



Homenet SEA holds SSE Training, Trade Fair and Fashion Show

By Maria Victoria A. De Jesus & Rosalinda Pineda Ofreneo

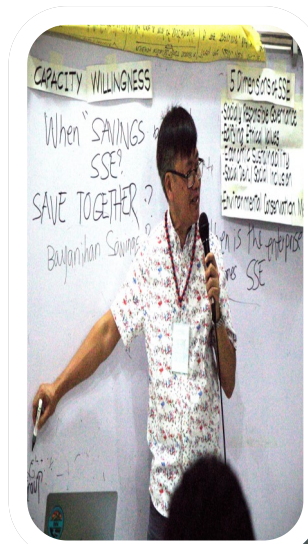


Homenet Southeast Asia has successfully introduced Social and Solidarity Economy to 42 participants representing six country affiliates (Cambodia, Indonesia, Laos, Philippines, Thailand, and Vietnam) in a series of activities held in Quezon City, Philippines, the first city in the subregion which declared itself an SSE City. Aside from formal training sessions held at the QCX Circle courtesy of the Office of the Mayor through the Public Employment Service Office (PESO), the activities included a trade fair featuring home-based workers' products from all over Southeast Asia as well as a fashion show starring home-based worker models at the Farmers' Plaza, with the support of the QC Small Business and Cooperative Development and Promotion Office (SBCDO) and the Araneta Foundation.

The SSE Training is aimed at equipping home-based worker leaders with the knowledge, edifying values, and skills that can be applied to create an alternative business model that brings the local economy to the people on the margins. The training provided practical exercises that reinforced learning and development of effective strategies for SSE implementation, monitor-

ing, and evaluation in a community setting. Interviews, interactive group discussions, and field visits facilitated meaningful learning experiences.

The first and second days (Nov. 20-21) focused on engaging discussions facilitated by esteemed resource persons from the Asian Solidarity Economy Council (Dr. Benjamin Quinones, Dr. Nathalie Verceles and Paul Cagsuga) inputting knowledge about the SSE—its definition and the terms associated with it, its difference from the profit-oriented mainstream economy, and its core features based on a questionnaire developed by the International Labour Organisation (ILO) so that SSE entities can be distinguished from other enterprises. These core features include voluntary cooperation, democratic and participatory governance, mutual aid, the primacy of people over profit, gender responsiveness, autonomy and independence, and contribution to decent work and the SDGs.



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The visits to a center for children with disability, and a community-based cooperative urban farm supplemented the formal training sessions.



The Greenland Farm in Barangay Bagong Silangan, also known as BUHAY SA GULAY, was launched to promote urban farming, contribute to food security and address hunger and reduce poverty.

The City Government provides inputs and training in using agri-technology and pest management. It was also the first supplier for the city mobile and community kitchen.



Encounter with traditional culture and creating new network in Baguio City



IMPLEMENTATION OF SSE IN QUEZON CITY IN THE PHILIPPINES

The support of the Mayor of QUEZON CITY for the implementation of SSE in the city really helps change the community economy towards a better direction for informal workers particularly for the homebased workers, and also contributes to the protection of the environment.

Homenet Indonesia

Sinouen Men of Homenet Cambodia led the discussion on how to prepare and conduct a successful trade fair, based on the just concluded experience of the six-country Homenets selling their wares at the Farmers' Plaza. In the same closing session, Homenet SEA and HomenetPhil officers recognized the indispensable assistance of Jed Dacawi of the QC PESO Office and Lucette Dela Rosa of LDR Solutions in the successful completion of the five-day series of activities, particularly on the logistics side.

Through these activities, Homenet SEA sought the significant connections of SSE core features with their practical applications in the daily lives of home-based workers. Promoting and developing SSE practices can collectively drive positive change, foster greater solidarity, and widen opportunities for equitable and sustainable livelihoods and enterprises. The SSE training was designed to equip participants with the knowledge and tools necessary to share and implement their learning within their respective organizations and communities. It also solidifies the ties among home-based workers, capacitating and mobilizing more like-minded individuals and organizations toward realizing the transformative agenda of SSE.

The similarity of the SSE core features and the principles of fair trade (of World Fair Trade Organization - WFTO) are the keys leading toward the protection of workers and provides home-based workers with opportunities to take control of their work and economic activities. It empowers them to participate in decision-making, collective enterprises, and common business structures, etc.

SSE training also encourages sustainable practices, fostering resilience and long-term viability for home-based workers. It promotes fair wages, ethical production, and environmental consciousness, contributing to a more sustainable future.

Homenet Cambodia

Interactions with HBWs from Cambodia, Thailand, and Indonesia exposed us to innovative approaches. Cambodia's focus on advocating for social security and health insurance, Thailand's emphasis on product development and marketing through Homenet Brand, and Indonesia's successful promotion of SSE through MBOs have inspired us to explore similar initiatives.

