



COMMUNITY  
ENGAGEMENT FOR  
SOCIAL ENTERPRISES



I am Ice Linco.

BS Community Development (2009-2013)

Worked with a community-based SE from 2012-2014

# AFFIRMATION OF OUR COHORTS' INITIATIVES

- ❖ Innovative business models
- ❖ Intention to address social issues
- ❖ Contribution to SDGs



ISIP (2018, 2019)



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HOW CAN WE ENHANCE THE  
SOCIAL IMPACT OF THESE SOCIAL  
ENTERPRISES?

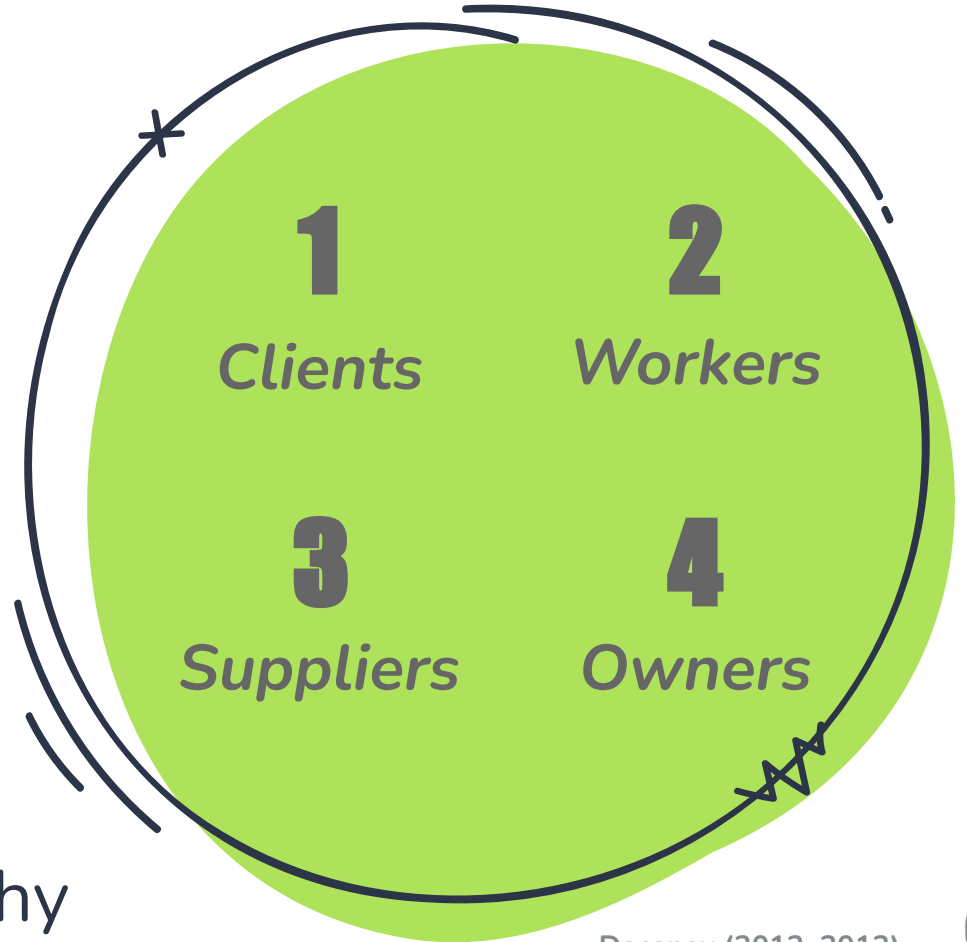
# SOCIAL ENTERPRISE

- ❖ Non-traditional concept of a business
- ❖ “Triple bottom line”



# SES W/ THE POOR AS PRIMARY STAKEHOLDERS (SEPPS)

- ❖ Double/triple bottom line
- ❖ Social-mission driven
- ❖ Distributive enterprise philosophy



# WHAT IS THE "SOCIAL" IN A SOCIAL ENTERPRISE?



Job  
creation



Provision of  
local services



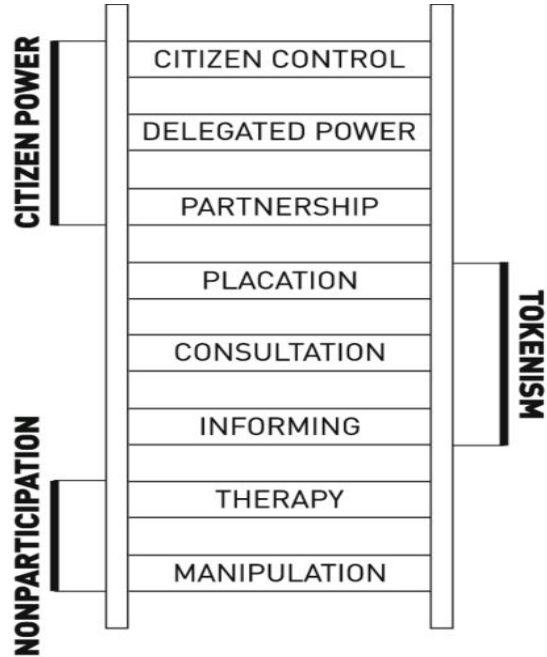
Participation  
and social  
ownership



Poverty &  
inequality  
reduction

PACAP (2009), Dacanay (2012)

# LADDER OF PARTICIPATION



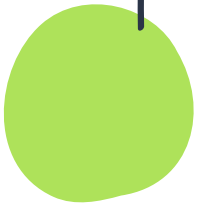
❖ Increasing levels of people's participation and empowerment

Arnstein (1969)



## HIGHER SOCIAL GOALS OF SOCIAL ENTERPRISES

Beyond economic benefits, SEs can show that the poor can collectively own successful, socially responsible, and environmentally sustainable enterprises.





