

APEC Women as Prime Movers of Inclusive Business Project

PPWE 02 2016A

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Enabling Business, Empowering Consumers

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Background

PPWE 02 2016A: APEC Women as Prime Movers of Inclusive Business Project

- * Approved by APEC during Project Session 1, 2016 for implementation until November 2017
 - APEC Support Fund (US\$57,000)
- * Project Overseer: Department of Trade and Industry Philippines
- * Co-sponsored by: Peru; Australia; Chinese Taipei; Indonesia; Canada and Japan
- * Cross-fora collaboration: IEG
- * Major activities:
 - Survey circulated among PPWE, SMEWG, and IEG
 - Concluding Workshop (prior the PPWE 2 Meeting)
 - Publication on APEC Women as Prime Movers of Inclusive Business

What is an Inclusive Business?

- * APEC recognizes the ADB definition of IBs as ***"commercially viable and bankable companies whose core business model is to provide – in scale – innovative and systemic solutions for the poor and low income people."***
- * Another definition recognized by APEC was provided by G20 (2015) where IB is ***"a private sector approach to providing goods, services and livelihoods on a commercially viable basis, either a scale or scalable, to people at the base of the pyramid by making them part of the value chain of companies' core business as suppliers, distributors or customers."***

Objective, Strategies, and Methodologies

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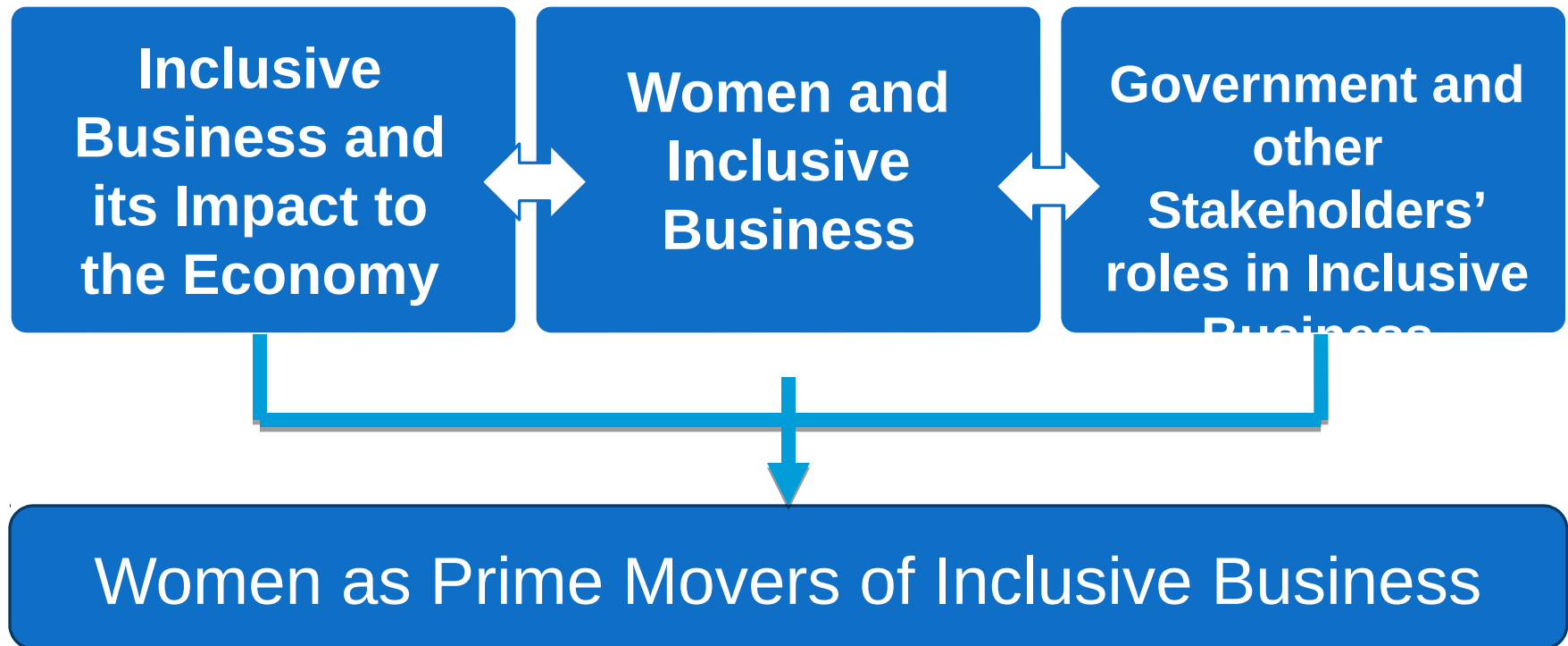
- * **Objective:** To present the potential benefits, enabling conditions, and policy aspirations of women in Inclusive Business Models (IBM) in APEC.
- * **Strategies and Methodologies:** By conducting a qualitative descriptive-evaluative case study method of research, the project sought to:
 - * Present the emergent concept, background and impact of Inclusive Business in APEC;
 - * Show the centrality of women as prime movers in the creation of Inclusive Businesses;
 - * Describe the important role of government and other stakeholders in priming a favourable business environment for women in inclusive businesses; and
 - * Showcase the exemplary IBs supporting women in APEC.

