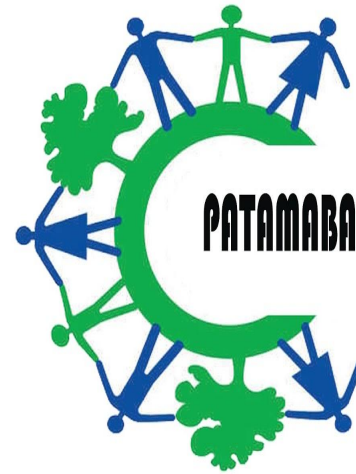
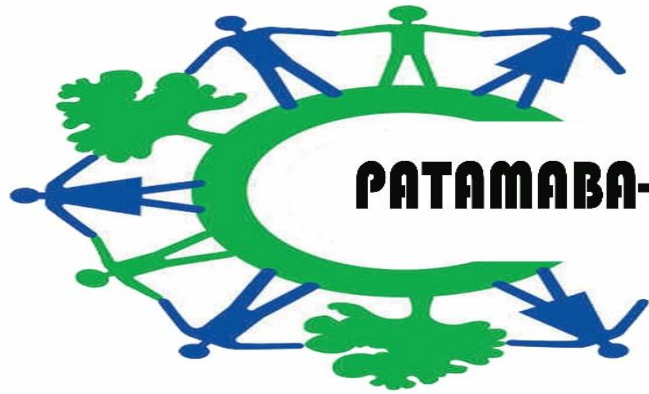


SSE : INFORMAL ECONOMY INITIATIVES



**PATAMABA- Workers in the Informal Sector Enterprise
(WISE)**

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President, Homenet International



**PATAMABA- Workers in the Informal Sector Enterprise
(WISE)**

**URBAN GARDENING AND COMMUNITY KITCHEN:
Towards Building a Community-Based Social
Solidarity Economy (SSE) Model with
Bottom-Up Approach and Linking to the City**

BACKGROUND (WISE)

PATAMABA-Workers in the Informal Sector Enterprise (WISE) was organized in 2006 to support the local producers and their workers in their production and marketing, with 361 members, mostly women and majority are home-based workers

WISE is a social solidarity enterprise responding to social and environmental problems through sustainable economic activities benefiting both its members and the larger community.

AFFILIATION

- < National Network of Informal Workers in the Phils (PATAMABA) - a national network of workers in the informal economy, majority women homebased workers, operating in 8 regions, 34 provinces and 385 local chapter with more than 20,000 individual members.**
- < HOMENET Phil - a national network of 27 national and local membership/ community-based organizations of WIE.**



CHALLENGES

- 1. HUNGER**
- 2. HEALTH AND COVID CRISES**
- 3. UNEMPLOYMENT/UNDEREMPLOYMENT
CONNECTED TO UNPAID CARE WORK**
- 4. DEMOCRATIC DEFICIT/EXTREME
INEQUALITIES**
- 5. WIDENING DIGITAL DIVIDES**
- 6. CLIMATE CHANGE**

RESPONSES/ INITIATIVES

- **Solidarity-based actions for relief and recovery**
- **Bridging the digital divide in communication, education, and marketing**
- **Savings and loan associations to facilitate livelihood recovery**
- **Shifting production under COVID to PPEs**
- **Health and Wellness / food security thru Community-supported organic agriculture (CSOA), community gardens, pantries and kitchens**

Solidarity-based Actions



Online/Digital Marketing



Shifting production under COVID to PPEs



Purple Market

(The PATAMABA online store)





Purple Market

Offer food, accessories, and household products proudly and lovingly made by home-based workers to help you cope with the new normal. Every purchase you make support a local household in Bulacan, Caloocan, Quezon City, Rizal, and Laguna.

Brand Personality



While Purple Market is primarily a Facebook store, it will also publish Facebook content to promote the message of the brand.

PERSONAL AND HOMEMADE

Purple Market works directly with nanays or mothers to help them provide for their families.

LET'S HELP EACH OTHER

Our products will help our customers with their home needs, while they will help our producers provide for their families.

EMPOWERED

Our producers deserve support, not pity. We **emphasize their skills, expertise, and ability to self-determination**, not their life situations.

