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Sustaining Women's Livelihood:

STORIES OF RECOVERY 7 YEARS POST-HAIYAN/YOLANDA

A Post-Project Sustainability Evaluation on the Women Enterprise Fund (WEF)

2nd June 2021 1:30 – 4:00PM

Session Objectives

1

Share information that could enhance the ge
responsiveness and sustainability of livelihood
in humanitarian-development nexus program

2

Gather participants' insights on the
Conclusion, learning and recommendations



CARE PHILIPPINES

CARE has been providing emergency relief and development assistance in the Philippines since 1949. Over the years, the organization has developed strong working relations with local communities and local non-government organizations throughout the country.

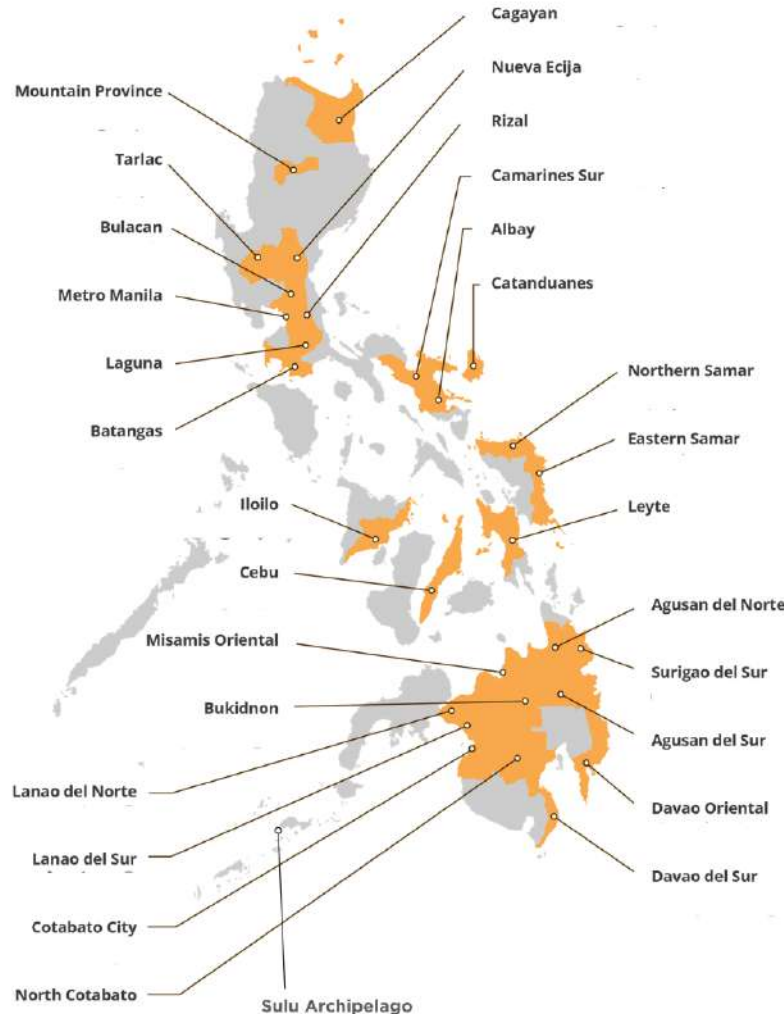
Currently, CARE Philippines is implementing a number of programs, ranging from disaster risk reduction and climate change adaptation in rural and urban areas, to humanitarian assistance focusing on food, shelter, cash, protection, water, sanitation & hygiene, to recovery and rehabilitation focusing on women economic empowerment, health and livelihoods, across the Philippines.

Gender at the Center

Across our work in emergencies and community resilience, CARE has been intuitively gender-conscious; CARE has deliberately anchored our success stories around women and their experiences; and CARE has trialed practices and techniques to empower women economically and meaningfully engage truly vulnerable sectors.

Focus Areas

- Humanitarian Response
- Integrated Risk Management
- Health and Hygiene in Emergencies
- Research and Knowledge Exchanges



In 2020, CARE Philippines has reached

 **998,648**

people by providing food, clean water, jerry cans, water purifiers, hand washing stations, hygiene kits, disinfectants, vitamins, medications, personal protective equipment, support in livelihood and agriculture, trainings and technical support in Integrated Risk Management, and protection from gender-based violence and more than

 **1.7 million**

people by providing lifesaving information through various online and offline communication and education campaigns.

 **6 out of 10**

people we work with in communities are women.



care-philippines.org
carephl.info@care.org





The Post –Project Sustainability (PPS) Small Grant Initiative

CARE understands impact as **positive, sustained change in the lives of people**, and understanding **impact post-project requires robust evidence**.

The PPS initiative funds small scale research and evaluation related to **post-project sustainability** in order to better understand how and why projects can make **lasting impact at scale** on post-project sustainability.

