

A Public-Private Partnership for a Livelihood Seeding Program in a Post-Disaster Context

Working in a post-disaster scenario in the Province of Leyte, the Philippine Disaster Resilience Foundation (PDRF) designed an early recovery program with national government agencies, local government units, and international NGOs—leveraging the capabilities of each organization in support of micro and small enterprises and the normalization of the local supply chain.

RISK	ACTION	IMPACT	OUTPUT
<p>With the Philippines averaging around 20 typhoons per year, many small businesses are put on risk with every strong storm. Micro, Small, and Medium Enterprises (MSMEs) comprise 99.7% of the total businesses in the country.</p> <p>After super typhoon Haiyan (local name Yolanda) struck the province of Leyte in 2013, the Post Disaster Needs Assessment (PDNA) Survey conducted by the Department of Trade and Industry (DTI)-Region VIII with the Industry, Trading and Services (ITS) Sector, reported that around 10,110 MSMEs were devastated. An estimated PhP21.34 billion in extensive damages and losses were incurred.</p> <p>With every typhoon, it is not uncommon that livelihoods, homes and other infrastructure are destroyed—affecting people and the economic stability of the locality.</p>	<p>Given the extent of the typhoon’s damage, PDRF, in coordination with the Department of Trade and Industry (DTI) and its regional office and through the support of US-Philippines Society, provided livelihood “Starter Kits” for 406 qualified Micro Enterprises (MEs). Dubbed as the “Livelihood Seeding Program” for Leyte, DTI began the project by conducting consultations among affected micro-entrepreneurs. The starter kits include items such as kitchenware, gas stoves and cooking equipment for food business owners and grocery stocks, bags of rice and weighing scales for “sari-sari” storeowners. PDRF helped hasten the process of procuring the goods and equipment needed for the starter kits. In November 2014, PDRF and DTI distributed the starter kits to beneficiaries coming from different towns in Leyte, namely Tacloban, Palo, Tanauan, Mayorga, Dulag, Tolosa and Tabon-tabon.</p>	<p>The provision of the livelihood starter kits helped the MSMEs regain confidence and start anew, despite losing all of their capital, equipment and raw materials.</p> <p>In a matter of two months, the beneficiaries were able to showcase their products to the donors and reported an average increase of 13% in profit compared to business operations before the typhoon. A number of enterprises have also expanded their business in attaining deals/arrangements with inter-regional clients across the country.</p>	<p>Beyond the provision of kits, beneficiaries were provided access to DTI’s training program on basic business skills such as marketing, basic book keeping, and accounting.</p> <p>Two months after distribution, beneficiaries were able to group themselves into clusters/sectors (Dressmaking, Eatery/ “Carinderia” Operations, Delicacy Making, and Food Vending). Sub Sector members were able to gather, discuss updates on their businesses, identify potential markets, and update themselves with market trends in coordination with DTI.</p> <p>According to DTI, MSMEs covered by the program have recovered and are thriving.</p>



Awarding of the livelihood packages or “Starter Kits” to the beneficiaries from Tacloban and neighboring municipalities



Representatives from the donor, Washington-based US Philippine Society, sample the products of the livelihood beneficiaries during their business skills training.

Lessons Learned

The Post Disaster Needs Assessment provided program partners an idea on the best way to support affected communities and livelihood outside of relief packages. In helping jumpstart early recovery, people were provided the opportunity to help themselves and regain their businesses. Another benefit of this early recovery activity is stabilizing market prices of basic commodities and deterring opportunities that prey on the vulnerability of the community's situation.

BUSINESS CASE

Through the Livelihood Seeding project undertaken by the private and public sector, the micro-entrepreneurs in disaster-affected areas were given the opportunity to re-start their economic activities and are able to take care of their families without depending on relief and dole-outs by humanitarian agencies and civic society groups.

REPLICATION OPPORTUNITIES

The concept of the Livelihood Seeding Program is highly replicable to cover different economic activities in any area where micro-entrepreneurs are present. It can also be expanded to cover SMEs—businesses with two (2) or more employees and those with access to higher capitalization to boost job creation.

How does the project support the implementation of the Sendai Framework targets?

1	Reduce disaster mortality by 2030		Quickly transitioning from relief to recovery, especially when access to basic goods and services have not been properly established, is essential in bringing back a community's sense of normalcy. By providing micro enterprises the means to restart their business, we are supporting the community in building back and moving forward towards recovery.
2	Reduce number of affected people by 2030		
3	Reduce economic loss by 2030	X	
4	Reduce infrastructure damage and disruption of services by 2030		
5	Increase countries with DRR national/ local strategies by 2020		
6	Enhance international cooperation to developing countries		
7	Increase the availability of and access to EWS* and DR information to people by 2030		

How does the project contribute to the ARISE Themes?

1	Disaster Risk Management Strategies	X	This project allows organizations from different sectors to help the early recovery of affected communities. By engaging different organizations, MEs are provided access to tools and training that can help them get back in business.
2	Investment metrics		
3	Benchmarking and Standards		
4	Education and Training	X	
5	Legal and Regulatory		
6	Urban Risk Reduction and Resilience	X	
7	Insurance		

For More Information



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