



## **CESO-BAP**

CIDA Gender Equality Forum 2007



## **CESO-BAP**

*Canadian Executive Service Organization - Business Advisory Project*

Established in 1999, the project provides business advisory services to small and medium enterprises (SMEs) through the deployment of Canadian Expert Advisers.



## BAP Overall Gender Equality Strategy

“Promoting **equal opportunities** through **gender-equitable** business advisory services...”



...targeting **women-dominated** SMEs and increasing awareness of **gender issues** by clients, EAs, and partners...

...to bring about **enhanced gender equality results** for entrepreneurs and workers alike.”



## Integrating GE into the Project

- **2002.** CESO BAP staff trained on basic Gender Equality
- **2004.** Three-day GE discussion attended by IRO
- **2006.** CESO-BAP and PBSP-BAP staff trained on GE by CIDA Gender Equality Advisor
- **2007.** GE training of PBSP-BAP Volunteer Advisers
- **2007.** VA GE echo-mentoring session to 38 Mindanao-based VAs

**Improved understanding of GE and integrated GE concerns into planning, implementation and monitoring processes.**

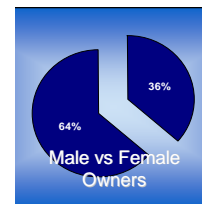
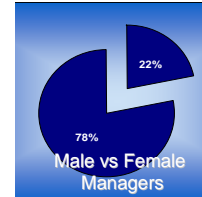


## Integrating GE into the Project

Early on, BAP observed that:

Majority of its clients are male-dominated or male-led enterprises.

2004 Statistics on Completed Assignments				
Sector	Owner		Manager	
	Female	Male	Female	Male
Agri-business	3	4	2	4
Small Mfg	5	7	6	18
Tourism		2		2
Others		1	4	19
<b>Total</b>	<b>8</b>	<b>14</b>	<b>12</b>	<b>43</b>



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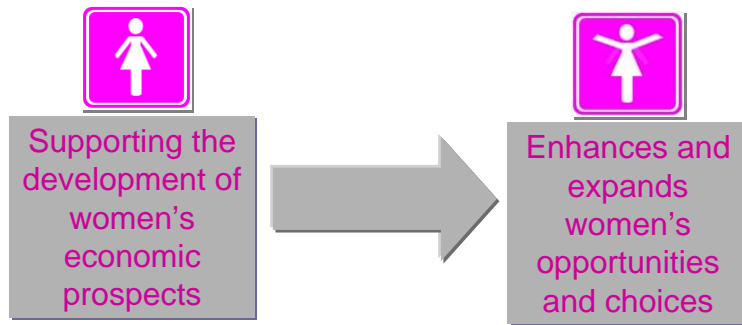
Gender-specific targeting was needed to bring about gender equality result

As a result, BAP took on the GE-strategy of targeting female-dominated clusters.

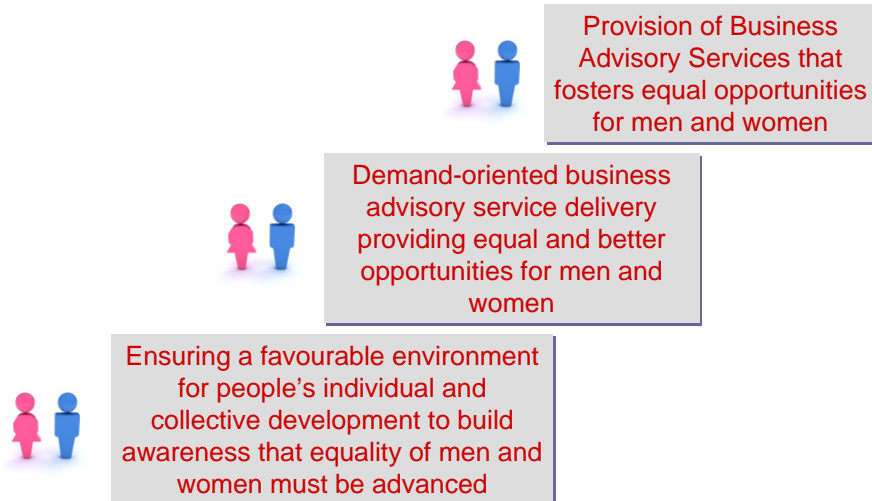


## Integrating GE into the Project

*BAP realized that:*



## BAP GE Core Messages



## GE-Specific Results of BAP Clients

### **Garment Manufacturers Association of Negros Occidental (GAMANO)**

- 48 workers trained, 83% female
- doubled productivity (100% over quota)
- doubled take-home pay for women workers, up to P1,800 per week
- allowed women to work at home



## GE-Specific Results of BAP Clients

### **Society of Manufacturers of Oriental Negros (SOMEONE)**

- 23 women weavers hired since October 2006
- Added 4 subcontracting-weaver communities, each with an average of 13 households
- Loan out looms to women to work at home and augment their fisherman-husbands' income



## GE-Specific Results of BAP Clients

### **Davao Oriental Coconut Husks Social Enterprises, Inc.**

- executive directors of the enterprise are women
- women comprise 67% of operating plant
- supports women in households through twine-making



## Critical Success Factors

- A clear GE strategy
- GE Tools revisited and revised
- Selection of clients/clusters
- Selection of EA and content of advice
- GE focus on monitoring and documentation



## Learning vis-à-vis Gender-related Development Results

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*At the start, GE was just approached by BAP simply through mere collection of sex disaggregated data.*

*Subsequent workshops helped define and refine BAP's gender equality strategy, thus strengthening GE's position "as a cross-cutting theme" within BAP.*



## Learning vis-à-vis Gender-related Development Results

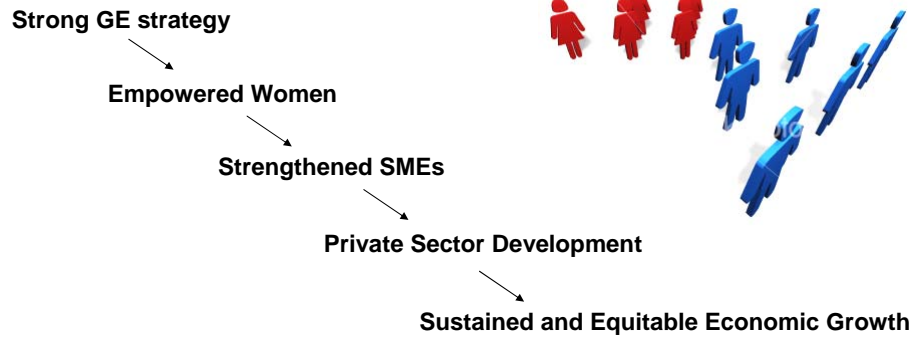
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*Thus resulting to following realizations:*

- BAP coupled with GE enhances the provision of business advisory making it more focus and demand-directed.*
- Effectiveness in implementation is ensured as SMEs' GE related -concerns are addressed and taken into consideration.*



## Learning vis-à-vis Gender-related Development Results



Incorporating Gender Equality into Business Advisory has resulted to a more meaningful and effective assistance, improving the lives of women and men alike, thereby contributing to sustainable and equitable growth of SMEs.