Objectives of the PPS small grant initiative:

1. To generate evidence on what works to sustain the impact of CARE programming post-project, and
2. To develop a framework and guidance to support evidence generation and organizational learning around post-project impact.

We are interested to know whether the WEF project's outcomes continue to contribute to impact after its funding ends.

WEF Project Overview

The Women Enterprise Fund (WEF)

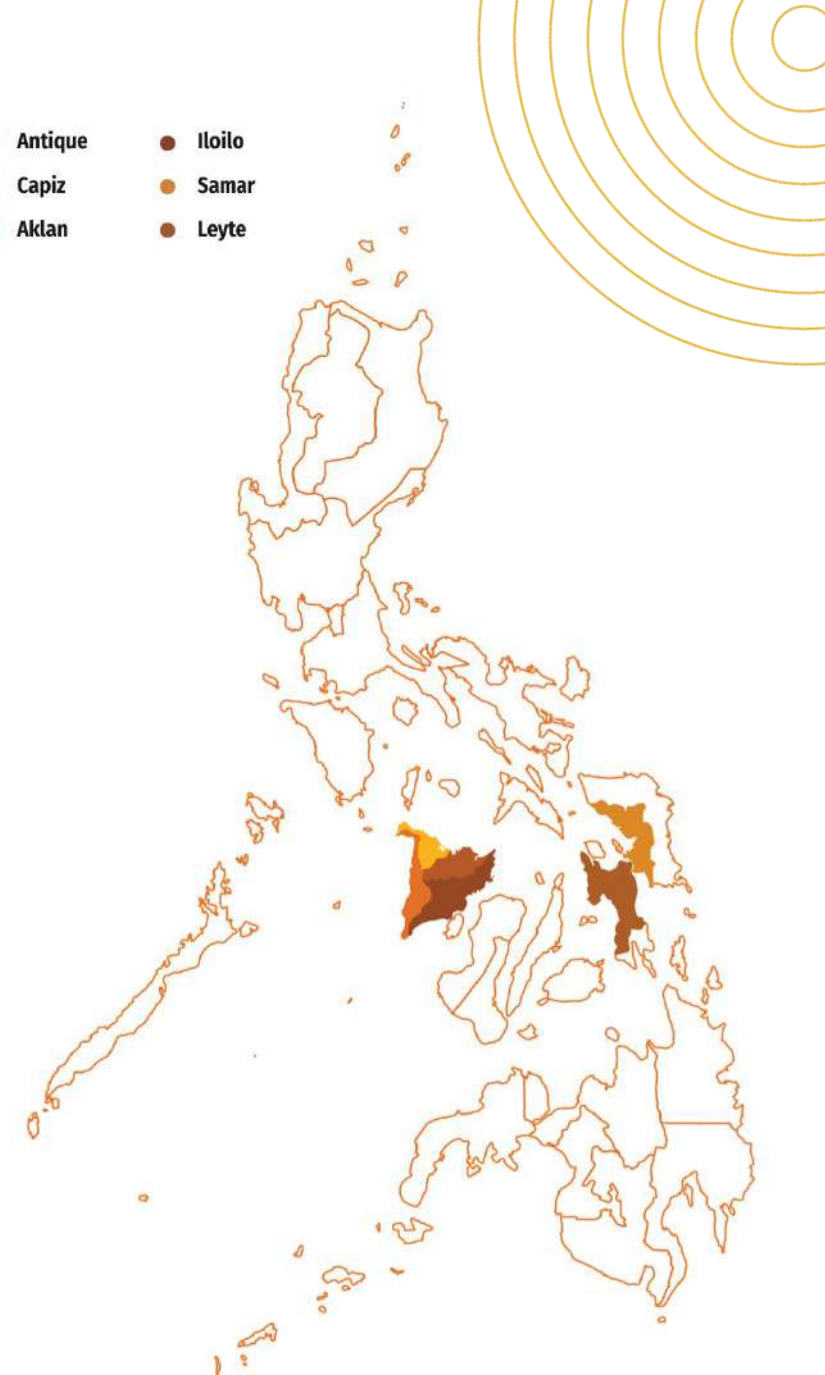
Aimed to enable Typhoon Haiyan-affected households to establish sustainable livelihoods and increase their resilience.

Implemented jointly by CARE and partners in six provinces: Aklan, Capiz, Antique, Iloilo, Samar, and Leyte.

Interventions involved:

- Infusion of financial capital
- Capacity-strengthening activities
- Linkages to relevant supply chain actors and service providers

- 
- | | |
|-----------|----------|
| ● Antique | ● Iloilo |
| ● Capiz | ● Samar |
| ● Aklan | ● Leyte |



WEF Project Overview

929 women entrepreneurs participated in the WEF project from 2014 to 2016

Types of microenterprises supported:

Food vending



62.5%

Agriculture



24%

Handicraft



4.8%

Textile products



4%

Services



0.5%

Other micro-
businesses




4.2%

EVALUATION DESIGN

Goal: To assess the sustainability of WEE and resilience outcomes among WEF-supported women entrepreneurs in a disaster-prone context.