HEALTH AND WELLNESS / FOOD SECURITY



Backyard / Community Garden



Community Kitchen



CHAMPORADO



CONGEE



MACARONI SOUP



SPAGHETTI



CHOPSUEY



UNLI WINGS



SIZZLING PORKCHOP



KALDERETANG ITIK



GRILLED TUNA (BELLY/PANGA/)



HEALTHY DRINKS



**WISE approaches
are also aligned w/
various goals in the
SSE Dimensions &
SDG Indicators**

SSE DIMENSIONS	SDG INDICATORS
SOCIALLY RESPONSIBLE GOVERNANCE	SDG 5. Gender Equality SDG 16. Peace, Justice and Strong Institution
PEOPLE CENTERED DEVELOPMENT	SDG 1. No Poverty SDG 2. Zero Hunger SDG 10. Reduced Inequalities
ENVIRONMENTAL CONSERVATION	SDG 8. Decent Work and Economic Growth SDG 13. Climate Action
SOCIO-ECONOMIC SUSTAINABILITY	SDG 11. Sustainable Cities and Communities SDG 12. Responsible Consumption and Production
EDIFYING ETHICAL VALUES	SDG 16. Peace, Justice and Strong Institution



LINKING TO THE CITY:

- **SSE** and the **Right** to the **City:**
The Case of Quezon City

Right to the City

The Right to the City is the right of all inhabitants to inhabit, use, occupy, produce, govern and enjoy just, inclusive, safe and sustainable cities, villages and human settlements, defined as commons essential to a full and decent life.

The Right to the City is a collective right that highlights the territorial integrity and interdependence of all internationally recognized civil, political, economic, social, cultural and environmental rights, as regulated in international human rights treaties, bringing them the territorial dimensions and a focus on adequate life standards.

Quezon City

Quezon City governance as characterized by

- ▶ Inclusivity
- ▶ Cultural Diversity
- ▶ Solidarity-Based Economic Sustainability

Inclusivity

- Quezon City ordinance for workers in the informal economy who comprise the overwhelming majority of the Quezon City population
- Recognition and representation for organized groups in people's council
- Thrust towards the localization of the Magna Carta of Workers in the Informal Economy
- Now convening the Informal Workers Development Council
- Joy in Urban Farming for community –based urban farmers
- Programs for persons and children with disability

Diversity

- Quezon City ordinance on Anti-Discrimination on the basis of SOGIE (sexual orientation, gender identity, expression)
- Quezon City Pride March
- Programs inclusive of the LGBT+ population

Solidarity-Based Economic Sustainability

- 800 community-based urban farms
- Support for cooperatives and social enterprises

Quezon City Solidarity-based Economic Sustainability Program

► 1) The **KABAHAGI** Center for Children with Disabilities that promotes the rights of Children with Disabilities who are aged younger than 18 years old and residing in Quezon City with their families, to achieve their holistic and inclusive development through their participation in projects that are responsive to their needs in the areas of education, health, livelihood, and social empowerment.

2) The **KRUNALI Urban Farm** located in the community park, is a community-led farm in the heart of Brgy. Krus na Ligas and is brought through the collective action of local urban farmers and community volunteers.

The farm pioneers in maximizing hydroponic technology and address urban farming problem related to availability of land. It provides food and income to its members and even help other urban farming groups by transferring its earned farming technology and providing them with seeds and seedlings.



Orientation about Kabahagi Center during the Field Visit with the mothers of children with disabilities

Quezon City Solidarity-based Economic Sustainability Program

3) *The New Greenland Farmers Agriculture Cooperative*

NEW GREENLAND FARMERS AGRICULTURE (NGLFA) COOPERATIVE of New Greenland Farm in Bagong Silangan, Quezon City is a cooperative of farmers who are members of the New Greenland Farm community. The cooperative was established on May 5, 2021 with the support of the Quezon City government and as it helps them to improve their income and livelihood through sustainable farming practices.

The NGLFA Coop is registered with CDA. It has over 100 members, some farmers at New Greenland Farm and the other members are related to agriculture. Q.C. government also provides a grant for the starting capital of the cooperative. The cooperative's main objective is to help its members improve their income and livelihood through sustainable farming practices. It provides several services to its members, including:

- ❖ *Marketing and Distribution*
- ❖ *Technical assistance*
- ❖ *Promotes sustainable farming practices*
- ❖ *Strengthens the farmers/community*



SSE Month

- This November has been declared SSE month in Quezon City
- Mainstreaming of SSE initiatives
- SSE roadmap
- Quezon City to play host to Homenet Southeast Asia conference and trade fair to showcase products of home-based workers

Ways Forward

- **Increase participation in social dialogue;**
- **Strengthen the organization, build the capacity/ capability of individual members and continue to organize SSEOs and promote Social Solidarity Economy;**
- **Continue to campaign for social protection for all based on income and livelihood recovery and security, for universal health care and national laws, policies, instruments that will protect the sector;**

Ways Forward

- Support Enterprise Formalization and Just Transition to extend labour rights to informal workers;
- Continue urban and community gardening, community supported agriculture, community kitchens for food security and hunger;
- Adapt to the “New Normal” including “Digital Economy”; and promote “Tangkilian” or patronizing local products.

***“ALONE WE CAN DO SO LITTLE:
TOGETHER WE CAN DO SO MUCH”***

(Helen Keller)



TOGETHER WE SHALL OVERCOME!





Thank you very much!

