

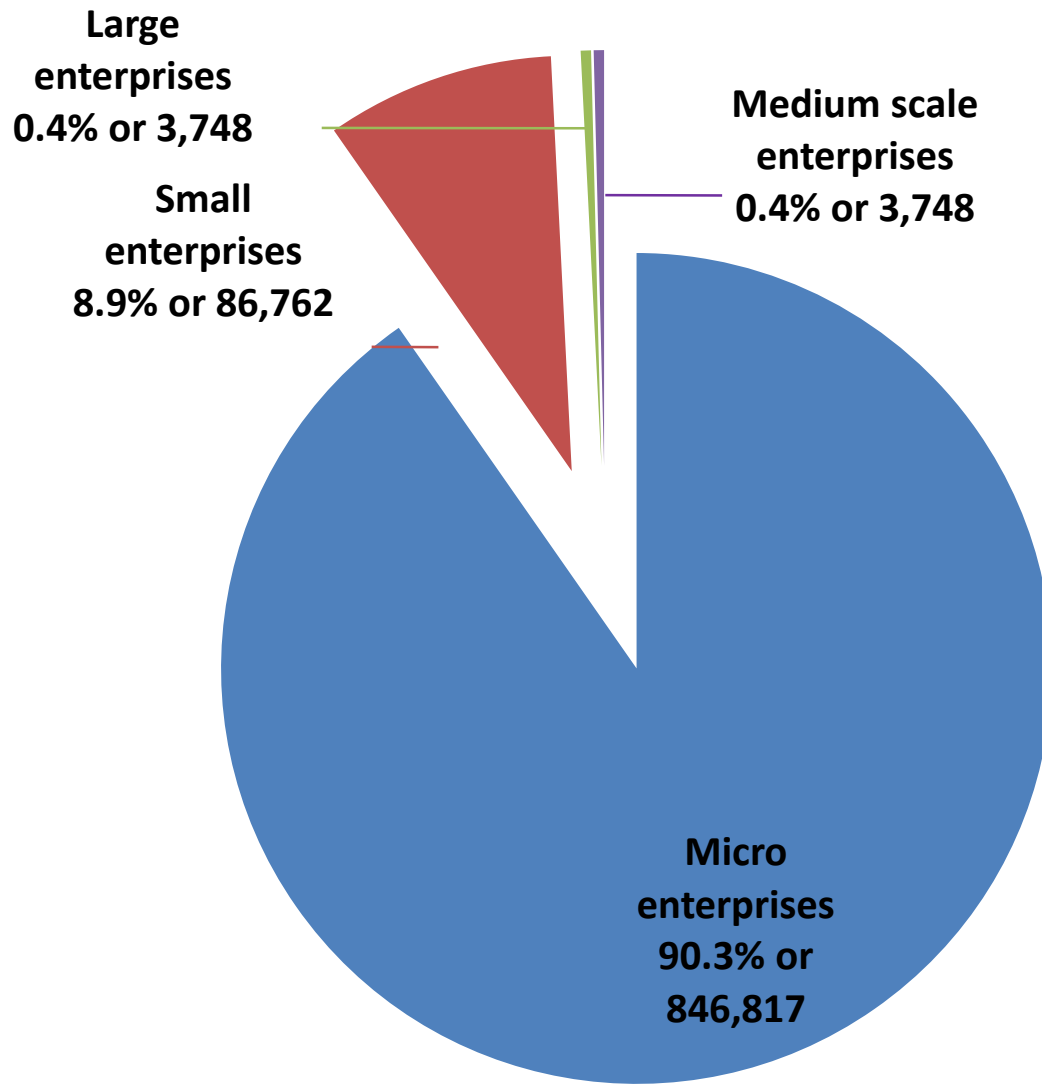


“Using ICT to Advance Women’s Economic Empowerment (WEE) in the Philippines



Outline

- Background/Context
 - MSMEs in the Philippines, distribution by type
 - Issues of Women Micro/Small Enterprises
 - Challenges and opportunities of ICT in the Philippines
- Results of GREAT Women Project and Partnership Approaches for 2015-2020
- ICT for Women MSMEs



