickly diversifying for local and foreign markets. Copra, oil and desiccated coconut remain as traditional export products of coconut.

Philippines, along with India and Indonesia, produce three quarters of the world's coconuts in local plantations, which are likewise processed locally.

About one in four agriculture workers are women, with 2.943 million women agriculture workers or 28.0% of total agricultural workers.

Agribusiness generated about 2.67 million jobs in 2010. Coconut oil, banana, pineapple, tobacco and seaweeds are foremost high-value exports.



Exploring Women's Potential in Agribusiness



Banana. Banana may be included as fresh exports with the cardava/saba variety for banana chips and lakatan for local fresh fruit market. Small producers of banana chips, which are mostly women, are constrained, however, by simple technology for processing and prices of inputs or ingredients.

Mango. Mangoes are grown and promoted in Regions 1, 2, NCR, 6, 7, 12 and 13. Fresh mangoes are currently exported to Hong Kong and Japan, while existing markets include US, Singapore, the German Federation, Malaysia, New Zealand and Canada. New markets for mango products, on the other hand, are open.

Agribusiness is a main driver for women's economic growth, especially as women produce between 60%-80% of the food in most developing countries and are responsible for half of the world's food production (Food and Agriculture Organization).



From Commodity to Specialty: Woman Food Processor Grows Business With New Product Variants

Emelia Galia and Ludivina Boston are two women microentrepreneur leaders who have revitalized their pursuit of helping other women entrepreneurs succeed in business along with them. These two women were among many other rising women entrepreneurs, who participated in the GREAT Women Project Intensive Design Clinic Series.

Emelia Galia, 43 years old, is a woman microentrepreneur who leads a group of ten cassava chips makers, known as the Bubon Food Processors Association in Baybay Leyte.

Her participation in the Intensive Design Clinic Series, allowed her to develop new variants for cassava chips or cabcab. Cassava chips were reformulated to new flavors such as malunggay, munggo, sweet and

sour. These new variants were sold out in an instant when market-tested in the Bahandi Regional Trade Fair in Manila last November 2012.

Before the Intensive Design Clinic Series, Emelia Galia saw that women microentrepreneurs in her group found it hard to sustain their food association. "Unless these women are paid on hand, no one stays working for the association really," Galia states as a matter of fact. But with the Intensive Design Clinic Series, Galia became encouraged that their cabcab food business "could become big".

"I continue to encourage them that the business could grow, while we have access to different ideas, variant and most importantly, new markets through GREAT Women Project interventions.



GREAT Women Project Contributions to the Global Gender Gap Index Ranking

PCW and the GREAT Women Project: Continuously contributing to closing gender disparities and gaps

The Philippines remains as the highest-ranking country in Asia and among developing countries in narrowing gender gaps based on the 2012 Global Gender Gap Index of the World Economic Forum (WEF). The country ranked 8th among the 135 countries studied in the said report.

The Global Gender Gap Index is a framework for capturing the magnitude, scope and progress of gender-based disparities. Four fundamental categories are measured by this index: 1) economic participation and opportunity, 2) educational attainment, 3) health and survival, and, 4) political empowerment. The Philippines is the only country in the Asia and the Pacific region that closed the educational attainment as well as health and survival gender gaps. It also ranked first in the education and health sub-indices and is in the top 20 countries on economic participation and political empowerment sub-indices.

The Philippine Commission on Women (PCW), the national machinery for gender equality and women's empowerment, is proud to have contributed to the country's ranking in the Global Gender Gap Index. Through

“Gender equality has gone a long way in the Philippines as Filipino women now have high levels of autonomy in terms of financial decisions, literacy, economic opportunity, and even in politics.”