Objectives:

1. To assess to what extent the outcomes/impacts of the WEF project related to WEE and resilience are sustained or translated into lasting influences.
 2. To identify the factors that contributed to sustainable WEF project outcomes based on WEE and resilience framework.
 3. To provide recommendations for future CARE programming and to ensure impact at scale.
- 

Sustainability

The achieved state and benefits of women's economic empowerment and resilience are maintained, and WEF beneficiaries continue adapting their situation to evolving conditions while achieving economic well-being.



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Women's Economic Empowerment

The process by which women increase their right to economic resources and power to make decisions that benefit themselves, their families and their communities.

Resilience

Increased capacities and assets
to deal with shocks, stresses
and uncertainty



Reduced drivers of risk



Enabling environments



Increased resilience

CARE Gender Equality Framework

**BUILD
AGENCY**



**CHANGE
RELATIONS**

**TRANSFORM
STRUCTURES**

Framework on Sustainability of Women's Economic Empowerment and Resilience Outcomes among women entrepreneurs in post-Typhoon Haiyan in Aklan, Antique, and Leyte provinces



EVALUATION PROCESS

Mixed-methods evaluation: Adapted outcome harvesting

Surveys

155 WEF entrepreneurs



- Face-to-face data collection by KoBoCollect app

In-depth interviews

30 WEF entrepreneurs



- Phone interviews

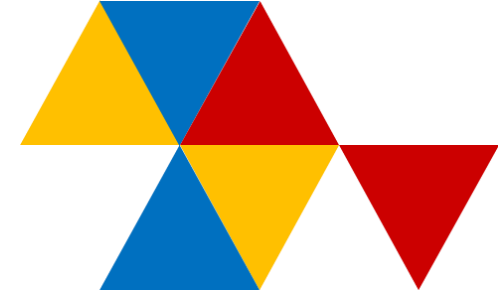
Most Significant Change

4 WEF entrepreneurs

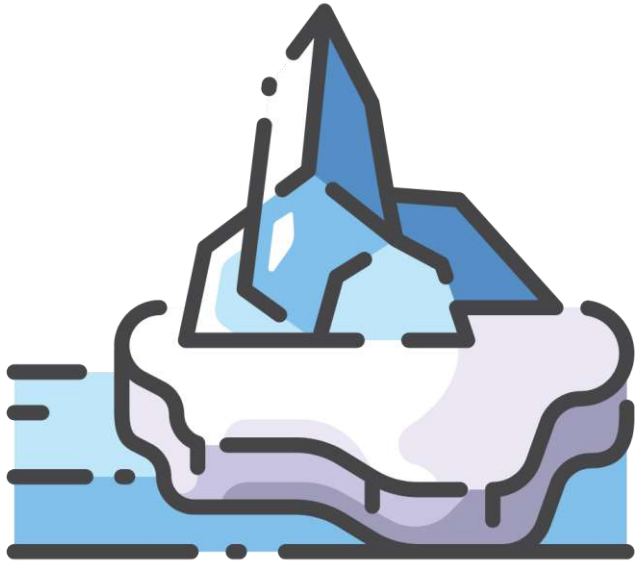


- Phone interviews

Strictly followed COVID-19 prevention guidelines and observed ethical considerations



WELLNESS BREAK





Sustaining Women's Livelihoods:

Stories of Recovery

7 Years Post-Haiyan/Yolanda

June 2, 2021 | Wednesday | 1:30 PM to 4:00 PM (PH Time | GMT +8)