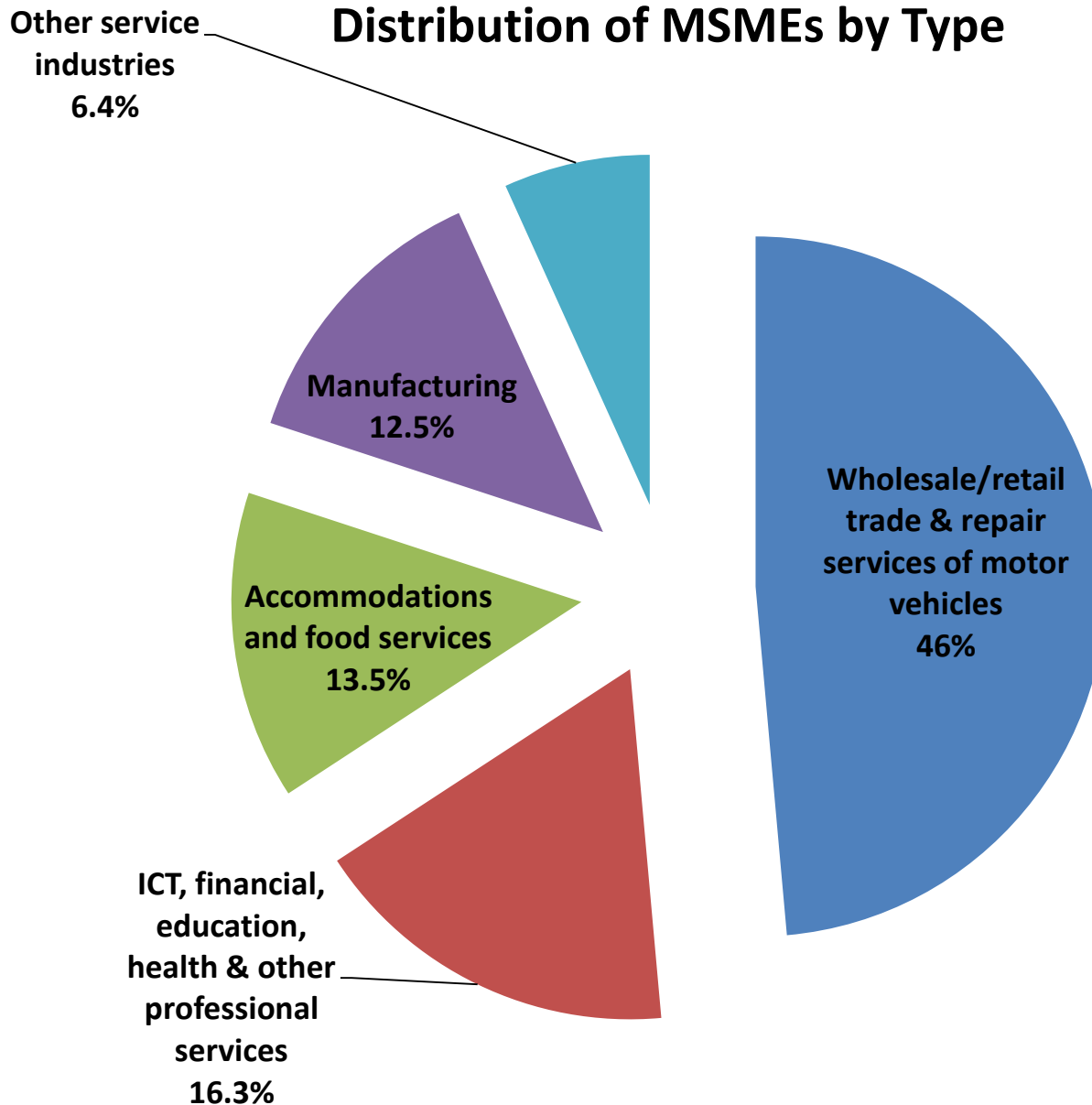
Profile of Enterprises in the Philippines

Total number of registered establishments (2013) – 941,174

- 99.6% or 937,327 are micro, small and medium enterprises (MSMEs)
 - ✓ Jobs generated by MSMEs – 4.770 million
- 0.4% or 3,748 are large enterprises
 - ✓ Jobs generated by Large Enterprises – 2.719 million



Distribution of MSMEs by Type



❑ Women-owned micro enterprises dominates retail trade, food services and other services

❑ Thousands more – home-based manufacturing activities, “informal” in nature.