*- The 2012 Global Gender
Gap Index of the World
Economic Forum*

the GREAT Women Project, a Canadian International Development Agency (CIDA)-supported gender and governance project, PCW strengthened the capacities of national and local governments to improve their governance through gender mainstreaming in their policies, programs and services, subsequently

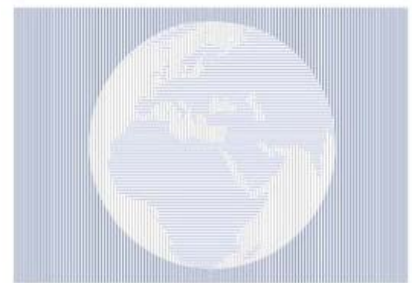
contributing to the country's improved scores on gender gap indicators. Below are highlights of PCW and GREAT Women Project's contributions to the Philippine's high ranking in the Global Gender Gap Index:

In relation to economic participation and opportunity, PCW, through the GREAT Women Project, built the capacities of 19 national government agencies and 47 provincial and municipal local governments on gender-responsive economic governance to facilitate women microentrepreneurs' better access to information, financial resources, training, markets, and technology.

Gender and development (GAD) budgets allocated for women's empowerment by seven (7) national government agencies under the economic sector increased from PhP 277 million in 2011 to PhP1.7 billion in 2012. At present, there are a total of 146 women's economic empowerment programs, projects and activities from 47 LGUs, 25 NGA-LGU-NGO partnerships and 15 joint ventures, reaching 7,331 women microentrepreneurs and 2,065 indirect beneficiaries. Women microentrepreneurs assisted by the Project increased production and income from their enterprises.

Enterprise and investment desks as well as common service facilities (CSFs) were established, serving indi-

The Global Gender
Gap Report
2012



GREAT Women Project Contributions to the Global Gender Gap Index Ranking



viduals or groups of entrepreneurs or business organizations. Financial literacy for women, occupational safety and health advisory services, environment-friendly livelihood technologies, and links with microfinance institutions and credit funds were provided as services of local enterprise and investment desks.

On health and survival, under the GREAT Women Project, the Department of Labor and Employment's Occupational Safety and Health Center (DOLE-OSHC) is providing occupational safety and health services coverage for women workers in the informal sector as well as micro- and small enterprises.

Previously, DOLE-OSHC focused its mandate in providing occupational safety and health services to the formal sector. The agency, however, expanded its support to the informal sector in response to the risks and hazards faced by its workers taken from the experiences of women workers in microenterprises in the project sites.

The Philippine Health Insurance Corporation (PhilHealth), on the other hand, expanded its existing national health insurance program to address the issues and needs of women in microenterprises and in the informal economy. A Partial Subsidy Scheme was developed and implemented by PhilHealth to enable women to access and benefit from health insurance at a low

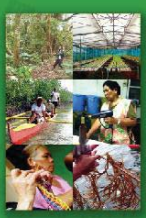
cost, and engage local governments and other sponsors in supporting social protection for women. A resolution was likewise issued by the agency to prioritize unmarried mothers, pregnant women and women in households in the provision of social health insurance cards in cognizance of the UN Millennium Development Goals 4 and 5 on child and maternal health, respectively. With this insurance, women are entitled to basic in-patient and out-patient benefits, and other benefits involving maternity care and other treatment packages.

On political empowerment, PCW influenced the Philippine Development Plan, 2011-2016 to include gender equality and women's empowerment provisions. It also introduced women's economic empowerment provisions in Republic Act No. 9710 or the Magna Carta of Women.

Because of PCW's advocacy, capacity development, information and communication interventions, over 700 officials from 19 national agencies and 3,809 LGU officers in GREAT Women Project sites served as gender and women's economic empowerment champions. Commitments among these officials were generated in the form of policies, resources, programs and services for women's economic empowerment. Partner LGUs, furthermore, ensured consultative processes and better participation of women microentrepreneurs in policy and plan development.