REGISTER FOR FREE AT: <http://bit.ly/RILHUBwebinarJUNE2>



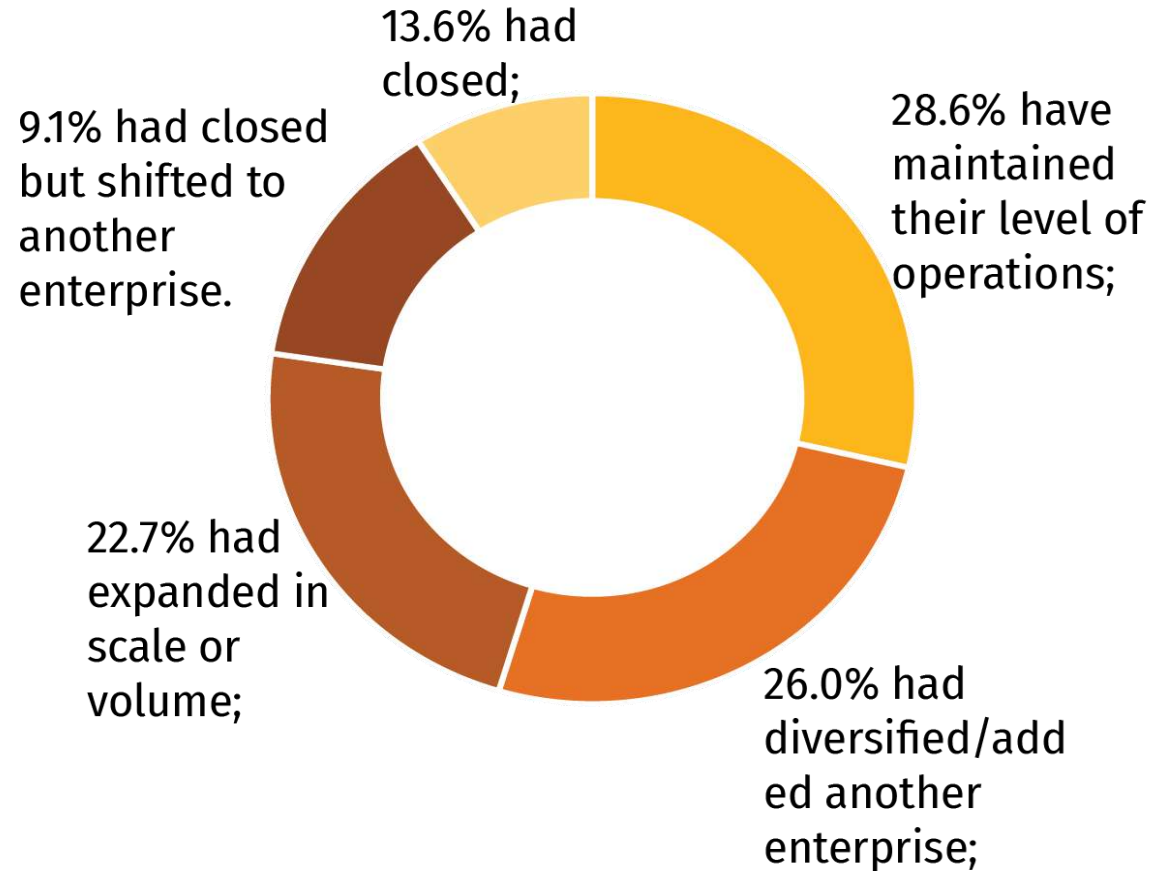
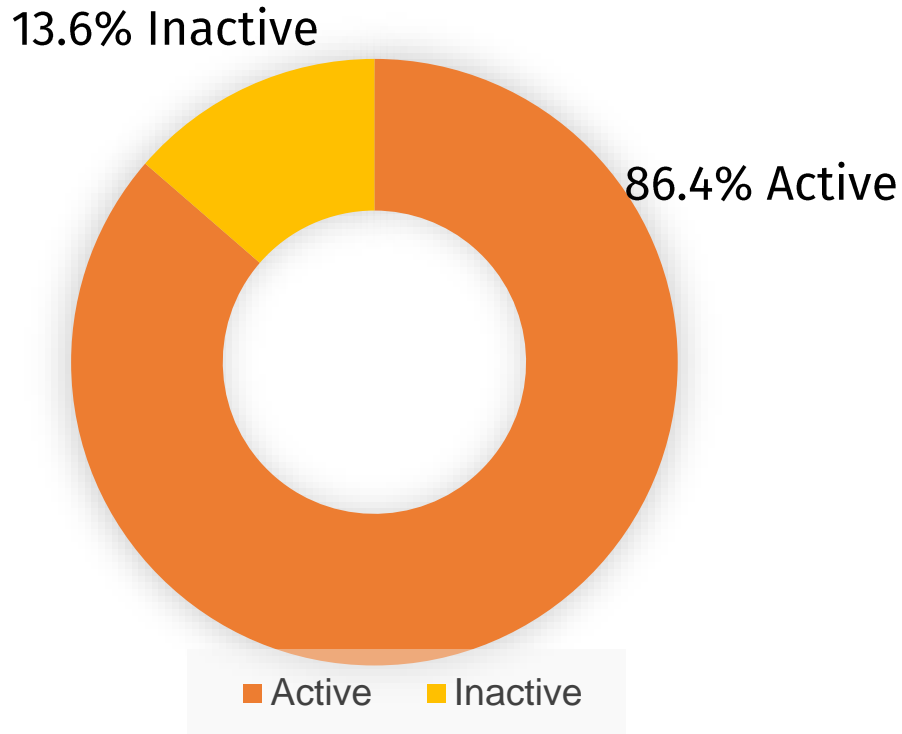
STUDY FINDINGS