Scope and Delimitation

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- * **Only eight (8) APEC member economies participated in the survey; hence, it does not entirely cover the whole APEC member economies' perspective**
- * **Survey responses were limited** (Target: 50; Actual: 28)
- * Nevertheless, it still managed to capture **relevance, constraints, issues and challenges, best practices and success stories, and policy recommendations** on how to further strengthen the governments' support on Inclusive Businesses, and women's participation to it in particular.

Conceptual Framework



Presentation of Findings

The overall results of the survey show that respondents generally regard that the **support given to women in IBs** by the concerned agencies (especially the Government) as **little** and they expect much more from them in terms of efforts and assistance to support Inclusive Businesses.

Institutions	Policy, Programs	Financial Materials	Technology, Information	Training Education	Networking,	Overall Mean	Remarks
Government	2.29	2.14	2.14	2.11	2.21	2.18	Little
Private	2.46	2.11	2.32	2.32	2.29	2.30	Little
Financial Institutions	2.07	2.00	1.82	1.75	1.82	1.89	Little
CSO/NGO	2.07	1.96	1.96	2.07	2.00	2.01	Little
Cooperatives	1.82	1.68	1.54	1.71	1.89	1.87	Little
Academe	1.86	1.43	1.46	1.64	1.75	1.63	Little
Development Partners	1.50	1.21	1.36	1.43	1.39	1.38	Very Little

Legend: 1.00-1.49 (No/Very little support), 1.50-2.49 (Little/Some support), 2.50-3.49 (Strong support), 3.50-4.00 (Very strong support)

Challenges and Constraints

Unavailability of
information on
Inclusive
Business

Very rigid /
stringent policy
framework and
rules

Lack of
insufficient
support and
financial

Unclear
understanding of
working attitudes
of women

*Overall, the results show that the respondents believe that there are **strong constraints/challenges** which are preventing the empowerment of women at the base of the pyramid.*

Governments' support for women's entrepreneurship

“Generally, there are policies in place that seek to support women’s entrepreneurship, especially women-owned SMEs:

- 1) Several programs and projects are being implemented by the Russian Non-Government Organization of small and medium businesses (OPORA RUSSIA) and the federal corporation for developing small and medium business (SME Corp) as well as women-oriented NGOs.*
- 2) At the moment, work is under way on the National Action Plan in the interest of women. Among other things, the action plan is expected to promote women economic participation.*
- 3) Also last year, the chair of the council of the federation (upper chamber of the Russian Parliament) proposed to develop a roadmap for attracting women into business. The idea is still under discussion.” – a respondent from RUSSIA*