The Philippines remains as the highest-ranking country from Asia and among developing countries, within the top ten performing countries in 2012. It is the only country from the region that has closed the educational attainment and health and survival gender gaps. Among sub-indices, the Philippines ranks first on both education and health and is also among the top 20 on economic participation and political empowerment. (Source: The Global Gender Gap Report, World Economic Forum)

Resources for Supporting Women's Economic Empowerment at the Local level



GREEN Kit
Gender Responsive ENR Enterprises in
the Philippines
LOWLAND-URBAN & COASTAL ECOSYSTEMS

In the course of implementing the GREAT Women Project, several knowledge products were developed and used by the Philippine Commission on Women (PCW) and its partners to assist local governments, government agencies at the regional and field levels, and other service providers towards supporting women's economic empowerment at the local level. Below is a description of such resources.

GERL Ka Ba? Self-Assessment Tool

Local governments interested in making their localities gender-responsive can use the Gender-Responsive LGU (GERL) Ka Ba? Self-Assessment Tool. One of the key tools developed by PCW, this tool can support the generation of baseline data on the current capacities and practices of the LGU on gender mainstreaming. Data derived from this tool serve as basis of the LGU in determining gaps and planning possible set of interventions to improve its gender mainstreaming efforts.

implications, marketing strategies and tips for entrepreneurs).

The kit has two volumes: the first is for Upland Ecosystems, while the second is for Lowland, Urban and Coastal Systems.

Environmental and Social Management Guidelines

For local governments aiming to become environmentally-sustainable, the Environmental and Social Management Guidelines (ESMG) can provide guidance in evaluating environmental impacts of local enterprises. Using the ESGM, the LGU can determine initial steps in addressing environmental problems and social issues caused by establishing new enterprises, business up-scaling, and implementation of environmental laws at the enterprise level. It can also use the guidelines as a pattern for formulating local ordinances on enterprise and environment.

This set of guidelines was developed by the Philippine Commission on Women with contributors from the DENR and CIDA.

Occupational Safety and Health IEC Materials

LGUs are duty-bound to raise awareness on the importance of occupational safety and health (OSH) considering the risks faced by workers, especially women workers, in microenterprises. Promoting OSH can serve as the LGU's low-cost and sensible intervention to reduce workplace-related accidents, increase productivity of microenterprises and improve the health of workers in microenterprises.

PCW and the Department of Labor and Employment's Occupational Safety and Health Center (OSHC) then

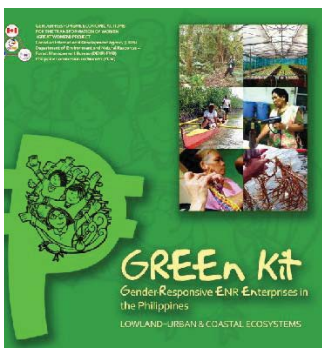


GREEN Kit

The GREEN Kit, or the Gender-Responsive Environment and Natural Resources (ENR) Enterprises in the Philippines, is a two-volume technology kit for providing livelihood options to environment and natural resources-based entrepreneurs, producers

and workers.

Developed by the Department of Environment and Natural Resources (DENR), the GREEN Kit features a menu of 63 sustainable enterprises and their profiles which can provide handy business ideas for those starting their enterprises and advise for those in related featured enterprises. Each enterprise profile contains brief information on the enterprise and actual production (including materials and equipment, cost and expected returns, economic benefits, ecological



GREEN Kit
Gender Responsive ENR Enterprises in
the Philippines
LOWLAND-URBAN & COASTAL ECOSYSTEMS

Resources for Supporting Women's Economic Empowerment At The Local level



developed a set of information materials to improve knowledge on OSH for microenterprises and workers in the informal sector. The IEC materials provide principles and techniques in good house-keeping and promotion of orderly and safe work environments, especially in women-led microenterprises. These materials also serve as instructional materials for training on OSH, conducting focus group discussions (FGDs) on OSH with local officials, exhibits and caravans, as well as safety and health audits.

IEC materials consist of posters, documentary film, radio program, training flipcharts, comics and fan-type fact sheets.

