

A Call for Cooperatives to Support Women's Economic Empowerment (WEE): GREAT Women Project Model

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**WHY
SUPPORT
WOMEN'S
ECONOMIC
EMPOWERMENT?**



Video on WEE is Good Governance:

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Women's Economic Empowerment (WEE)

“the capacity of women and men to participate in and contribute to and benefit from growth processes in ways which:

- recognizes the value of their contributions
- respect their dignity, and
- make it possible to negotiate a fairer distribution of the benefits of growth.”

Women's Economic Empowerment (WEE) requires:

Women having access to and control over high-value productive resources

- information
- credit, loans or financial assistance
- services and training
- markets
- technology

Eight Building Blocks to WEE

1. Access to safe and equitable employment opportunities
2. Access to and control over economic resources and opportunities
3. Education and training
4. Social protection and child care
5. Access to and control over reproductive health and family formation
6. Freedom from the risk of violence
7. Voice in society and policy influence
8. Freedom of movement

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Components of WEE in the Philippines

1. Formal Labor
2. Migrant Women Workers
3. Informal Economy Workers and MSMEs
4. Agriculture, Fisheries and Forestry Women

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Formal employment data show the ff.:

- Females' participation in the labor force is way below that of males 49.8% vs. 78.1% (2013)
- Slight improvements in employment rate of both sexes (2014)
- Underemployment is increasing among women 15.0% in 2009 to 16.2% in 2012
- Lower wages of women in lower level jobs (i.e., BPOs, domestics)
- Persisting work-related vulnerabilities

Women Migrant Workers

- Make up 50-60% of the Philippines' overseas workforce -- as caregivers and domestic workers
- Issues:
 - exploitation, economic and sexual abuse
 - inhumane treatment
 - return and reintegration of women migrant workers

Women in Micro, Small, and Medium Enterprises (MSMEs)

- MSMEs comprised 99.6% of all enterprises in the Philippines (2006)
- Issues:
 - poor business or entrepreneurial skills
 - lack of capital, dependence on informal lenders
 - limited supply of raw materials/cheap raw materials
 - limited access to markets, improved technologies

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Women in the Informal Sector

- “Poor individuals who operate businesses that are very small in scale and not registered with any national government agency, and [...] workers in such enterprises who sell their services in exchange for subsistence wages or other forms of compensation...” (Republic Act 8425)

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Women in Informal Economies

- 16.088 million or 42.5% of the working population (2013 Labor Force Survey)
- Issues:
 - not covered by social protection
 - no social insurance
 - usual no employment benefits (paid vacation, sick, maternity leaves, injury, sickness, death, dismissal)
 - inadequate earnings
 - high poverty-inducing risks
 - job insecurity

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Women (and children) in the agriculture, fisheries, and forestry sectors

- Bear the impact of rural poverty and natural resource degradation and destruction
- Women's employment in agriculture declined from 25% (2010) to 18% (2015)

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PCW Mandate

- The primary **policy-making** and **coordinating** body for women and gender equality; attached to the Office of the President; but with no direct services to women
- **PCW is catalyst** for **gender mainstreaming**
- **authority** on women's concerns
- lead **advocate** for women's human rights, women's empowerment, and gender equality

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The GREAT Women Project: Promoting WEE and Strengthening Women's Agency