**WEE and RESILIENCE
OUTCOMES BEYOND THE
WEF PROJECT LIFE**



Economic Advancement

Sustained operations of WEF-supported microenterprises



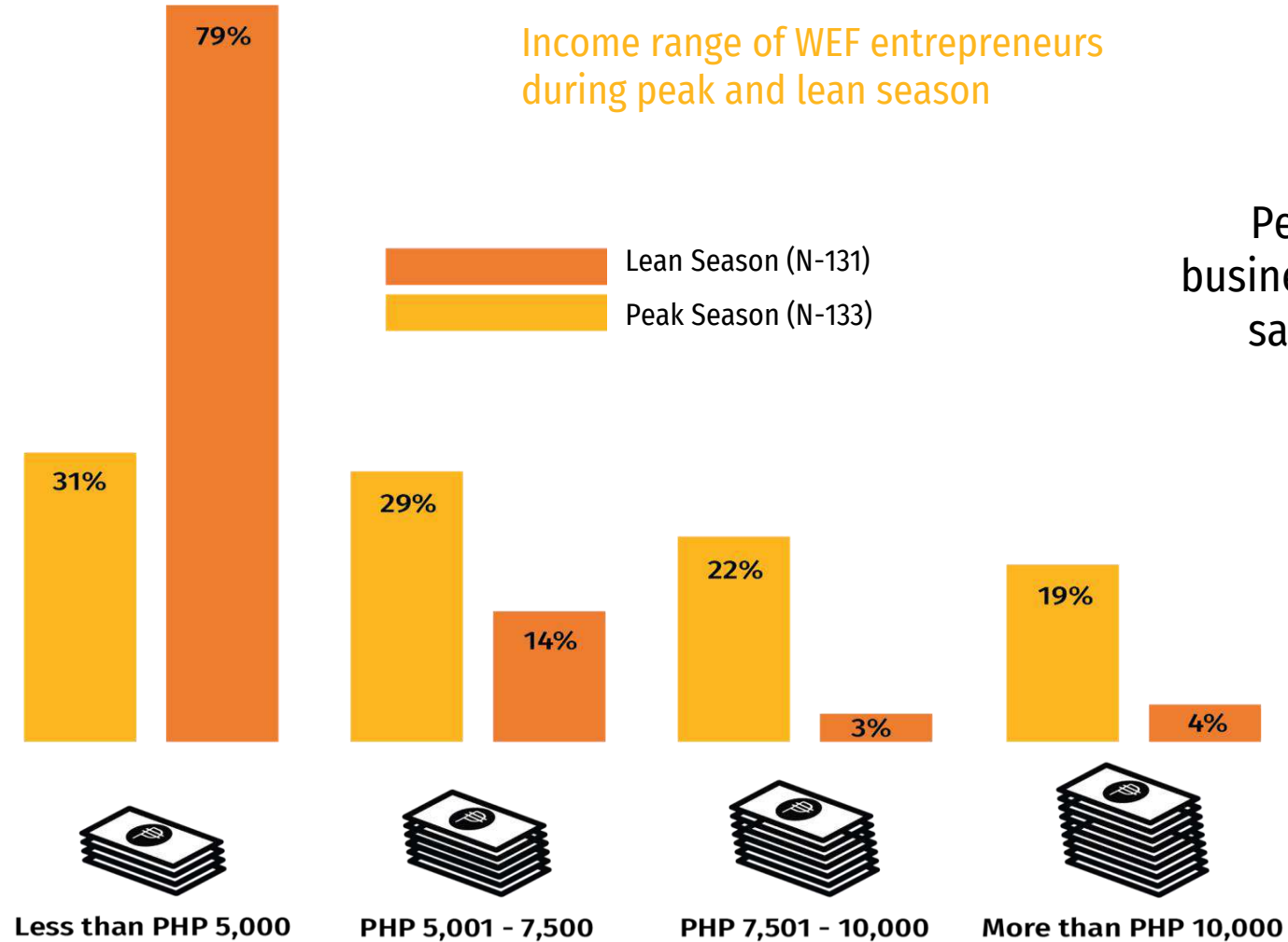


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Economic Advancement

Sustained income of women's microenterprises in the face of crises



OUTCOMES BEYOND THE WEF PROJECT LIFE



Economic Advancement

Increased income and return on labor of WEF Entrepreneurs

“Since 2016, when I got my own set of cooking equipment (steamer, gas stove, and baking pans) from WEF, my baking work becomes easy and fast compared to using a wood stove and small casserole. I was encouraged to learn and produce new products. My income increased because I can bake more and with good quality.”