DOST Tool to Assess Gender Responsiveness of Technologies Relevant to WMEs

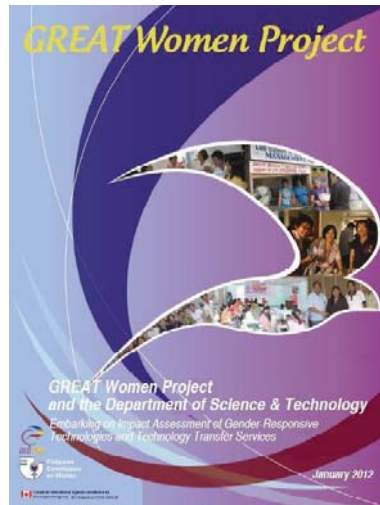
Gender-responsive and affordable enterprise technologies can hasten production, minimize health hazards especially on women workers, reduce costs and waste, and improve production and product quality.

The Department of Science and Technology (DOST) then developed a tool and a complementary training kit that assess the gender-responsiveness of an enterprise's human resource; machineries, equipment, tools and accessories; raw materials used in production; production methods/process; layout, design and infrastructures; environment; and health and safety.

Enterprises that initially used the DOST tool learned from and adopted the recommendations on good manufacturing practices, 5S, worker's insurance, OSH training, improvement of existing facilities.

GREAT Women Project Case Studies

LGUs in search of tested models to grow women's enterprises can browse through GREAT Women Project case studies featured at www.pcw.gov.ph. More than



thirty cases derived from the experiences and learnings of various project sites implementing the GREAT Women Project provide enterprise-growing ideas and entrepreneurial initiatives for replication and models for high-impact policy, program and partnership development for women's economic empowerment.

Local Communication Plan for Enterprise Desks

Effectively promoting women's economic empowerment at the local level and assisting constituent micro-entrepreneurs require good information and communication strategies; such could be made possible by using the Local Communication Plan for Enterprise Desks developed by the Philippine Commission on Women.

The plan contains core messages and suggested communication-related activities of local enterprise desks and livelihood officers. With this plan, LGUs will find it easier to walk-through women microentrepreneurs on business registration procedures as well as national and local policies, guidelines, programs and services on microenterprise development, among others. LGUs will likewise be able to access information resources, tools and expert networks on business services, facilities and other support for women's economic empowerment.



Making Local Programs and Services Responsive To Women's Economic Empowerment

One of the objectives of the GREAT Women Project is to create a local enabling environment for women's economic empowerment. Now, about 146 local government programs and services have been developed and are directly benefiting women microentrepreneurs and their workers in 48 LGUs in the eight partner provinces of the project. Below are some effective women's economic empowerment interventions at the local level which can be replicated by interested local governments:

Gender-responsive Value Chain Analysis for Infanta's Suman and Real's Cookies and Fish Deboning

The Municipality of Infanta in Quezon analyzed local suman (native rice cake) businesses using the Department of Trade and Industry's Gender-Responsive Value Chain Analysis module and Women's Economic Leadership tools to identify women microentrepreneurs and their enterprise needs. Through this initiative, various government agencies had a better appreciation of the local suman enterprise and the needs of its women microentrepreneurs.

Commitments from the Department of Labor and Employment (DOLE) such as facilitation of requests for assistance, Department of Science and Technology (DOST) on training and assistance on packaging and labeling, Department of Trade and Industry (DTI) for equipment and tools provision, PhilRice for technical assistance on rice varieties, NGOs and the LGU were secured. Other commitments generated were capital infusion, local counterpart for the construction of a common service facility (CSF), trainings for women microentrepreneurs, and the inclusion of suman in the tourism design of the LGU. A seed capital (PhP 75,000) for women microentrepreneurs through micro-financing was later introduced by the LGU, while repayments are being monitored by the local Infanta Small and Microenterprise Desk.



A similar process for cookie making and fish deboning was undertaken by the Municipality of Real, also in Quezon. Priority assistance from the local government and a piece of land for the establishment of a common production facility was allocated for the women microentrepreneurs in cookie making and fish deboning.

Gender-responsive value chain analysis is highly recommended for growing livelihood-level enterprises especially those being assisted by the Department of Agriculture (DA), Department of Social Welfare and Development (DSWD) or Department of Agrarian Reform (DAR).