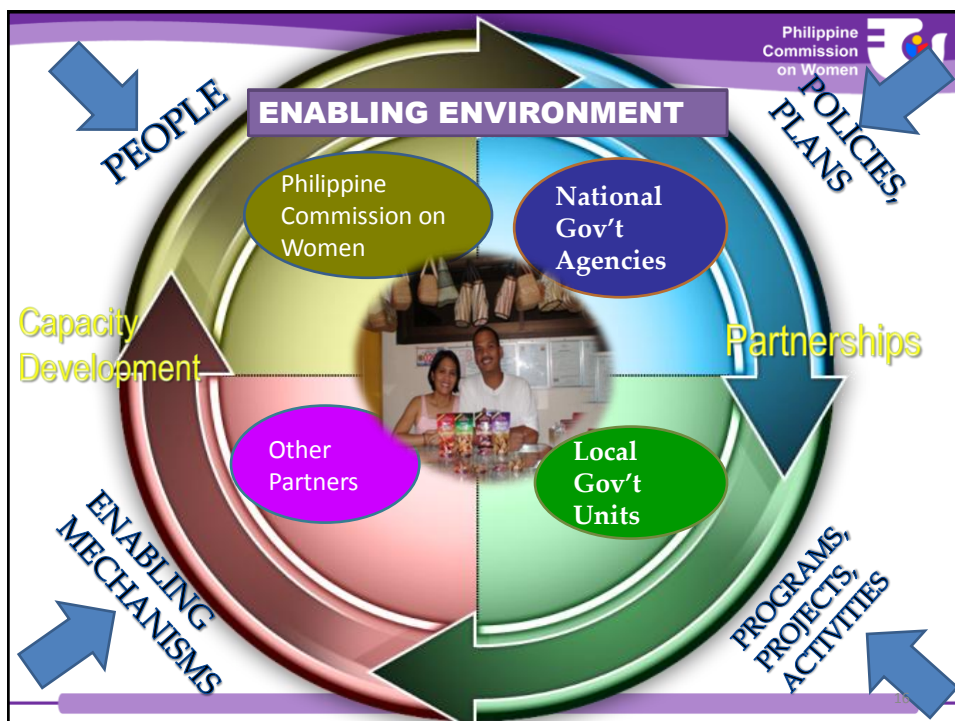
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Gender Responsive Economic Actions for the Transformation of Women

- A **governance & capacity development** project that aims to promote and support a **gender-responsive enabling environment** for **WEE (2007-2013)**
 - Focus of CapDev – national economic agencies, selected local government units, PCW
 - Target assistance to – women in micro enterprises (WMEs)

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Some Project Results (2007-2013)

- Improved capacities of PCW and NGA partners to conduct gender analysis, developed sector-focused gender analysis tools and engage in discussions on economic and gender issues
- Developed gender and WEE champions within the agencies – within ranks of departments and executive, legislative and services units
- Improved processes of gender planning and budgeting – with a gender agenda for economic and enterprise development for women

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Some Project Results (2007-2013)

- Integration of economic empowerment and environment themes in the following:
 - LGU ordinances, programs and services
 - LGU economic and GAD budgets
 - Establishment of local investments and enterprise development desks
 - Initiatives on establishment of common production facilities for groups of women in small/micro processing
 - Direct services supporting women micro entrepreneurs

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Some Project Results (2007-2013)

- Engagement of social entrepreneurs and women in bigger businesses



Network of Designers,
Product Development
Experts
(food and non-food)



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3 Major Lessons from the Project

1. **Capacity building** designed and planned for **targeted** results.
2. **Engage businesses or private sector organizations** willing to implement the principles of **inclusive business**.
3. **Women's leadership programs** are essential to any economic empowerment undertaking.

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GREAT Women Project–2 (2015-2020)

