

Best Practices Mapping

“ICT for Homemaker Empowerment Activities”

Show Cases from Other ASEAN Countries : Malaysia, Philippines and Vietnam as followed;

Case 1 : e-Homemaker : Malaysia



We are South East Asia's only community network that promotes working from home, teleworking and the running of SOHO businesses through the use of information and communications technology. Our e-community promotes self-help, business partnerships and entrepreneurship development for those who want to balance work and home life. Our social profit is derived from a pro-poor project focusing on eco-baskets production and service provision to empower women to embark on social-economic self-reliance.

Vision of the Project : Helping people to help themselves through ICT and innovation

Mission of the Project :

- To build an e-community of ICT savvy homemakers, homeworkers and homepreneurs and provide them with a platform for self-help and people-to-people teletrading.
- To encourage homemakers and homebound individuals, especially the disadvantaged, to generate income and cultivate self-improvement through home-based ICT activities.
- To disseminate family-orientated information at a one-stop e-centre to enable members to be smart and efficient in balancing home and worklife.
- To develop a self-sustaining social enterprise by leveraging on the resources cultivated from the e-community in order to sustain the disadvantaged women's project, the [Salaam Wanita](#) project.

- To integrate the principles of sustainable development into our programmes so as to be part of the Millennium Development Goals at the Malaysian level.

Goal of the Project :

- To sustain a grassroots-to-grassroots e-network for mutual assistance and gender empowerment.
- To facilitate networking and teletrading for homemakers and homeworkers through an e-platform.
- To raise the profile of unpaid work and home-based work in Malaysia, advocating the reduction of exploitation in the homeworking sector and the inclusion of homeworking into the formal sector.
- To conduct ICT/ gender research at the grassroots level for homeworkers and teleworkers.
- To educate women to excel in areas where they are skilled and talented through the use of ICTs.
- To provide disadvantaged women with an e-platform for self-help and clusters-to-clusters assistance.
- To facilitate strategic partnerships with the SOHO (Small Office Home Office) community and the ICT community.
- To develop a replicable model for an efficiently-run grassroots social enterprise with a virtual office.
- To promote the concept of CSR in the Malaysian corporate sector.

Uniqueness of the Project : this is the only local portal that promotes the concept of working from home by providing resources and a platform for homemakers and homeworkers to teletrade and tele-exchange.

Our grassroot community's endeavours are in line with the Ministry of Women, Family and Community Development's policy to promote working at home as a way to help working women with child-care problems. Our network of homemakers and home workers have been advocating for this policy since 1998.

Case 2 : PATAMABA : The Philippines

(Pambansang Tagapag-ugnay ng mga Manggagawa sa Bahay)



To work for equality, development and peace as laid down by the United Nations in its declaration of International Women's Year. In the 1980s, community organizers from the KaBaPa together with researchers from the University of the Philippines (UP) came to know that thousands of women, even in the remotest of villages, did farmed-out work for exporters and local manufacturers. These women embroidered dresses and tablecloths, and sewed children's clothes and schoolbags. They were also weavers, food producers/processors, and makers of handicrafts, footwear, novelty items, fashion accessories and furniture.

Common features observed in this group of women homeworkers were low piece rates, poor working conditions, lack of access to resources and to social protection, lack of proper organization and an absence of awareness about their rights as workers and women. Many of them were being exploited by profit-hungry middlemen and exporters; their work was enriching many foreign importers and Filipino traders. For example, some of them who made baby dresses earned a measly ten US cents for a product sold for 15 US dollars at US department stores.

The KaBaPa realized that it had a large number of homeworkers among its ranks. When the International Labour Organization (ILO) asked KABAPA leaders to work on a project to organize homebased workers in 1988, they quickly consented.