Mobile Registration and Business Registration Services

Several LGUs introduced mobile registration services for its women microentrepreneurs. Mobile registration encourages informal enterprises to be registered with the local government to eventually allow access to local and national government programs for enterprise development. Mobile registration is a service provided by Infanta Small and Microenterprise Desk and the Real LGU.

Streamlined business registration, on the other hand, emerged in the municipalities of San Fernando in Camarines Sur, and Real, Infanta and General Nakar (ReINA)

Making Local Programs and Services Responsive To Women's Economic Empowerment



in Quezon. Lowered fees and payment exemptions for women-led microenterprises were introduced in Pavia. With these services, higher number of business registrants and renewals are seen, consequently generating additional revenue for programs, projects and services of the LGU.

General Nakar's Bio-intensive Gardening and Kapamilya Sentrong Pamilihan Project

The Municipality of General Nakar passed an ordinance on for the adoption of Bio-Intensive Gardening (BIG) Technology in all its barangays. The Bio-Intensive Gardening (BIG) policy provides for women to use idle or vacant lots for organic gardening. Women are enjoined to earn additional income from growing and selling organic vegetables while addressing malnutrition in the household. They are also encouraged to co-manage and rehabilitate forest resources by maintaining seedling nurseries and identifying trees in the forest.

Nakar women reported that they gained additional household income and improved market sales through organic vegetable gardening using the BIG technology. Bio-Intensive Gardening was spearheaded by the Hari-bon Foundation in coordination with the Department of Agriculture and the Rural Health Physician of the locality.

On a different note, the local government's GREAT Women Project team also forged partnership with ABS-CBN Foundation and for the Kapamilya Sentrong Pamilihan Project (GNSKP). The project incorporated gender and women's economic empowerment perspectives and proper solid waste management in its public market. Women were involved in the consultation and planning process and gender perspectives were infused in public market administration. The

public market was designed to provide a selling venue for all local products in the municipality.

Meanwhile, a supporting ordinance was passed to create a centralized jeepney terminal where agricultural producers can consolidate their produce for sale at the public market.

Metro Naga's GET AHEAD Trainings

GET AHEAD Training is a regularly-offered capacity development assistance on entrepreneurship in Metro Naga in Camarines Sur under the Barangay Grow Nego-syo Program.

GET AHEAD Training is an entrepreneurship training adapted by the Philippine Commission on Women, GREAT Women Project and the Department of Trade and Industry (DTI) from the International Labor Organization (ILO) module of the same name. It is delivered to women microentrepreneurs prior to starting common service facility (CSF) operations, and to build their capacities for managing the business. It equips women microentrepreneurs on eight (8) modules: self-mastery, accessing the enterprise, assessing the business environment, screening opportunities, developing the product, costing and pricing, knowing financials and preparing a business plan.





Making Local Programs and Services Responsive To Women's Economic Empowerment

Various LGU Assistance to Traditional Loom-weavers

The Municipality of Badiangan in Iloilo partnered with several national government agencies to revive the traditional 'hablon-weaving'. Hablon weaves are used for a diverse product line for local markets. Together with the Department of Labor and Employment (DOLE), the municipal government jointly funded the provision of 30 looms, raw materials, trainings on pricing and costing, product design and enhancement and marketing support for women microentrepreneurs into loom-weaving. It also secured the commitment of the Department of Science and Technology (DOST) to teach the weavers techniques on organic dyeing.

PALMA+PB, a cluster of municipalities in North Cotabato, on the other hand, provided interest-free loans as initial capital and weaving equipment to loom-weaver associations in Midsayap. In Ifugao, women loom-weavers associations tapped a Canada Fund grant to improve their loom-weaving facility and purchase loom-weaving equipment and sewing machines. Hungduan new and traditional weavers were likewise trained on the use of new looms.

Ifugao's Product Certification Service

Since 2011, Ifugao is implementing its Certified Products



Project to select and develop niche products. The Project recommends a package of assistance such as capacity building of workers, product design and packaging, as well as promotion and linkage to market and credit for qualified enterprises and products.