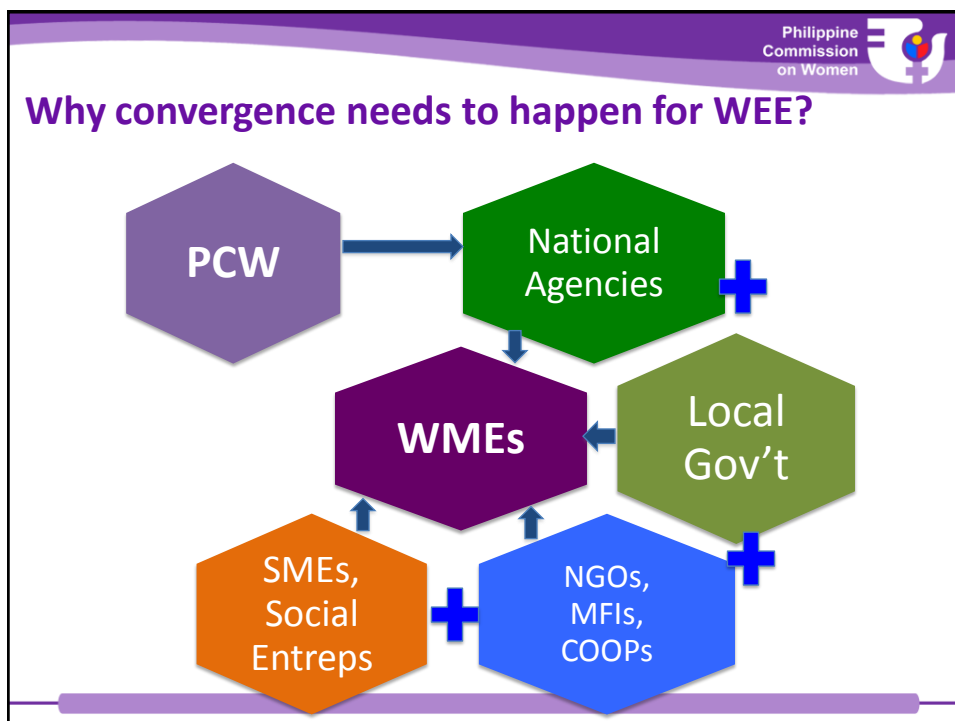
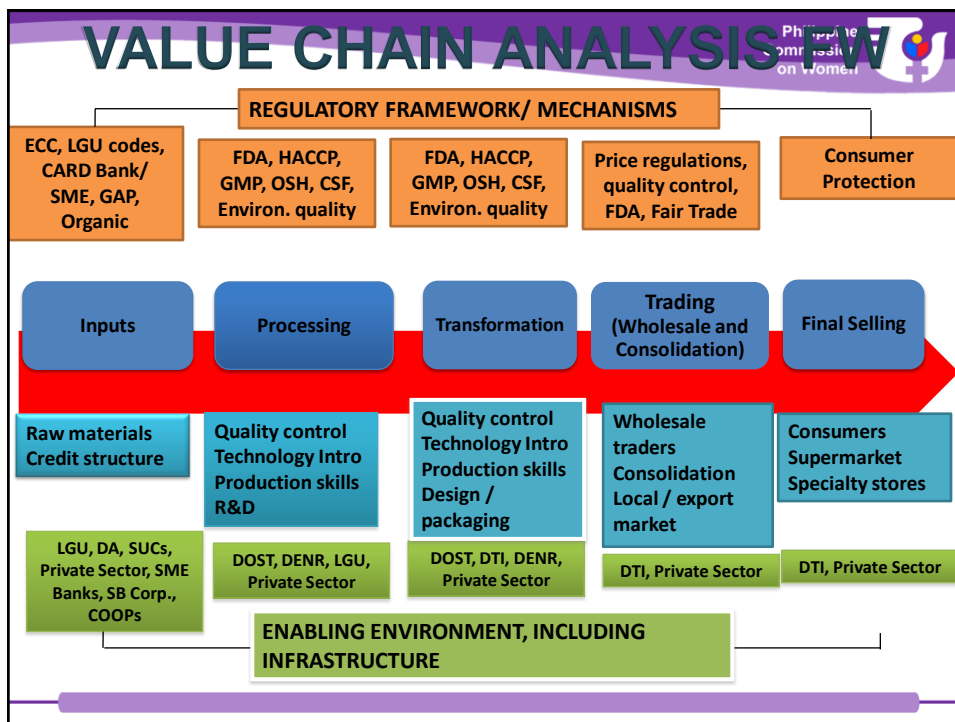
- BIGGER on understanding the markets and the demand for products/services that can be provided by women's enterprises
- BIGGER on improving competitiveness of women's enterprises:
 - *Produce quality, environmentally sustainable products; making value chain more gender responsive*
 - *Improve entrepreneurial capacities*
- BIGGER FOCUS on making improvements in existing policies and coordination of service delivery providers (government and private sector)

