



Concept Note and Program

FIRST WOMEN'S ECONOMIC EMPOWERMENT AND SOCIAL ENTERPRISE REGIONAL VISIONING AND ENGAGEMENT CONFERENCE (WEE-SERVE ASIA)

Theme: *“Promoting Transformational Partnerships and Women’s Empowerment in Agricultural Value Chains in ASEAN”*

Date and Venue: *April 19-22, 2017, AIM Conference Center, Makati City, Philippines*

I. Background

Many of the ASEAN countries have experienced sustained economic growth for several years now. However, such growth has not benefited the poor, including women and men small producers in various agricultural value chains. In this context, social entrepreneurship has been proposed as a strategy towards making agricultural investments contribute to transforming the lives of these women and men small scale producers.

ASEAN economic integration in 2015 poses both threats and opportunities for social enterprises and their small producer stakeholders in agricultural value chains. With the removal of trade barriers, social enterprise and other small producer -oriented initiatives in agriculture value chains will need to rise to the challenge of operating in a highly competitive ASEAN market that would tend to marginalize small producers.

There are many agriculture-focused social enterprise initiatives in various value chains in Southeast Asia but information is scant on how these have changed the lives of small producers specially women. The entry of impact investors and inclusive businesses in agriculture value chains has opened up opportunities for scaling up impact on smallholder producers. However, it has also posed conflicts and difficulties due to the lack of knowledge and understanding of the requirements for effective engagements with these smallholder producers and the role of government in providing an enabling environment and ecosystem for investments in the agricultural sector to contribute to the Sustainable Development Goals of eradicating poverty, addressing inequality and achieving women’s empowerment.

These form part of the context within which the Institute for Social Entrepreneurship in Asia has pursued an initiative called Promoting Social Enterprises (PROSE) as part of a bigger project entitled Gender transformative and Responsible Agricultural Investments in Southeast Asia (GRAISEA). GRAISEA is a project led by Oxfam and supported by the Swedish Government/SIDA.

As part of PROSE-GRAISEA, ISEA, in partnership with Change Fusion (Thailand), Bina Swadaya and Dompok Dhuafa (Indonesia) and Center for Social Innovation Promotion (Vietnam) has developed and is in the process of conducting Country Workshops to validate and enrich “Benchmarks for Transformational Partnerships with Significant Impact on Women and Men Small Scale Producers in Agricultural Value Chains”. The benchmarks are based on best practices of existing and aspiring social enterprises in agricultural value chains chosen

after a rapid appraisal of significant initiatives in the Philippines, Vietnam, Indonesia and Thailand.

The best/significant practices chosen in the four countries are:

- Alter Trade Foundation and the Negros Organic Fair Trade Association (NOFTA) in the Muscovado Sugar Value Chain and Beyond, Philippines
- Bote Central/Philippine Coffee Alliance in partnership with the Sultan Kudarat Coffee Ventures Inc/TRICOM and RIC Maramag, Philippines;
- Green Net Cooperative and Earth Net Foundation's Fishery Project with Community Based Organizations, Thailand • Lemon Farm and the Association of Thai Fisherfolk Federation's Fisherfolk Enterprise Blue Brand Initiative, Thailand
- KSU Jatirogo's Organic Coconut Sap Sugar Intervention, Indonesia
- KMM's Green Mussel Intervention, Indonesia
- HITEACO and their Partnership with Tea Growers, Vietnam
- DRAGON and their Intervention with Indigenous People in the Ginger and Gac Value Chains, Vietnam.

As its culminating activity for the project, ISEA is organizing the First Women's Economic Empowerment and Social Enterprise Regional Visioning and Engagement Conference in Asia (WEE-SERVE ASIA) on April 19-22, 2017 with the theme "Promoting Transformational Partnerships and Women's Empowerment in Agricultural Value Chains in ASEAN".

With the Philippines as Chair of the ASEAN in 2017, it is an opportune time for the social enterprise sector to pursue efforts to be recognized by ASEAN as a critical stakeholder in achieving the region's Sustainable Development Goals of reduced inequality and women's empowerment, decent jobs and inclusive growth, zero poverty and hunger and sustainable production, consumption and communities. In particular, ISEA hopes that the First WEESERVE ASIA could be a springboard for its efforts to meaningfully engage relevant ASEAN bodies, member states as well as the region's business community and social investors in pursuing the social enterprise sector's agenda of promoting transformational partnerships with women and men small scale producers in agricultural value chains.

II. Activity Description and Objectives

ISEA, in partnership with OXFAM and with the support of the Swedish Government/SIDA, is organizing the **First Women's Economic Empowerment and Social Enterprise Visioning and Engagement Conference in Asia (WEE-SERVE ASIA)** with the theme "Promoting Transformational Partnerships and Women's Empowerment in Agricultural Value Chains in ASEAN" on April 19-22, 2017 in the Philippines. This Regional Conference is a culmination activity of a two-year action research conducted in 4 ASEAN countries by ISEA under the project Promoting Social Enterprises in Gender transformative and Responsible Agricultural Investments in Southeast Asia (PROSE-GRAISEA) in partnership with OXFAM and with the support of the Swedish Government/SIDA.