TOP 5 USES of WEF entrepreneurs' income

- 53% Invest in enterprise
- 49% Provide for family and daily needs
- 46% Use in emergencies
- 32% Buy productive asset
- 29% Pay for children's educations



Access to Skills Development & Job Opportunities

Accessed diverse modes of learning

TOP 5 ENTERPRISE SKILLS

learned by WEF Entrepreneurs

-  Right Pricing
-  Product & Service Improvement
-  Costing
-  Keeping Enterprise Records
-  Profit Calculation

TOP 5 LEARNING MEANS

accessed by WEF entrepreneurs

- Attend Government Training 
- Learned from Relatives 
- Networking 
- Learned from Radio/TV 
- Reading Books 



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Access to Skills Development & Job Opportunities

Increased capability to perform economic activity

Biggest change in life reported by WEF Entrepreneurs



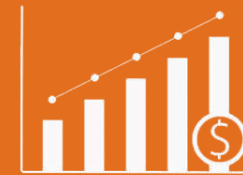
**Improved
Production Volume**



**Improved
Product Quality**



**Diversified
Product Line**



**Expanded Customer &
Boosted Sales**



**Increased
Profit**



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OUTCOMES BEYOND THE WEF PROJECT LIFE



Access to Assets, Services & other Support to Advance Economically

Continued Access to and Control over enterprise assets

“Before WEF assistance, I was just borrowing steamer from my neighbor and if it was not available, I cannot meet my orders. Now that I have my own set of cooking equipment provided by the WEF project, I’m producing more and assorted local delicacies to sell in offices and neighborhoods. As I still have the cooking utensils, I continue accepting orders until this day.”

98.7% WEF entrepreneurs reported that WEF financial support & enterprise assets useful up to this day





Access to Assets, Services & other Support to Advance Economically

Established relations with enterprise networks & markets

MARKETS Covered by WEF-entrepreneurs



Retail (87.0%)



Wholesale (31.2%)



Institutional Buyers (26.0%)

93.0% and 91.6% WEF entrepreneurs reported that WEF-facilitated networking with relevant supply chain actors and government agencies, respectively are still useful up to this day



Access to Assets, Services & other Support to Advance Economically

Accessed and used financial services

WEF Entrepreneurs Accessed & Used Financial Services

81.8%



SAVINGS

70.3%



INSURANCE

59.7%



LOANS



Access to Assets, Services & other Support to Advance Economically

Accessed and used financial services

TOP 5 Primary Purpose of WEF Entrepreneur's Loans

7 out of 10



Invest in an Enterprise

4 out of 10



Use in Emergencies

3 out of 10



Buy Productive Assets

2 out of 10



Buy Daily Household Needs

2 out of 10



Pay for Education Expenses



Decision-making Authority in Different Spheres

Gender equitable beliefs and attitudes that support WEE

6 out of 10 women AGREE...

The woman should decide to buy the major household items.

A woman should not obey man/men in her life in all aspects.

A woman should lead the enterprise.

The woman should decide to buy major enterprise items

Women should be leaders in the community or organizations just like men

Women should have a say in important decisions in the community

Statements that reflect gender equality

7 out of 10 women AGREE...

A woman's main role/responsibility is taking care of her home and family.

A woman should obtain permission of her spouse/partner or head of the family before she goes to most public places.

Statements that reflect gender inequality



Decision-making Authority in Different Spheres

Confidence in negotiation and communication skills

“It is difficult to sell handicraft in Libertad because the traders dictate the price... my products are of good quality so I can negotiate for a better price with traders.”

“I have cultivated a good relationship with my customers by negotiating a favorable payment scheme. My customers would send payment through remittance centers even before the wild honey and ginger tea products were delivered; unlike before, they paid upon delivery.”

7 out of 10 women

- ★ Consider all points of view when making decision
- ★ Prefer to use different negotiation styles for every client

6 out of 10 women

- ★ Able to establish useful enterprise contacts
- ★ Comfortable dealing with conflict when it arises
- ★ Find it easy to convince people to see things their way or easy to sell their ideas



Decision-making Authority in Different Spheres

Decision-making power at household and enterprise level

“ I am the one who has regular income, I am the one who makes decision.”



Utilization of your income



Whether to take out a loan



Utilization of a loan or savings



Making purchases of household needs

At least 5 out of 10 women respondents said **Joint decision-making** is the ideal set-up

At least 2 out of 10 women respondents said **they make decisions solely**



Making purchases of household assets



Making major purchases of productive assets



Enterprise operations and management



Market negotiation



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Reducing Drivers of Risk

Coped with crisis & adapted to changing conditions

Top 5 effects of COVID-19 to enterprises

33.0%



**Decreased demand/
customers**

25.5%



**Paused & downsized
operations**

15.1%



Limited Mobility

9.4%



Decreased Income

3.8%



Decreased Supply

Reducing Drivers of Risk

Coped with crisis & adapted to changing conditions

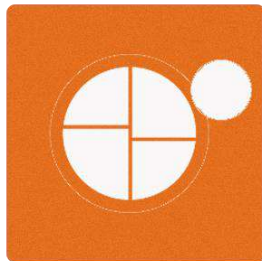
Top 5 household coping strategies used

91.4%



Purchase cheaper food

28.3%



Limit food
portion sizes

20.4%



Sell Productive Assets

17.1%



Purchase food
on credit

15.8%



Reduce number of
meals per day

Reducing Drivers of Risk

Coped with crisis & adapted to changing conditions

Top 5 enterprise coping strategies used

46.7%



Lower price of
Product or service

42.1%



Offer products
in season

23.7%



Market product
using a different
strategy

22.4%



Temporary stop
operations

21.7%



Shift to another
enterprise



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Reducing Drivers of Risk

Enabling environment existed for the resilience of women's enterprise
through their policies, programs, products, and services



Relevant government agencies provide business development, financial support and marketing assistance.