Homenet Laos



The relation between the government sector and the civil society sector is amicable and supportive. Under this amicable relationship, the government can promote sustainable incomes for the people, not just through occasional relief efforts. It is impressive because it addresses issues directly, enabling individuals to generate income on their own. The government plays a role in promotion through training and oversees this through various established centers.

Even though the government's policies may be top-down, the government's working process still allows freedom for cities and municipalities to formulate policies that suit their own areas. This aspect allows the people to receive solutions that align with their actual needs, adapting to the context of their real lives.

Thrisanatt of Homenet Thailand

INSIGHTS AND LESSONS LEARNED

I have learned about economic systems that aim to create social benefits more than financial gains.

Kulpreeya, Homenet Thailand



The concept of a social and solidarity economy encompasses both gender equality and environmental conservation. This is achieved by focusing on the environment through the design and training techniques provided to various occupational groups. The emphasis is on inclusivity, encouraging participants to think collectively and engage actively, ensuring experiential learning. The mobilization of network resources from the government sector is crucial, including the Ministry of Labor, Social Security Office, and the local municipality, considering aspects of cost, profit, buyers or consumers, markets, and government policies. Full participation is encouraged across producers, buyers, government agencies, and the driving force with information from members."

Nuchnapa, Homenet Thailand

INTERACTIONS WITH HNSEA DELEGATES

The 6-day Homenet Southeast Asia event in the Philippines provided very memorable and unforgettable experiences. With some challenges in the course of the event, the experience was more of excitement and happiness. The get-together activities were able to establish strong solidarity and camaraderie among the delegates. The individual delegates come together in solidarity, support one another and work towards a common vision and goal.

Hill Encierto, Homenet Philippines

Regional Bazaar and Trade Fair in Manila

Sinoeun Men

Zone C. Narito

Bazaar stimulates a six-country shopping experience for Social Solidarity Economy (SSE) participants



A bazaar set up at the Farmers' Plaza in Quezon City from November 19 – 23, 2023 showcased the products of artisans and social entrepreneurs of affiliate members of Homenet Southeast Asia. It featured the exquisite handloom products from Indonesia, Laos and Thailand, traditional clothes from Vietnam, rattan baskets, Pinangga and handcrafted boxes of the Philippines and food products of homebased producers.

A ribbon cutting ceremony marked the opening of the Trade Fair with the presence of Ms. Mona Celine Yap of the Quezon City Small Business and Cooperatives Development Promotions Office, Ms. Arada of the J. Araneta Foundation, Ms. Olive Parilla, Homenet SEA Coordinator and Ms. Suntaree Saeng-Ging, Executive Director, Homenet SEA.

This was followed by a fashion show where the producers were also the models. It showcased the crea-

tivity, craftsmanship and confident performance of Homenet Southeast Asia's homebased workers.

The bazaar had a special focus on products identified under the country's flagship line, which aimed to recognize brands and promote specific items from each country.

The bazaar provided visitors with an opportunity to explore and admire the exquisite/attractive craftsmanship of each country's artisans, allowing them to take home a piece of each country's rich culture.

The recycled items in a modern style, and fashionable, attracted buyers. These recyclables stood out due to their environmental dimension. This beautiful recycling showed how producers strove to create items that looked clean, sanitized, and friendly to users.

All products on sale at the crafts bazaar made use of natural materials such as cotton, silk, and recycled wood for functional and decorative items.



The crafts bazaar provides visitors with an opportunity to explore and admire the exquisite/attractive craftsmanship of each country's artisans, allowing them to take home a piece of each country's rich culture.

Among the attractions are the recycled items in a modern style, and fashionable. These recyclables stand out due to their environmental impact. This beautiful recycling shows an attitude toward keeping the environment clean, sanitized, and friendly to users.

HOMENET CAMBODIA

One of the things we enjoyed was the trade fair for home workers to sell their products in one of the malls (Farmers' Plaza) which has quite a lot of visitors. While this was a moment or opportunity facilitated through the Mayor of Quezon City, the support from various parties for this activity reflects that SSE has been felt to provide benefits and contribute to improving the standard of living not only of informal workers but also the surrounding community. Various products of informal workers were bought by people who visited mall, including those from Indonesian home workers who took part in the event. Many visitors made purchases and only a few products were left.

Cont'on



The Activity Hall in the Farmers' Plaza in Quezon City was a good market place. All the stalls selling handicrafts, utensils, clothes, toys, recycled goods and edible items were neatly decorated. Along with the fashion show, the bazaar met with success, and the event could be replicated elsewhere.



Quality plays a major role because most buyers want a quality product and that is also one of the reasons for most buyers stick to a particular brand. Most buyers decided to buy different products because of the various attractive product displays, so a combination with good service could be done to retain customers.

Proper training should be provided to the sellers so that they can deal with customers efficiently.



The SSE Trade Fair was a highlight, showcasing an exemplary system for preparing, managing inventory, selling, and efficiently handling returns. The approach demonstrated by HN Philippines is a model we intend to adopt for our future trade fairs. The incorporation of a fashion show was particularly impressive, adding a creative dimension to the event.