Governments' support for Inclusive Business

*The Government of the Philippines is working on an **Inclusive Business Accreditation Scheme**. Such a scheme could also include **gender-specific indicators**. Accredited companies could be given **tax benefits or preferential status when it comes to public procurement**. Because women face greater hurdles in setting up businesses than do men, governments can **establish gender-based incubation funds to provide additional financing support to women through public private partnerships (PPP)**. Business incubation support for women gives women an avenue wherein they can find help specific to their needs, priorities and goals.*

Exemplary Inclusive Business Models

Characteristics:

- * Recognize the existence of women as contributors to the growth and profitability of the company
- * Active governance mechanisms for women are in place
- * There is a strong appreciation for the practice of consulting women & their participation in decision-making
- * They provide strong access to resources; capacity building activities such as leadership, voice and visibility trainings; and innovation and technology

Exemplary Inclusive Business Models

Providing Equal Opportunities

“In our company, women have the same opportunity in capacitation, salaries... We don’t need special policies as the culture is that women are the leaders and looking at them is the best way to face business and life in harmony and peace. We believe that [their contribution] are so important... and [so we have women] lead the management and marketing of the business.” – a respondent from CHILE

“The programs developed by BEC and TCF have developed a business model that provides 24/7 online support through training and mentoring to women in small business to provide confidential support in their own home or business location that is confidential and delivered by accredited business advisors. Belmont BEC and TCFWA have assisted through training, mentoring business forums in excess of 16,000 women intenders, startups, small businesses across Australia over the past 22 years.” – a respondent from AUSTRALIA

Exemplary Inclusive Business Models

Providing Equal Opportunities

“The “TIWS” project was launched in 2011 with the intention of collaborating with indigenous females who suffered the damages from typhoon Moroak in 2008. This project build up a win-win system, including stimulating local employment in rural area, enhancing work knowledge skill for the disadvantaged women, boosting community power as well as improving indigenous families. This project is now cooperating with the local government to assist women who are willing to go back to the career market.”

– a respondent from CHINESE TAIPEI

Exemplary Inclusive Business Models

3Gs: Good, Green, and Gender

“ECHOstore is a 100% women-owned company, with 50% of its employees are female and in positions of management, while 85% of its producer base are women suppliers. This has been the case since it opened the retail store in 2008. The founders are now very strong advocates for women's economic empowerment and so all policies and programs reflect this gender direction, along with its green sustainability focus. The ECHO group's philosophy continues to focus on the 3Gs: Good (through its non-profit development program of ECHOsi Foundation), Green and Gender.”

– a respondent from the PHILIPPINES

Relevance of Women in Inclusive Business

Importance of women's engagement in IB is their

Nature to Nurture

“Contribute to the improvement of humanity”; “need to positively change the landscape”

“For 10 years, I have known some women from Morocco. They are highly discriminated on religious grounds. But for me, I believe that women can demonstrate the same abilities as men. I will start by making [the people around them] understand these first. [To do this, it is important to nurture a woman's mindset on a positive approach] as well as contribute to the improvement of the environment around women.” – a respondent from JAPAN

Recommendations

Enabling Conditions for Sustainability of Women in Inclusive Businesses



What can APEC do?

Recommendations

- * **Short-term: APEC to champion the agenda of women in Inclusive Business** through data-sharing and large scale information campaign/dissemination that would promote gender-responsive Inclusive Business models
- * **Long-term: APEC economies to work on:** improving the business environment by attracting more women to go into entrepreneurship; enabling institutions to integrate IBs; creating incentives for women in IBs; and developing training programs and legal information support that would encourage women to participate in IBs.

NEXT STEPS

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- * Circulation of the preliminary research study intercessionally to gather comments and feedbacks from APEC
- * Conduct cross-reference perception with hard data
- * Conduct interview and data validation
- * Organise the Concluding Workshop for presentation of the final research study (prior the PPWE 2 Meeting, Sep 2017)
- * Publication of the research study



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Thank you.

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