Challenges/Issues of Women MSMEs

- WMSEs concentrate at the lower end of the value chain – low value, low margins
- Difficulties in sustaining or scaling-up the business:
 - Lack of understanding of markets, trends
 - Lack of basic business skills
 - Lack of or inability to generate additional capital
 - Inability to make production more efficient with technology
 - Inability to comply with registration & licensing
 - Lack of access to business development programs/ services
- Choice to grow the business is sacrificed for family roles
 - child rearing, elderly care, other care work



How these challenges are addressed for women MSMEs:

- National policies to support MSME development – DTI's Go Negosyo, Magna Carta for SMEs, technology upgrade (SET-Up) of DOST,
- SME financing from commercial and development banks; start-up financing from micro finance institutions
- Business development services from academe, social enterprise organizations, industry associations
- National entrepreneurship promotion: basic education, tech-vocational, regular collegiate courses
- GREAT Women Project – convergence of public-private



ICT Challenges in the Philippines

- Philippines rank 103 among 166 countries in ICT development; also had an index of 4.02; which is a very slight improvement from 2012 index of 3.91.
- In ASEAN, Phils. consistently trail behind Singapore, Brunei, Malaysia, Thailand and Vietnam.
- Only 37% of population accessing internet (2013);
- High cost of connectivity rates; but fixed broadband subscription per 100 persons increased to 9.12 (2013) from 0.14 in 2005.
- Inadequate ICT infrastructure, which drives costs of internet high.
- TelCos refuse to work together (interconnection) and with government to address gaps.



Opportunities in ICT: Philippines

- 2014 data showed 37.6 Million are internet users; of which, 34.0 Million were on Facebook
 - means that various information can be made through social media
- Mobile phone penetration is 104:100 pop. in 2013
- High IT- literacy of young population
- Emerging e-governance facilities
- Recent enactment of a law to make the ICT a major department



GREAT Women Project Result (2007-2013)

- Engagement of social entrepreneurs and women in bigger businesses – led to a GREAT Women Brand/Platform, now also in ASEAN.

**echosi**
foundation
sustainable initiatives



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



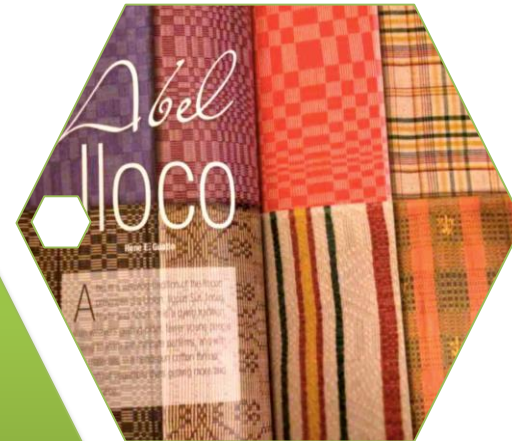


GREAT Women Project (2015-2020)

- Target: 12,000 women in micro, small enterprises
- Objectives:
 - To make the enterprises more sustainable and competitive
 - To enhance the enabling environment for women's economic empowerment
- Priority industry clusters: processed fruits and nuts, coffee, cacao, tourism support (i.e., textiles, crafts), coco coir
- Framework for action: Green and Gender-Responsive Value Chain Development
- More private sector engagement – as market &/or business service provider

