

**Promoting Women-Owned
Microenterprises and Small and
Medium Enterprises:
An Effective Measure for Poverty
Eradication and Sustainable
Development**

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Poverty is among the serious development challenges that the Philippines is facing today

- ❖ In year 2003, 30.4% of Filipinos live below the poverty line

Philippine Government's Policy Action to Address Poverty

- ❖ Job generation (services, agriculture and industry)
- ❖ Promotion of micro, small and medium enterprises (MSMEs)

“...a good part of the additional monies realized from our fiscal gains will be driven in the direction of micro-enterprise development, of which 95% of the beneficiaries are women.”

President Gloria Macapagal-Arroyo, July 2006

Philippine Government's Major Programs on MSMEs

- ❖ Credit assistance
- ❖ Capability building activities for women to engage in income-generating projects
 - Kapit-Bisig Laban sa Kahirapan (*linking arms to fight poverty*) or KALAHI poverty reduction program
 - ENTREPINAY (*entrepreneur + Filipina*) groups
 - GO NEGOSYO (*go business*)

Gaps/Challenges

- ❖ Limited success in legislative efforts for micro-enterprises
- ❖ Slow/flawed implementation of enterprise development laws

Addressing the Gaps/Challenges

The role of the National
Machinery on Women...

The GREAT Women Project

Gender-Responsive Economic
Actions for the Transformation
of Women

Vision for the Project

Support and promote the economic empowerment of women especially those in micro-enterprises by contributing to the creation of a gender-responsive enabling environment for micro-enterprise development

Project Component 1:

NCRFW Capacity
Development for
Women's Economic
Empowerment

Major Activities

1. Capacity development inputs for NCRFW on local enterprise development, entrepreneurship, macro-economics and trade issues
2. Development of women's economic empowerment tools
3. Monitoring and evaluation for women's economic empowerment

Project Component 2:

National Enabling
Environment for
Women's Economic
Empowerment

Major Activities

1. Capacity development for the gender-responsive implementation of micro-enterprise laws, policies and programs
 - ❖ Capacity development of/ partnership building with implementing partners
 - ❖ Partnership with training resource speakers
 - ❖ Partnership with advocacy/networking partners
 - ❖ Inter-agency coordination and linkage building

Major Activities

2. Support for the gender-responsive implementation of policies, programs & services
 - ❖ Baseline studies and process documentation
 - ❖ Partnership with national government agencies on creation of action plans, implementation of reforms on women's economic empowerment, and development of tools/guides for implementation of gender-responsive policies, programs and services
 - ❖ Development and provision of technical assistance on implementation, monitoring and evaluation of gender-responsive reforms for women's economic empowerment

Project Component 3:

Local Enabling
Environment for Women in
Micro-enterprise

Major Activities

1. Local Government Units capacity development for gender-responsive programs, projects and services for micro-enterprise development
2. LGU-private sector-civil society partnerships for women's economic empowerment
3. Support to gender-responsive implementation of programs, projects and services for micro-enterprises

GREAT Women Project Expected Results

Expert partners (academe, other resource persons or groups)

Developed or enhanced capacity of NGA and LGU/ local partners

Strengthened NCRFW capacity

- Increased knowledge of and skills in engaging in economic issues
- Increased number of relevant tools developed and utilized for economic empowerment
- More effective WEE monitoring and evaluation system
- Strengthened project administration

Improved enabling environment for women's economic empowerment

More economically empowered women

- Greater control over productive resources and benefits from wealth-creating activities
- Greater control over the business environment
- Equal opportunity with men for decent work and high-value economic activities
- Enhanced capacity to negotiate for better business and work conditions

Enhanced condition and capacity of women's enterprises

- Improved access to services and productive resources
- Enhanced economic, environmental, and social viability of enterprises
- Enhanced quality of gender relations between partners and women engaged in micro-enterprises

THANK YOU