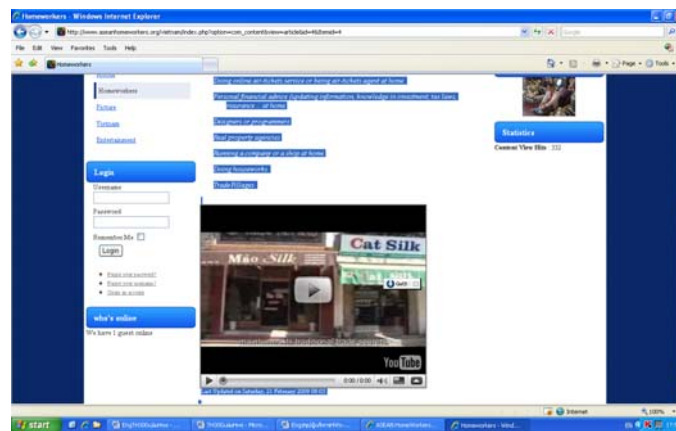
During a meeting convened by KABAPA of 29 homebased worker-leaders from nine provinces, it became evident that homebased work was a widespread phenomenon in the Philippines and that they all shared similar circumstances and needs. They also realized that they were in many ways 'invisible' to the rest of society, especially policy-makers, and that if they wanted to better their lives, they would have to organize themselves at a national level. With this realization,

Pambansang Tagapag-ugnay ng mga Manggagawa sa Bahay (PATAMABA), the National Network of Homeworkers, was born.

PATAMABA was first formed as a committee within KaBaPa. Later, in May 1989, PATAMABA Inc. became independent. It, however, continues to work in close collaboration with KaBaPa. The (ILO), together with KaBaPa, the University of the Philippines, and the Department of Labour and Employment (DOLE), launched Program HOPE aimed at organizing and assisting homeworkers in the Philippines. A systematic awareness raising campaign for homeworkers, with special emphasis on women, was set in motion.

For the women themselves, this was the first time they actually began to think of themselves as workers rather than just rural women/housewives with special needs and rights. They saw themselves contributing so much to the national economy yet remained neglected, unrecognized, and invisible in national statistics.

Case 3 : Phong Du Show Case : Vietnam



In the mountainous province of Tien Yen, 2 hours from HaLong borderline of China with a lots of ethic groups and based on agricultural earn. Phong Du is the sewing village where the housewife group earn extra besides from her husband farms' income. Majority of them gain education less than Grade 6 and some of them gain non education, etc. These made them can not access to any provided resources i.e. the funding, the marketing information, etc. With the unique sewing skills, the 30 women grouped together and gained some support from various agencies as well as some empowering activities i.e. the study visit to the other groups, etc. then they link themselves with each other as well as other fairs i.e. the CraftLink, and others.

Case 3 : THAI CRAFT



“GOOD PRACTICES ON ENTERPRISE DEVELOPMENT PROGRAMMES AND ICT APPLICATIONS”

1. Good practice: Fair Trade – What is it?
2. ThaiCraft: who we are and what we do
3. Information and Communications Technology:
Does it help village enterprises and, if so, how?
The ThaiCraft experience.
4. Future challenges for community-enterprises. How/where can we find success?

Good Practice



Fair Trade - What is it?

- Not a Trade Fair – not the right meaning of ‘fair’
- Not Free Trade – may not be always fair
- Not Restricted Trade – may not create fairness
- Organic products – maybe, but you don’t need to be organic to be fair and vice versa.
- Ethical trade? – Yes
- Social responsibility (CSR) – Yes
- Fair Trade is partly all these – It sets a realistic opportunity for the economically disadvantaged to Gain Sustainable Self-reliance.



Good Practice Fair Trade - What is it?

- Just “creating enterprises” and “doing business” does **NOT** automatically mean improved livelihoods and a better society
- **Good Practice** needs to be anchored on:
 - **Core Social Values** and....
 - **Environmental Awareness** and....
 - **Sound Business Application (& ethically based)**
- All these need to be assessed and monitored
- Always ask for a statement of values and how these are worked for and maintained.
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THE 10 PRINCIPLES FOR Fair Trade Organisations

1. Creating Opportunities for Economically Disadvantaged Producers
2. Transparency and Accountability
3. Responsible and Professional Trading Practices
4. Payment of a Fair Price (fair wage)
5. No Child Labour and Forced Labour
6. Non-Discrimination, Gender Equity and Freedom of Association
7. Healthy and Safe Working Conditions
8. Capacity Building
9. Promotion of Fair Trade
10. Sustainably Managed Environment