The First WEE-SERVE ASIA seeks to build a multi-stakeholder platform to promote agricultural value chain interventions and investments in ASEAN that would transform and empower women



and men small scale producers as a contribution to the achievement of the Sustainable Development Goals (SDGs) of reduced inequality and women’s empowerment, decent jobs and inclusive growth, zero poverty and hunger and sustainable production, consumption and communities.

The Workshop has the following general and specific objectives:

General Objective: Build an ASEAN-wide multi-stakeholder platform to promote agricultural value chain interventions and investments that would transform and empower women and men small scale producers as a contribution to achieving the SDGs in the region

Specific Objectives:

- a) Showcase social enterprise models in agricultural value chains in 4 countries that have had a significant impact in transforming the lives of women and men small scale producers.
- b) Validate and enrich the benchmarks for transformational partnerships that impact on women and men small scale producers in agricultural value chains as demonstrated by the social enterprise models.
- c) Set up an initial network of practitioners, advocates and supporters of social enterprises in agricultural value chains that would serve as the core group of a multi-stakeholder platform that would implement, support and advocate the benchmarks for transformational partnerships in agricultural value chains.
- d) Initiate dialogue with ASEAN agencies and member governments, multilateral agencies operating in ASEAN, the business community, and social/impact investors about the benchmarks.

Invitees to the First WEE-SERVE ASIA Conference are 50-60 representatives of social enterprises/social enterprise networks, resource and support institutions of social enterprises, civil society organizations, inclusive businesses and companies practicing CSR in the agricultural sector, government agencies and policy makers, multilateral agencies, social and impact investors and academe in ASEAN, most of whom have been engaged in the 2-year action research as case subjects, partners and participants in Country Workshops.

III. Program

Time	Activity
Welcome Dinner and Solidarity Night Day 0, April 19, 2017 Emcee: Mr. Gomer Padong PRESENT Coalition	
03:00 – 05:00 PM	Registration
05:00 – 06: 10	Cocktails

06:10 – 06: 20	Welcome Performance
06:20 – 06: 30	Welcome Remarks Prof. Ronald Chua Asian Institute of Management Board of Trustees, ISEA
06:30 – 06:45	Introduction and Cultural Presentation of the Delegation from Indonesia
06:45 -07:00	Introduction and Cultural Presentation of the Delegation from Vietnam
07:00– 07:15	Introduction and Cultural Presentation of the Delegation from Thailand
07:15 – 07:30	Introduction and Cultural Presentation of the Delegation from the Philippines
07:30 onwards	Welcome Dinner
Opening Plenary and Country Panel Presentations Day 1, April 20, 2017 Overall Moderator: Ms. Ana Marina Tan Executive Director, ACSENT	
08:00 – 08:30 AM	Registration
08:30 – 08:40	National Anthem and Invocation
08:40 – 09:00	Acknowledgement of Participants and Guests
09:00 - 09:20	Welcome Address: Ms. Lilian Mercado Regional Director - Asia Oxfam International
09:20 – 09:30	Welcome Message: Ms. Aida Jean Manipon Representative UN Women Regional Office for Asia and the Pacific
09:30 – 09:50	Keynote Address: Hon. Loren Legarda Senator, Republic of the Philippines <i>Promoting Transformational Partnerships and Women’s Empowerment in Agricultural Value Chains in ASEAN</i>
09:50 - 10:10	Photo Opportunity Coffee/ Networking Break

10:10 - 10:20	<p>First WEE-SERVE ASIA Conference and PROSE GRAISEA Project Overview and Process</p> <p>Dr. Marie Lisa Dacanay President, ISEA</p>
10:20 – 11:40	<p><u>Panel Presentation from the Philippines</u></p> <p>Sugar Cane and Beyond: Value Chain Development and Women Economic Empowerment in ARCs: A Case Study on ATFI-NOFTA</p> <p>Mr. Earl Parreno, Chairperson, Alter Trade Foundation Inc. Ms. Norma Segovia, STARFA/ NOFTA Representative Mr. Ranie Catimbang, Case Writer</p> <p>Coffee for Life: A Recipe for Sustainable Livelihood Development by Filipino Women</p> <p>Ms. Vie Reyes, Co-Founder, Bote Central/ Philippine Coffee Alliance Ms. Lilibeth Galendez, RIC Maramag Ms. Jessie Ledesma, Case Writer</p> <p>Moderator: Ms. Ana Marina Tan, ACSENT</p>
11: 40 – 12:00	Open Forum
12:00 - 01:00 PM	Lunch
01:00 - 02:00	<p><u>Panel Presentation from Vietnam</u></p> <p>HITEACO and their Partnership with Tea Growers Ms. Nguyen Thi Tham, Director, HITEACO</p> <p>DRAGON and their Intervention with Indigenous People in the Ginger and Gac Value Chains Ms. Nguyen Thu Ha, Director, DRAGON</p> <p>Moderator: Ms. Oanh Kieu Oanh, Executive Director, CSIP Interpreter: Ms. Nguyen Thi Huong Thuy, CSIP</p>
02:00-2:20	Open Forum