MFIs deliver a much-needed boost to infuse working capital through loans and offer other risk protection mechanisms such as savings and insurance.

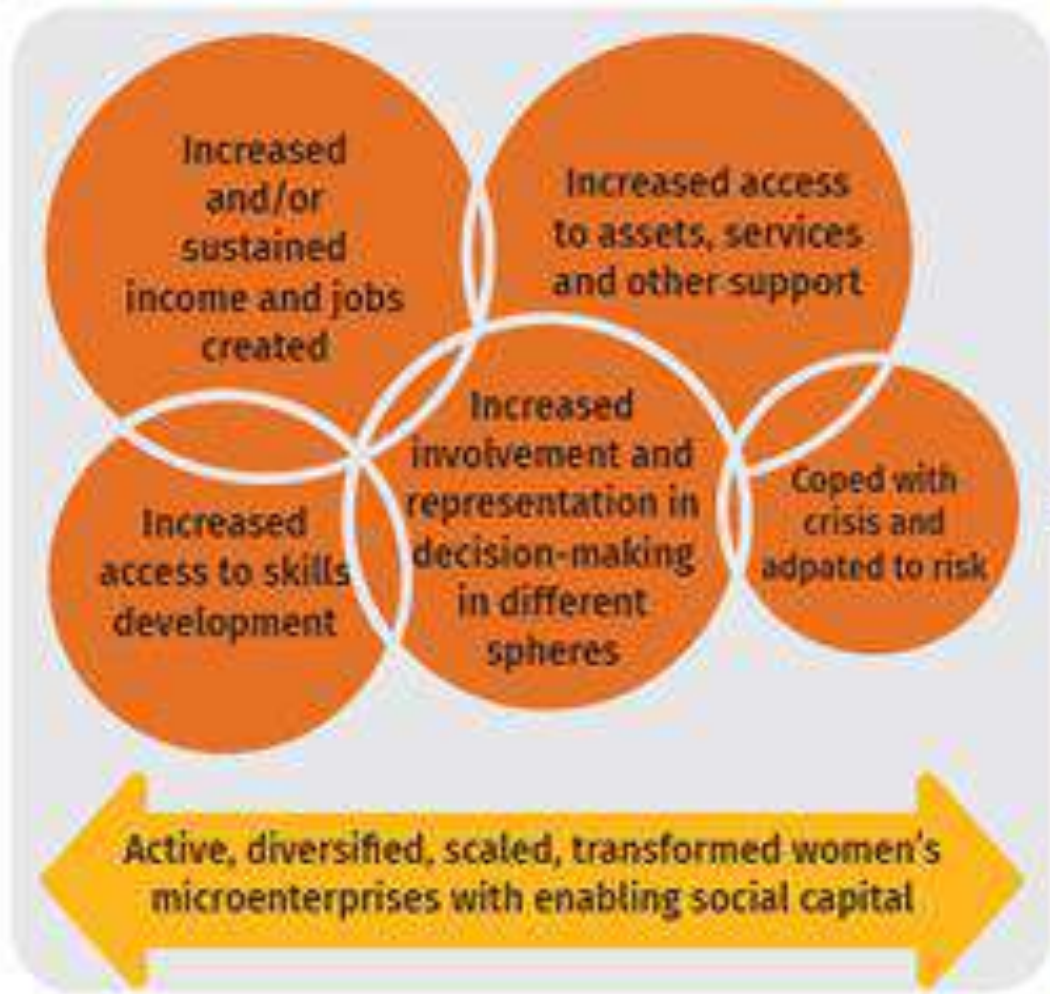


Producers' groups and non-government organizations also assist.

WEF Interventions

Infusion of enterprise capital; Training on enterprise development, financial literacy, DRR, gender equality; and Facilitated support services through networking and linkages

Women Economic Empowerment and Resilience Outcomes



Impact

Economically empowered and resilient WEF entrepreneurs

Improved socio-economic well-being: Sustainably met household basic needs, asset purchase, re-investment in enterprise, emergency needs; high self-efficacy and collective efficacy



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Summary Analysis & Conclusion

WEF entrepreneurs have achieved and sustained the WEE and resilience outcomes post-WEF project



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Summary Analysis & Conclusion

AGENCY



Succeeded in building WEF entrepreneurs' capacities and confidence



Able to restart, expand and diversify enterprises



Increased confidence and skills to make decisions and negotiate



Increased abilities to access resources



Increased capacity to cope and adapt to a crisis





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Summary Analysis & Conclusion

RELATIONS



Social networks to sustain enterprise utilized



Meaningfully engaged in groups or organizations for enterprise support



Links with power holders mainly for individual access to resources and assets maintained



Women's decision-making improved, either solely or shared with others



Unpaid care and domestic work addressed through:

- Women's time management
- Use of labor-saving devices, and
- Shared responsibilities among household members








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Summary Analysis & Conclusion

STRUCTURE

-  Enabling environment for women entrepreneurs' access to resources and assets provided by public and private institutions.
-  The macroeconomic policies continue to negatively affect women's microenterprises.
-  Unpaid domestic and care work to be systematically addressed by change in gender norms and institutional policies.