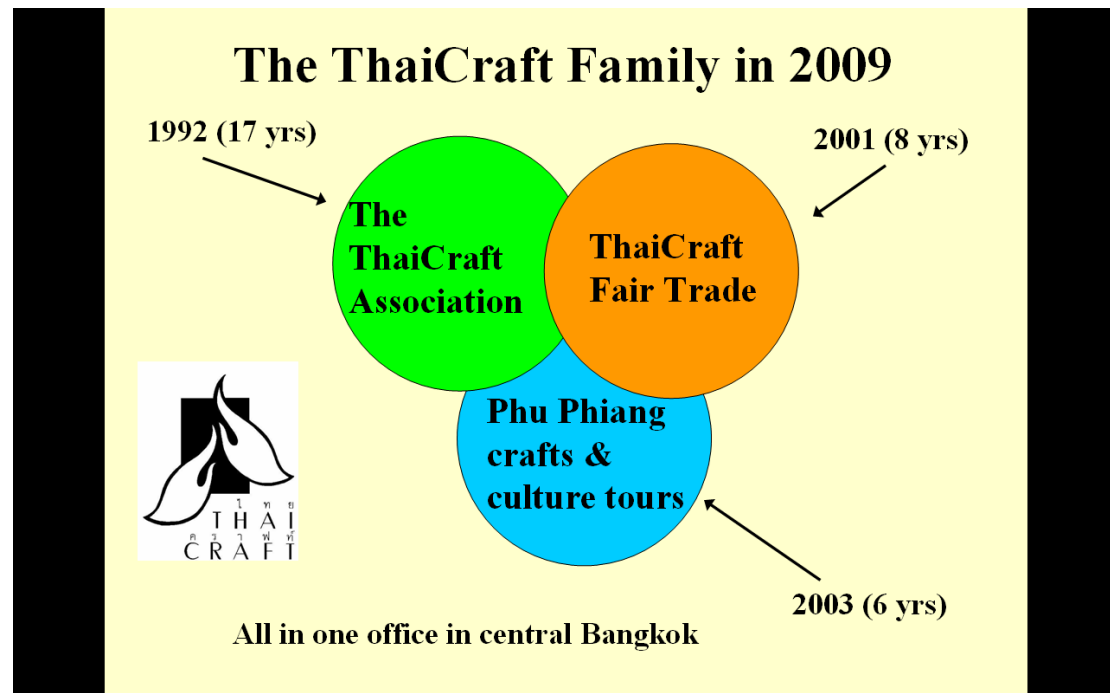
THE 10 PRINCIPLES FOR

Fair Trade Organisations

In all the 10 Principles (The Fair Trade Standard),

- Fair Trade is a Development Process
- They are applied (in the South) to:
 - Producers of all Fair Trade products (food/non-food)
 - Producer groups and organisations
 - Producer agents (FTOs) (e.g. ThaiCraft)
- Do they apply to all in the market chain?
 - Wholesalers and Retailers - North&South?

The ThaiCraft Family in 2009



The ThaiCraft Association & ThaiCraft Fair Trade Co. Ltd.

Our Vision

To be the leading marketing partnership
dedicated to promoting the high-quality
crafts of (economically disadvantaged)
artisan communities in Thailand

The Art of Self-Reliance



Our Mission Statement

Through Partnership, ThaiCraft
 Links village Artisan Groups to Customers
 by providing Sustainable Marketing Opportunities
 through Fair Trade and Responsible Tourism
 which will develop producer skills and
 create Self- Reliance

ThaiCraft Fair Trade Co. Ltd.

1. supplier selection (i.e. craft producers)
2. product selection, design intervention
3. market profile: domestic and export
4. promotion of products
5. trading: buying and selling products, logistics (follow-up, QC, packing, despatch, transport, documentation, display).

Phu Phiang Co. Ltd.

- Responsible tourism:
 - Planning itineraries to attract visitors:
 - special craft or cultural interests
 - get to know the real Thailand – ‘meet the people’
 - Promote tours for small groups 6-14 people
 - Lead the tours, take care of visitors throughout
 - Arrange visits to producer groups with activities
 - offer training opportunities for village groups to learn how to look after tour visitors.