Partnerships: matching SMEs + women weavers + government

DOST – Dept. of Science & Technology and
Philippine Textile Research Institute



**DOST -
PTRI**



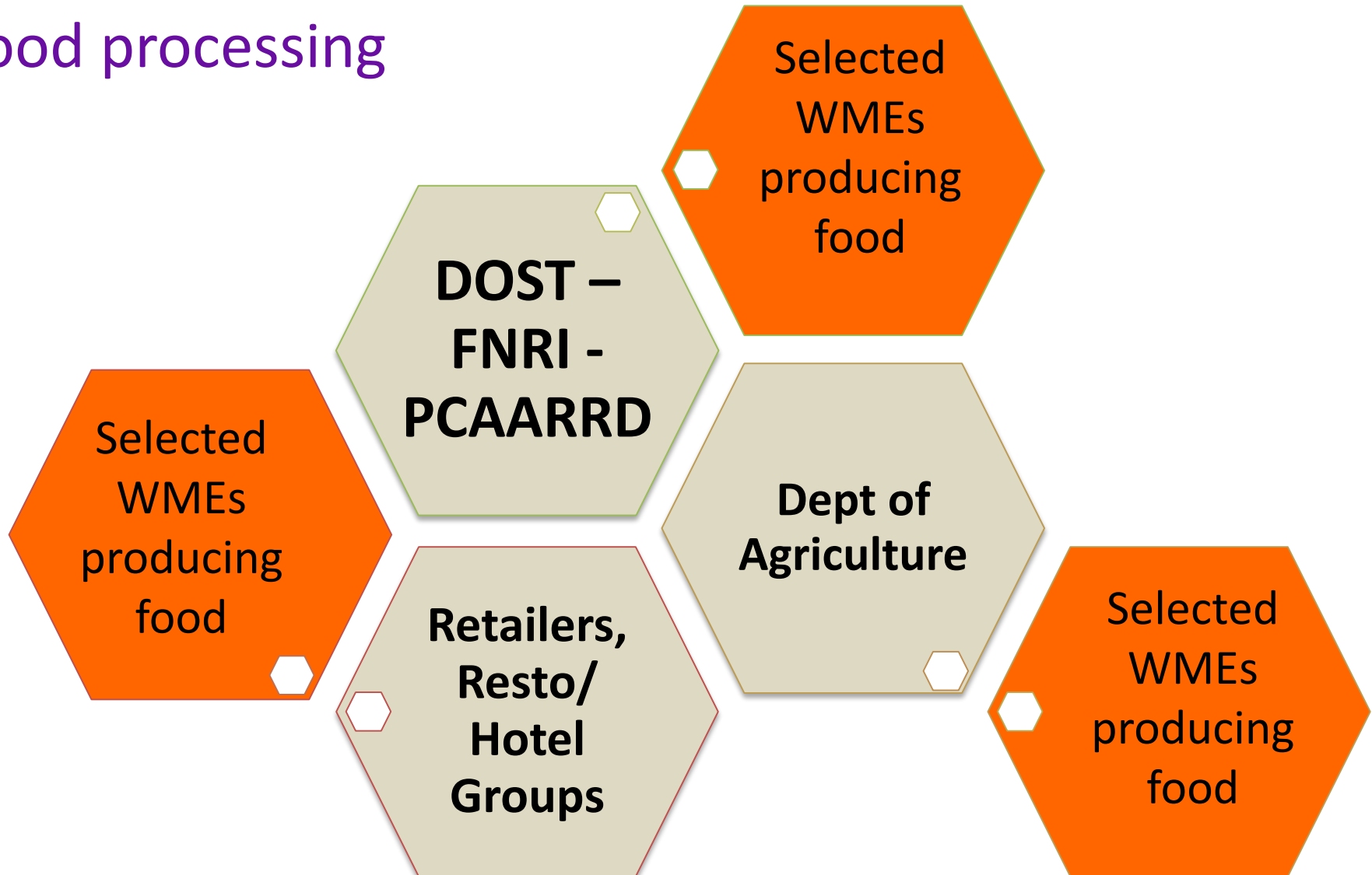
**ECHOSi
Foundation
&
Designers'
Circle**

**Weaving
Centers (or
selected
weavers,
WMEs)**

**Other
SME-
buyers**



Retailers/Restaurants/Hotel Chains + National agencies on food certifications + WMEs in food processing





ICT for Women WMEs – as part of GREAT Women’s technical assistance

- Two tracks: to enhance ICT knowledge, or skills upgrade
- Implemented with relevant ICT agencies and TelCos
- ICT knowledge aims to provides access to:
 - market information
 - technology for production, business operations to increase efficiency & productivity,
 - business mentoring, which are available locally and internationally
 - network of potential suppliers, service providers, and customers

ICT for Women WMEs – becomes a part of GREAT Women's technical assistance (cont'd)



- ICT for skills upgrade:
 - improves decision making with wide range of information
 - increases woman-entrepreneur's self confidence
- ICT as a platform – enterprise promotion, order taking-selling, and doing business with anyone, anywhere



What can APWINC do to promote WEE?

- Continue assistance to national/local public libraries – with capacity building to assist women in sub-national/local level.
- Development of e-modules on economic empowerment themes.
- Convergence with other ICT agencies in target economies – for hardware/software and technical development assistance to target groups.
- Harmonize with UN-Asia Pacific Training Center for ICT for Development – WIFI Program (women's initiative).



THANK YOU.