02:20-3:20	<p><u>Panel Presentation from Indonesia</u></p> <p>KSU Jatirogo's Organic Coconut Sap Sugar Value Chain Intervention Mr. Ngatijo, KSU Jatirogo President Ms. Christina Frida Widuratmi, Director, Bina Swadaya</p> <p>KMM's Green Mussel Value Chain Intervention Ms. Dessy Sonyaratri, KMM Representative Ms. Rini Supri Hartanti, Director, Dompot Dhuafa</p> <p>Moderator: Mr. Gomer Padong, PRESENT Coalition</p>
03:20 – 03:40	Open Forum
03:40-4:00	Coffee/Networking Break
04:00– 5:30	<p><u>Panel Presentation from Thailand</u></p> <p>The Green Net Cooperative and Earth Net Foundation's Fishery Project with Community Based Organizations Mr. Khun Pitchai Begin, Case Writer</p> <p>Lemon Farm and the Association of Thai Fisherfolk Federation's Fisherfolk Enterprise Blue Brand Initiative Ms. Saowalak Prathumthong, Fisherfolk Enterprise Ms. Preeyaporn Atthaphong, IB and SE Officer, Oxfam in Thailand</p> <p>Moderator: Mr. Chitpong Kittinardorn, Project Coordinator, Change Fusion</p>
05:30 - 05:50	Open Forum
05:50- 6:00	Wrap Up and Announcements/End of Day 1
<p>Day 2: Presentation and Discussion of Benchmarks & Conference Declaration; Dialogue with Government, Business and Social Investors; Closing Plenary April 21, 2017</p> <p>Overall Moderator: Ms. Jocelyn Villanueva, Gender Advisor, Oxfam</p>	
08:00 -08:30 AM	<p>Recap of Day 1 Discussion Overview of Day 2 Activities and Workshop Group Assignments</p>
08:30 – 9:45 AM	<p><u>Presentation and Open Forum on Benchmarks for Transformational Partnerships with Women and Men Small Scale Producers in Agricultural Value Chains</u> Dr. Marie Lisa Dacanay ISEA President and Project Director, PROSE GRAISEA</p>

9:45--11:15	Workshop on Benchmarks and First WEE-SERVE ASIA Conference Declaration (Workshop Groups)
11:15-11:30	Coffee/Networking Break
11:30-12:30	Plenary on Workshop Reports and Conference Declaration
12:30 - 01:30	Lunch Break
01:30-3:00	<p>Dialogue with ASEAN/ ASEAN Member States on the Benchmarks Ms. Zenaida Cuison-Maglaya Undersecretary Department of Trade and Industry-Philippines</p> <p>H.E. Lily Purba Indonesia Representative and Chair ASEAN Committee on Women and Children</p> <p>Ms. Elaine Tan Executive Director ASEAN Foundation</p> <p>Moderator: Ms. Jocelyn Villanueva, Gender Advisor, Oxfam</p>
03:00-03:15	Coffee/Networking Break
03:15-4:45	<p>Dialogue with the Business Sector and Social/Impact Investors on the Benchmarks</p> <p>Ms. Pranay Samson Head of Corporate Finance, Shujog IIX</p> <p>Ms. Ana Bobadilla (TBC) Secretariat, AWEN</p> <p>Mr. Oskar Haq Financial Advisor, Oxfam</p> <p>Moderator: Dr. Jamil Francisco, Executive Director, AIM Policy Center</p>

04:45-5:30	<p>Closing Plenary:</p> <p>Synthesis of Conference Results, Resolutions and Next Steps</p> <p>Closing Address Ms. Anette Andersson Programme Officer – Private Sector Collaboration and Decent Work Development Cooperation Section – Asia and the Pacific Embassy of Sweden/ Sveriges ambassad, Bangkok</p> <p>Acknowledgements</p>
<p>Field Visit to a Social Enterprise Day 3, April 22, 2017</p>	
08:00 AM - 05:00 PM	<p>Field Visit to Social Enterprises (Gandang Kalikasan/Human Nature, Casile Ginting Upland Marketing Cooperative and Bote Central 18 Days Coffee Kiosk)</p>

Side Events

Title of Side Events	Schedule	Speakers	Sponsoring Organization(s)
<p>Briefing Session - Engaging the UN High Level Panel on Women's Economic Empowerment "Leave No One Behind, Taking Action for Transformational Change on Women's Economic Empowerment"</p>	<p>April 20, 2017 06:00 – 07:00PM</p>	<p>Ms. Jocelyn Villanueva Oxfam</p>	<p>Oxfam</p>
<p>Tools for Measuring Women's Empowerment and Social Enterprise Impact</p>	<p>April 21, 2017 06:00– 07:00PM</p>	<p>Ms. Nisha Onta WOCAN Ms. Rini Supri Hartanti Dompot Dhuafa</p>	<p>WOCAN and ISEA</p>