The ThaiCraft Association

Development:

- appraisal of needs of producers (current and potential):
 - a) production, b) business and c) related social issues
- programme to address these needs:
 - a) proposal, b) funding, c) implement

- Promote Fair Trade: to producer groups & consumers
- Monitoring and assessment of Fair Trade within producer groups and in TCFT Co. & Phu Phiang
- Joining hands with others (in/out country) to achieve these goals: volunteers, NGOs, GOs, IOs, corporations



HOMENET THAILAND



globalize and liberalized trade

- High competition, need low cost product, sub-contracted their jobs, increasing number of informal workers
- Workers' conditions; low paid, long working hours, occupational risk, no social protection
- Food, Fuel and Financial crisis. Invisible and more vulnerable

Women in informal sector: the situation in Thailand

- Low paid and irregular employment 28.6 percent of Thai homeworkers earn less than one USD, 59.3 percent earn less than 2.5 USD a day
- Health risks and hazardous working conditions
- Lack of social protection
- Limited access to capital
- Poor quality of life , including risk of poverty
- Lack of entrepreneurship development
- Lack of organizing skills and opportunities

Looking for alternative economic systems

Solidarity Economy

Solidarity Economy is alternative way that

- Based on mutual help
- To serve producer, community and consumer
- Environmental friendly
- Produce and consume with self-sufficient
- Participation and democratic process
- Empowerment
- Improve the quality of life
- Fair

How HNT work towards Solidarity Economy?

HNT creates a Solidarity Economy through organizing and strengthening HBWs Network and aims to empower and increase bargaining power of HBWs at

- Community level
- Regional and National level At present, HNT has
- 151 groups of informal worker. In total members have 6,637 homebase workers; 5,031 females and 1,606 males
- 40 occupations: cloth weaving, shoe -making, food processing, sewing, ornament production, doll and toy production etc.



Community level

Main purposes

Develop efficiency production, marketing and management as well as initiate social welfare services for all members.

Community level

-initiate social welfare scheme; funeral fund, illness compensation, education fund and others.

The production and social welfare groups : start from production groups and then develop programs to provide social welfare to their members.

■ There are 3 types for self-help groups

1. The production groups : All members put their money together for raw material, equipment and other expenses concerning group management.
2. The saving and social welfare providing groups : All members save their money with the group and operate 2 main activities;
 - Credit and saving
 - initiate social welfare scheme; funeral fund, illness compensation, education fund and others.
3. The production and social welfare groups : start from production groups and then develop programs to provide social welfare to their members.



Regional and national level

Organize 5 regional HBW networks and national network: Northeast, North, South, Bangkok and Center.

Goal;

- At regional level, empower and help them realize the issues and fight for their labour rights.
- carries out advocacy and campaigns to make voices and visibility of informal workers

Linkages and Networking

- HNT expand cooperation and mutual help to other informal workers such as domestic workers, contract farmers, waste pickers and workers in service sector.
- HomeNet Southeast Asia

**Constraints**

The committee and leaders have better access to information and understand about laws and policies. But most members still have difficulties to access to information and resources

Challenges ahead :**Organize membership-based organization for informal workers**

- “All members have sense of belonging and are able to participate to set the direction of network, design the rules and principles based on democratic process.”

- Each member pay 10 baht per year as membership fee.
- Each member can apply to be member of a funeral scheme to get 10 baht donate from other members when she/he dies.

2. Create linkage among employers, producers and consumers

“HNT plans to create alternative economic relations with focus on fair trade framework. We have to campaign fair trade to both producers and consumers. For employers, we persuade them to stick to decent work standards.”

3. Strengthening collaboration with the HBW networks at the Southeast Asian level

HomeNet Thailand plans to team up with the HBW networks at the Southeast Asian level to advocate better laws and policies to protect workers in informal sector including their occupational health and safety, social safety nets for informal workers, issuance of labour laws, and the ratification on ILO’s Home Work Convention(C177)

