

# Promoting the Role of Social Enterprises in Gender transformative & Responsible Agricultural Investments in South East Asia (PROSE-GRAISEA)

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# Overall Context

- Sustained economic growth in ASEAN countries  
→ impact on poverty?
  - has not benefited poor
  - has not benefited women and men small scale producers in agricultural value chains (AVCs)
- Social entrepreneurship as strategy
  - make agricultural investments contribute to transforming the lives of women and men small scale producers.

# Context: ASEAN Integration & SDGs

- ASEAN economic integration by 2015
  - poses threats and opportunities for social enterprises and small producer stakeholders in AVCs
  - removal of trade barriers → highly competitive ASEAN market ; tendency to further marginalize small producers.
- Benchmarks and standards for responsibly engaging and transforming women and men small producers would be important.

# Context: ASEAN Integration & SDGs



Linked to social enterprise sector contribution to SDGs:

- ❑ zero poverty, no hunger, reduced inequality (Goals 1, 2 & 10)
- ❑ decent jobs and inclusive growth (Goal 8)
- ❑ inclusive and sustainable industrialization and innovation (Goal 9)
- ❑ sustainable consumption and production; sustainable communities (Goals 11 & 12)
- ❑ women's economic empowerment (Goal 5) as cross-cutting

# Context: ASEAN Integration & SDGs

- Many agriculture-focused social enterprise initiatives in various value chains in Southeast Asia
  - Scant information on how these have changed the lives of small producers, specially women.
- Entry of impact investors and inclusive businesses in AVCs
  - opened up opportunities for scaling up impact on smallholder producers.
  - have also posed conflicts and difficulties
- General lack of knowledge and understanding on
  - requirements for effective engagements with smallholder producers
  - role of government in providing an enabling environment and ecosystem for investments in the agricultural sector to contribute to SDGs

# PROSE GRAISEA Objectives

- Showcase social enterprise models with significant impact in transforming the lives of women and men small producers in AVCs
- Develop benchmarks for transformational partnerships with women and men small scale producers in AVCs
- Create platform to promote adoption/generate support for benchmarks in ASEAN among social enterprises, CSOs, inclusive and other businesses, social investors, governments, intergovernmental bodies



# PROSE GRAISEA Coverage and Time Frame

- 2-year regional project (April 2015-March 2017→ September 2017)
- Covers 4 ASEAN countries: Philippines, Indonesia, Thailand and Vietnam
- Main implementing organization: Institute for Social Entrepreneurship in Asia (ISEA), in partnership with Oxfam, with funding support from SIDA
- Country Partners:
  - Change Fusion (Thailand);
  - Bina Swadaya & Dompot Dhuafa (Indonesia);
  - CSIP (Vietnam)

# PROSE GRAISEA Outputs

- Rapid appraisal of social enterprise initiatives in AVCs and their context (4 countries and ASEAN as a whole).
- Two case studies of best practices that manifest significant impact on women and men small-scale producers per country (8 case studies for 4 countries).
- Benchmarks for transformational partnerships with women and men small-scale producers
- Country Workshops to validate cases and enrich Benchmarks
- Communication materials/tools to promote Benchmarks
- Multi-stakeholder ASEAN conference that would jumpstart promotion of benchmarks: Women's Economic Empowerment and Social Enterprise Regional Visioning and Engagement Conference (WEE SERVE Asia): April 20-21, 2017; Makati City, Philippines





# 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”

April 19-22, 2017

AIM Conference Center  
Makati City, Philippines



# WEE SERVE Asia Conference Program

Day 0, 19 April 2017	
06:00 AM - 05:00 PM	Arrival and registration of delegates
05:00 PM - 08:30 PM	Cocktails and Welcome Dinner





# WEE SERVE Asia Conference Program

Day 1, 20 April 2017	
08:00 AM - 08:30 AM	Registration
08:30 AM – 09:50AM	Opening Plenary;
	Photo Opportunity and Break
10:10-10:20	PROSE GRAISEA and WEE SERVE Asia Overview
10:20 AM - 12:00 NOON	Panel Presentation of the Philippine Cases and Open Forum
12:00 NN- 01:00 PM	LUNCH BREAK



# WEE SERVE Asia Conference Program

Day 1, 20 April 2017	
01:00 PM - 02:20 PM	Panel Presentation of the Vietnam Cases and Open Forum
02:20 PM - 03:40 PM	Panel Presentation of the Indonesia Cases and Open Forum
03:40 PM - 04:00 PM	Coffee Break
04:00 PM - 05:50 PM	Panel Presentation of the Thailand Cases and Open Forum
05:50 PM - 06:00 PM	Wrap Up and Announcements
06:00 PM - 07:00 PM	Side Event: Briefing Session - Engaging the UN High Level Panel on Women's Economic Empowerment





# WEE SERVE Asia Conference Program

Day 2, 21 April 2017	
08:00 AM - 08:30 AM	Recap of Day 1 Discussion
08:30 AM - 09:45 AM	Presentation and Open Forum
09:45 AM - 11:15 AM	Workshop on Benchmarks and Conference Declaration
11:15 AM- 12:30 NN	Plenary on Workshop Results and Conference Declaration
12:30 NN - 01:30 PM	Lunch Break





# WEE SERVE Asia Conference Program

Day 2, 21 April 2017	
01:30 PM - 03:00 PM	Dialogue with ASEAN/ ASEAN Members States on the Benchmarks
03:00 PM - 03:15 PM	Coffee/Networking Break
03:15 PM - 04:45 PM	Dialogue with the Business Sector and Social/Impact Investors on the Benchmarks
04:45 PM - 05:30 PM	Closing Plenary
06:00 PM - 07:00 PM	Side Event: Tools for Measuring Women's Empowerment and Social Enterprise Impact





# WEE SERVE Asia Conference Program

Day 3, 22 April 2017	Field Visit: Gandang Kalikasan/Human Nature, Casile Ginting Upland Marketing Cooperative and Bote Central 18 Days Coffee Kiosk
08:00 AM - 08:10 PM	Departure from AIM Conference Center Lobby
08:10 AM - 09:00 AM	Travel to Gandang Kalikasan/Human Nature Manufacturing Plant, Canlubang, Laguna
09:00 AM -10:00 AM	Orientation/Briefing and Open Forum on Gandang Kalikasan/Human Nature
010:00 AM-10:30 AM	Travel to Casile Ginting Upland Marketing Cooperative, Casile, Laguna
10:30 AM – 12:00 NN	Visit to coffee farm and processing facility
12:00 NN - 1:00 PM	Lunch Break
1:00 PM – 02:00 PM	Orientation/Briefing on Casile Ginting Upland Marketing Cooperative
02:00 PM - 03:00 PM	Open Forum and Interaction
03:00 PM - 03:30 PM	Debriefing on Field Visit
03:30 PM – 05:00 PM	Travel and Visit to Bote Central 18 Days Coffee Kiosk, South Supermarket
5:00 PM – 6:00 PM	Travel Back to AIM Conference Center, Makati



**Thank You!**

For more information, write to  
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