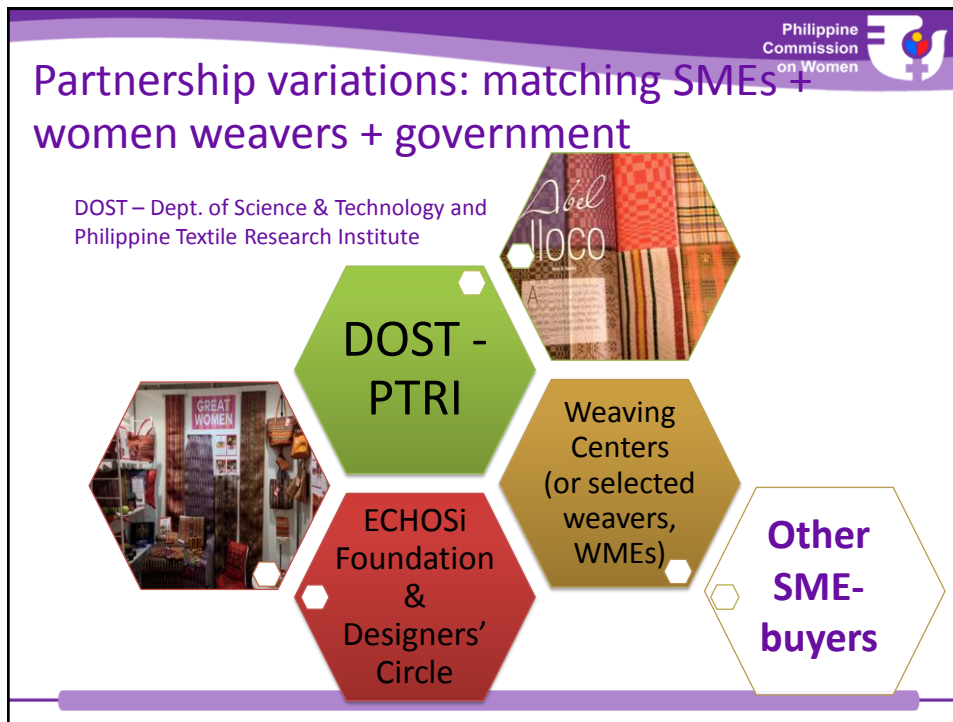
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How will project results be achieved?

Green & Gender-Responsive Value Chain Analysis (GGRVCA) as a tool for planning and implementing interventions







Philippine Commission on Women

COOPs: Enablers of Women's Small Businesses

- Why enabler? Because you have the basic resource – 'capital', organization, social influence
- What more needs to be done?
 - Business development inputs: basic business skills, links to sources of improved technology, capital for scaling-up, links to suppliers and markets, etc.
 - Various other institutions can provide – government, non-profit organizations, business organizations
 - Develop a convergence of partners

- **COOPs can develop** its business dev't services OR bring access to women members on:
 - Business skills (e.g., TESDA-Coca-Cola STAR Program)
 - Compliance with government registration and certifications (capital plus TA thru relevant agencies)
 - Product development (e.g., key industry leaders, women-friendly designers)
 - Production Technology (e.g., post-harvest facilities, small enterprise technology upgrade, women-friendly design of processing equipment c/o DOST)
 - Market linkages (e.g., participation in trade fairs, associations of retail stores, distribution outlets)

**WHY
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1. Improved socio-economic conditions of poor women

“Our small livelihood is bringing extra income. I can now buy what I want. It was a huge leap from our situation where we had soy sauce and salt with rice for our meals. We lacked basic necessities.” – WME, Pigcawayan, North Cotabato

“With increased income from our noodle-making, we can now send all our children to school unlike before where we had to make some of them stop as my husband did not have enough money even for food.”– WME, Balilihan, Bohol



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2. Improved gender relations

“Before my husband got angry when I got home late because of work. Now, he understands, he even helps me in doing household chores.” – WME, Balilihan, Bohol



“My relationship with my husband is now better because I can now help him financially. Because of my business, I now have a voice in my household when it comes to making decisions with regards to finances.” – WME, Barugo, Leyte

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3. Increased participation by women in local government planning and budgeting

“Poor as I am and with low education at that, I never imagined that I could be capable of talking face to face with the Mayor of our municipality. With GREAT Women Project, and after having met many people from different government agencies and the LGU staff, meeting other WMEs like me gave me confidence. I now aim to achieve more in my business.” -- WME from Jagna, Bohol



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4. Increased awareness of women's rights by WMEs

“We have become more aware of women's rights and issues. We now participate in the affairs of our LGUs, tell our Governor what services we need to improve our business.” - WME from Pavia, Iloilo



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5. Increased self-confidence and in managing her business

“Now I can say that I am empowered in every aspect of my life. Before, it was very hard to earn money, now I have my own business and am now being tapped as a resource person in training seminars for other WMEs like me to share with them the business knowledge I got from the LGU seminars.” -- WME from Badiangan, Iloilo



“We moved from selling from home to selling from our market stand. I did not know how to run this livelihood. But now, I am busy making straw bags and baskets at home and sell in the public market.” – WME, Lamut, Ifugao

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6. Benefits gained by women micro-entrepreneurs extended to families, other WMEs and to their communities

“We can now send our children to school. They can now finish their education.” - WME from Barugo, Leyte; also, from Balilihan, Bohol



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2nd National Summit on Gender and Development (GAD) in Co-ops

Crown Legacy Hotel, Baguio City

29-31 March 2016