Homenet Laos





Ao Dai is a modernized Vietnamese national garment

Primar Jardeleza in a Filipiniana dress with butterfly sleeves



Moet Dieng in a traditional skirt and embroidered shirt with ratan lunch box



Laos national costume: Silk shirt and Lao Skirt.

Modelling HBW Products



Beck iin a traditional dress of the Gaddang tribe.



Dada, Divine, Hill, Lyn in traditional Filipina dresses.

Titin Kustini of Indonesia in long outer hand woven batik from Jepa-

Cici of Indonesia wears Malangan batik with patterns depicting characteristics of the place



Lamphan Nanthapanya in Laos national costume: Silk shirt, Lao Skirt and lao Sash.



Le Van Son in Vietnamese Ao dai for men



Nuchnapha Bamrunnga wearing Thai national ikat silk. Dress designed for modern life.



Hill Encierto wears a traditionally embroidered formal barong from the Philippines .

Get Your First Grant!

By Sinoeun Men



HomeNet Cambodia (HNC) and Homenet Laos (HNL) participated in the Training/Workshop on “Get your first grant” in Port Louis, Mauritius from December 4th to 6th, 2023. The training was organized by WIEGO and facilitated by Ms. Karine Klein, from Daryl UPSALL International, Spain.

This “Get your first grant” training aimed at building the participant’s confidence and skills in (a) identifying potential donors among trusts, foundations, and institutions; (b) convincing them to give participants the project by writing compelling proposals and developing outreach proposals; and (c) keeping them for long-lasting relationships once they became donors.

Within the three-day training, the facilitator taught (a) the main steps for the design and execution of the project (initiation, conception, implementation, and assessment and reporting) (b) some sensitive points to be considered in the project design (gender equality, women empowerment etc..) (c) communicating on the project to make it known (tell people about what you are doing/get the local press involved); and (d) log frame fundraising objectives (the importance of setting SMART fundraising objectives, and fund sources, etc.)

Participants also learned about steps in making grants, S.W.O.T. analysis, how to best pitch the organization and project – making the vision, mission, etc clear, donor cycle overview: getting new donors and retaining them.

The other topic was about Plan of Action: Describe the activity and plan all important steps from A to Z and set a date of completion etc.. The training also allowed the participants to practice and consolidate the presentation of their activities. Budgeting is an important part of the project proposal.

Story telling is a most powerful communication tool because a story expresses how and why life changes. There are different types of stories; i.e., (a) a beneficiary: How the person’s life was changed (b) a staff of the organization: Highlight the dedication and experience. how staff made the change happen; and (c) a supporter or donor: The impact that a donor can have on the project or the

story of the organization (Why and how it got started and its achievement so far).

The training met the expectations of the participants because at the end, all seemed to have:

- a well-defined project for which they fundraise.
- a good understanding on the donor profiles and expectations;
- a clear framework to design proposals and fundraising materials; and
- a step-by-step fundraising process that they would finalize when they come back home.



Homenet SEA in MASSA ... Continued from p. 8

- Expand the database of alternatives by continuing the documentation alternative practices across the region and beyond.
- Strengthen the movement through knowledge sharing initiatives, network building activities, and regional solidarity actions.
- Maintain the engagement with regional and global networks and spaces that can bolster the discourse and



HOMENET SEA IN MASSA CONFERENCE

By Hill Encierto

Leaders of Homenet Southeast Asia and Homenet Philippines participated in the first face-to-face conference of the Movement for Alternatives and Solidarity in Southeast Asia (MASSA) October 30-31, 2023 at the University Hotel, UP Diliman, Quezon City with the theme “Advancing Alternative Re



gionalism from Below: People and Planet First”. After five-years of discussions and the holding of three Regional Conferences in 2018, 2019, 2022, MASSA first came into being in 2022. Aside from regional networks like Homenet SEA, the Asian Solidarity Economy Council and four others, MASSA then brought under its wing 23 civil society and grassroots partners and networks from the Philippines; six from Indonesia; four from Timor Leste; four from Thailand; three from Vietnam; two from Burma; and one each from Thai-Burma, Laos, Malaysia, and Cambodia.

Day 1 (October 30) featured thematic discussions on existing and emerging issues in Southeast Asia.



Homenet SEA Executive Director Suntaree Saeng-ging together with a colleague from Climate Watch Thailand, led the thematic discussion on food, environment, and just transition in relation to labor issues.

Well known scholar-activist Dr. Walden Bello of Focus on the Global South, expounded on the impact of free trade agreements, finance capital, and digitalization.

Other speakers discussed the geopolitics of US-China rivalry in relation to ASEAN, and a critique of ACSC/APF to serve as a platform for regional solidarity.

Day 2 (October 31) served as a planning meeting with workshops on MASSA’s rationale, structure, priority agenda, projects, roles and responsibilities, as well as commitments.

The body decided that MASSA's priorities would revolve around the following undertakings:

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