Partner agencies, such as the Department of Trade and Industry (DTI), Department of Science and Technology (DOST), Department of Labor and Employment (DOLE) and Technical Education and Skills



Development Authority (TESDA), contributed their expertise in product design enhancement, skills trainings, marketing and product promotion. To date, certified products are taro cookies, Lagawe coffee blends and handicrafts; these will be marketed at the Provincial Livelihood Center.

Various Common Service Facilities for WMEs

Through partner convergence, there are 11 common service facilities (CSFs) present in Metro Naga, Jagna, Baybay, Pavia and Barugo. These local governments worked with the DOST, DTI, DENR, DOLE, DA and other stakeholders to establish and operationalize CSFs to enable women to develop or enhance their products following market standards.

The CSFs are operated by women-led enterprise groups that have entered into formal agreement with the LGU. At present, CSFs include facilities for Gainza's crabpaste, Bula's bamboo products, Naga's pili, Milaor's agas slippers, and Magarao's ceramic production, Jagna's calamay, Baybay's cassava production and infant food supplement (Insumix) and Barugo's roscas cookie makers.

In the pipeline are the establishment of new CSFs for lechon production and ceramics of Tanauan, Leyte; proposed facilities for cookie makers of Real and suman makers of Infanta (Quezon); and the Bato Women Demonstration and Productivity Center in Sta. Cruz.

Making Local Programs and Services Responsive To Women's Economic Empowerment



Establishment of a Municipal Gender and Development Council (MGADC) Office

The Municipality of Sta. Cruz created a Municipal Gender and Development Council (MGADC) Office in 2012 to oversee and ensure the implementation, monitoring and evaluation of its local GAD plan and gender-related projects. It utilized its GAD budget to fund MGADC operations, which includes hiring of two regular staff and two casual employees. The MGADC also ensures sustainability of the GREAT Women Project gains.

MGADC is now involved in the preparatory activities for construction of the Bato Women's Demonstration and Productivity Center and the construction of a Technical and Livelihood Research Center.

Establishment of Enterprise Desks and Units

The Municipalities of Jagna and Balilihan are continuing its improved services for women microenterprises with the institutionalization of enterprise development desks - the Jagna Small and Medium Enterprise Development Unit (JaSMED) and the Balilihan Micro Enterprise Development (BAMED) Units. Created through municipal ordinances, these mechanisms extend organizational support and technical assistance to individual women microentrepreneurs and groups.

The JaSMED Unit, in particular, offers services to existing and potential entrepreneur groups and individuals, with capitals ranging from below PhP 150,000 to as high as PhP 1.5 million. Services include capacity building on enterprise development trainings, skills trainings, good manufacturing practices, occupational health and safety, environmental sanitation, promotion and marketing through trade fairs and market linkages, assistance in business registration and profiling of microentrepreneurs for local planning and programming. The unit also extends demand-driven services such as organizing new group ventures and facilitating linkages for financing, marketing and product promotion.

Various LGUs' Propagation of Raw Materials for Enterprises

Several LGUs initiated planting programs to sustain the supply of raw materials for their women microentrepreneurs, and for coastal protection and preservation in the uplands.

Baybay City, for example, planted 75,000 pandan seedlings along its coastal areas, which will be ready for harvest for women's woven products in the next few months. PALMA+PB, on the other hand, planted 7,000 forest tree seedlings to protect and preserve its watershed areas. Selected municipalities also in the same area had a hectare replanted with tree seedlings of rubber, narra and coffee which are seen to benefit its local growers. Sta. Cruz tapped the Bato Mat Weavers (BAMAT) in its romblon plantation project to support local weaving enterprises. Gainza in Camarines Sur maintained a sanctuary or reserve for the propagation of crablets necessary for its crab paste industry through linkages of the women microentrepreneurs with the local government and the Bureau of Fisheries and Aquatic Resources (BFAR). Women micro entrepreneurs then serve as volunteer safeguards of water resources and crablet reserves.