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Summary Analysis & Conclusion

Ultimate outcomes/impacts at household level



Sustained meeting of household's basic needs



Sustained income to re-invest in enterprises



Comfortable life / improved quality of life





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Summary Analysis & Conclusion

Contributors to the achievement of WEE and resilience outcomes

62.7%

WEF project was the only contributor

30.1%

Other actors contributed, but WEF project made the most important contribution

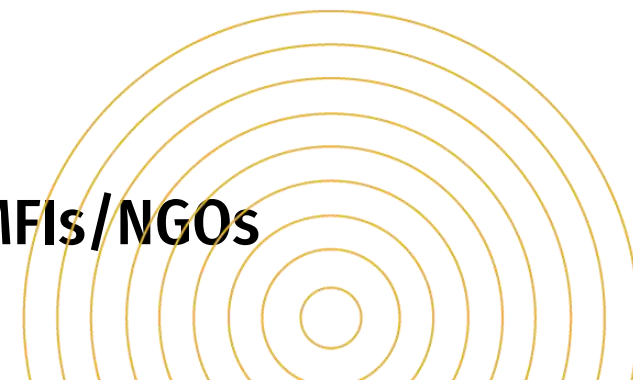
7.2%

WEF project and other actors made an important contribution

0.0%

Would have happened without WEF project

Other actors include: NGAs, /LGUs, family/relatives, and MFIs/NGOs











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Summary Analysis & Conclusion

Facilitating factors in the achievement of sustainable outcomes

-  WEF's funding criteria had determined women's socio-economic impacts.
-  Women decided on the microenterprise to propose for WEF assistance.
-  WEF's interventions empowered women and facilitated desirable outcomes.
-  Women's inherent set of entrepreneurial traits helped achieve WEE and resilience outcomes.
-  WEF entrepreneurs have relied on their capacities in sustaining the gains, especially during crises.
-  They capitalize on relations with at household and community levels





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Summary Analysis & Conclusion

Hindering factors in the achievement of sustainable outcomes

- 1** Subscription to traditional gender roles and the unjust burden of domestic and care work on women.
- 2** Lack or limited interactions with networks and power holders.
- 3** Limited opportunities for WEF microenterprises that remained unregistered and operating in the informal economy
- 4** A tendency among WEF entrepreneurs to be risk-averse
- 5** Obtaining loans with inappropriate and stringent terms





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Summary Analysis & Conclusion

Hindering factors in the achievement of sustainable outcomes

- 6** WEF entrepreneurs still face hurdles in accessing government services and programs
- 7** The macroeconomic policies continue to negatively affect women's microenterprises.
- 8** Gender inequality relegated women to low-capital, low-income jobs.










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Summary Analysis & Conclusion

KEY POINTS

-  WEE is a practical entry point to women's empowerment
-  When you invest in women, the whole family benefits
-  WEE is addressed at various levels – individual, household, enterprise, community, institution
-  WEE increases resilience and vice versa
-  WEE is sustainable if there are positive changes in all three GE domains.






Learning

- ❖ A combination of appropriate soft and hard tools for microenterprises has proven to be effective
- ❖ Sustained livelihood sources are empowering women in both normal and crises situations
- ❖ A high proportion of WEF enterprises remain micro and operate with limited reinvestment of income.
- ❖ Established relations, especially family and networks, are beneficial to WEF entrepreneurs' recovery.
- ❖ WEE and resilience reinforce each other.








Learning

-  Classifying WEE and resilience outcomes provided focus and efficient analysis of findings
-  Good research practice requires flexibility in adopting proven research methodologies.
-  Discussions with a group of WEF entrepreneurs could have surfaced insights on collective efficacy.



Recommendations

-  Anchor the interventions with functioning local organizations in project areas
-  Focus the capacity strengthening of women on establishing networks to access services.
-  Provide further awareness-raising on negotiation with power holders.
-  Facilitate linkages with women's and community groups to influence change in enabling environments.
-  Promote collective action towards reducing drivers of risks





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For research related inquiries, please reach out to:

Maria Teresa Bayombong
Project Director
maria.bayombong@care.org

CARE Philippines
carephl.info@care.org



care[®]



CARE Philippines



@CAREphl



care[®]

www.care-philippines.org/