National Policies Strengthening the Enabling Environment for Women's Economic Empowerment

The enabling environment for women's economic empowerment rests on a solid policy framework. The GREAT Women Project influenced 11 national policies of its partner agencies and 70 local policies for women's economic empowerment across its project sites. Below are highlights of major national policies formulated or enhanced to support women's economic empowerment.

PhilHealth's Partial Subsidy Scheme

Through the Philippine Health Insurance Corporation's (PhilHealth) Board Resolution No. 1571, LGUs who will enroll their women microentrepreneurs under the Partial Subsidy Scheme will be provided a 50% discount. The scheme likewise has implementing guidelines that provide for social protection coverage for the poor and low-income, small self-employed and informal economy workers including women microentrepreneurs.

With the Partial Subsidy Scheme, marginalized women such as unmarried mothers, pregnant women and women in households and microenterprises, as primary PhilHealth members, are given priority in the issuance of social health insurance cards. Women in microenterprises concerns on using up their own incomes for health problems are now being responded to because of the scheme. Aside from this, this scheme is contributing to the fulfillment of UN Millennium Development Goals 4 and 5 on child and maternal health, respectively.

DENR's Assistance to Women Microentrepreneurs and the Promotion of the GREEN Kit

The Department of Environment and Natural Resources' Forest Management Bureau (FMB) issued an administrative order requiring all its GAD Focal Points across all regions to provide proactive technical assistance to women microentrepreneurs on environment management, using its GREEN Kit.

The GREEN [Gender-Responsive Environment and Natural Resources (ENR) Enterprises] Kit is a two-volume technology kit providing environment and natural resources-based livelihood options for men and women entrepreneurs, producers and workers. (*See related story on page 13*).

WEE Local Policies and Plans

The GREAT Women Project influenced the crafting of 70 local policies supportive of women's economic empowerment across project sites. Such policies mainly included Gender and Development (GAD) Codes, Investment and/or Revenue Codes, major local plans such as Comprehensive Development Plans (CDPs), Executive & Legislative Agenda (ELA) and Annual Investment Plans (AIPs). LGUs now appreciate the need to review all plans and programs for gender-responsiveness.

DTI's Influence on the National MSME Development Plan (2011-2016)

The Department of Trade and Industry (DTI) included gender and development as well as women's economic empowerment inputs in the four major program focus of the National Medium, Small and Microenterprise (MSME) Development Plan for 2011-2016. With this, government programs on business environment, access to finance, access to markets, and productivity and efficiency, are now better-tailored to contribute to women's economic empowerment.

TESDA's Gender Sensitive Training Curriculum

Technical Education and Skills Development Authority (TESDA) developed its Gender-Sensitive Training Curriculum and Gender-Sensitive Trainer's Manual for its technology-based community training programs. In 2012, the agency issued a circular that required all its training institutions, both public and private, to adopt the gender-sensitive curriculum and materials in its trainings.

OSHC's Occupational Safety and Health Services for the Informal Sector

The Department of Labor and Employment's Occupational Safety and Health Center is slated to issue a resolution that provides for occupational safety and health (OSH) technical services to the informal sector, where the bulk of women microentrepreneurs are. It is likewise poised to pass a resolution to create productivity teams that would provide OSH, productivity and the 'women in small enterprises' (WISE) services in all regions and Public Employment Service Offices.

**GREAT Women Project Management Office
Philippine Commission on Women**

**1145 J. P. Laurel St.,
San Miguel, Manila
1005 PHILIPPINES**

**Tel. No. (+63-2) 734-1731
735-1654 loc. 123
Fax No. (+63-2) 736-4449**

Website: www.pcw.gov.ph



**Philippine
Commission
on Women**



**Canadian International
Development Agency**

**Agence canadienne de
développement international**

Publication undertaken under the GREAT Women Project, with financial support from the Government of Canada provided through the Canadian International Development Agency (CIDA). The views contained in this publication are the sole responsibility of the authors and do not necessarily represent the perspective of CIDA.