A hand-drawn diagram consisting of a large, rounded rectangular frame with a wavy top edge and a small circle at the top left. Inside the frame, the text "WHERE DO WE START IN IMPROVING OUR SOCIAL IMPACT?" is written in a hand-drawn, uppercase font. To the left of the frame, a green rounded square contains a question mark. An arrow points from the top left corner of the frame towards the green square. The frame has several decorative lines: a wavy line at the top, a small circle at the top left, a vertical line on the left side, and a curved arrow at the bottom right.

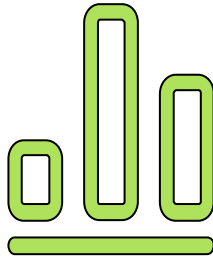
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WHERE DO WE START IN  
IMPROVING OUR  
SOCIAL IMPACT?

# IMPROVING OUR SOCIAL IMPACT FROM A "CD" LENS



Appreciative  
Inquiry



Asset-Based  
Approach



Participatory  
Project  
Dev't & Mgmt.

## IMPROVING OUR SOCIAL IMPACT FROM A "CD" LENS



Appreciative  
Inquiry

*“Go to the people. Live with them.  
Learn from them. Love them. Start  
with what they know. Build with  
what they have...”*

- Lao Tzu

# IMPROVING OUR SOCIAL IMPACT FROM A "CD" LENS



Asset-Based  
Approach

- ❖ Intangible:  
Social, Political, Cultural, Human
- ❖ Tangible:  
Natural, Financial, Built

IACD (2009)



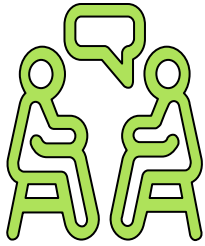
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NASAAN KA NGAYON?

SAAN MO GUSTONG PUMUNTA?

PAANO KA PUPUNTA DOON?

# IMPROVING OUR SOCIAL IMPACT FROM A "CD" LENS

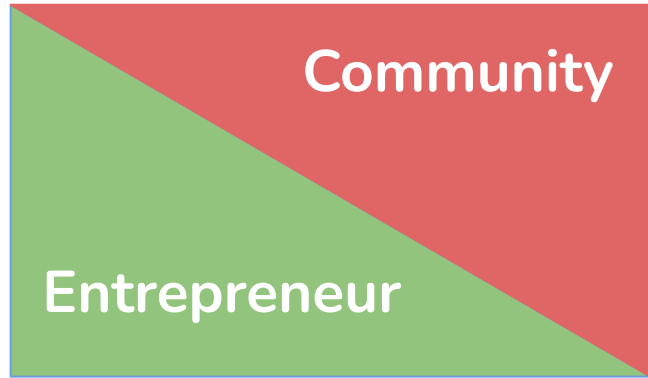


Participatory  
Project  
Dev't & Mgmt.



# LONG-TERM SOCIAL TRANSFORMATION

Roles

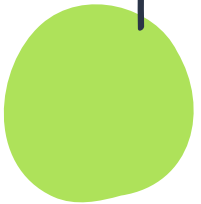


Time



## COMMUNITY ORGANIZING

- ❖ Building structures for people's participation, ownership, and empowerment



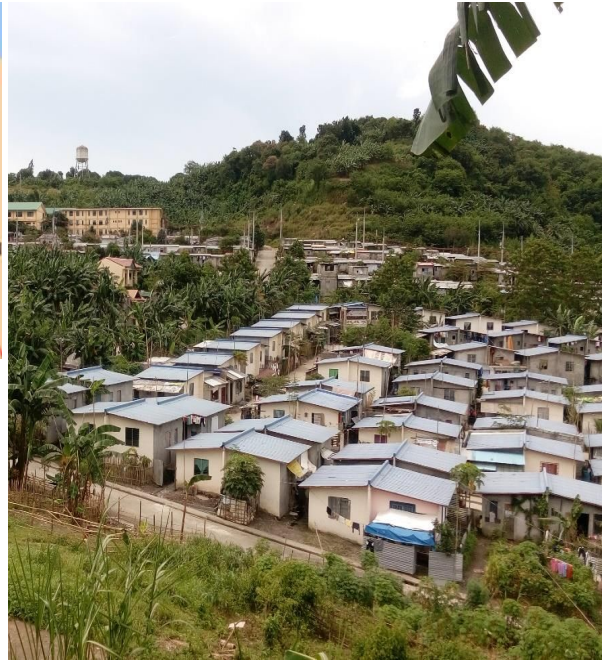


# CASE STUDY

- ❖ Ma-Igting na Samahan ng mga Panlipunang Negosyante ng Towerville (IGTING)



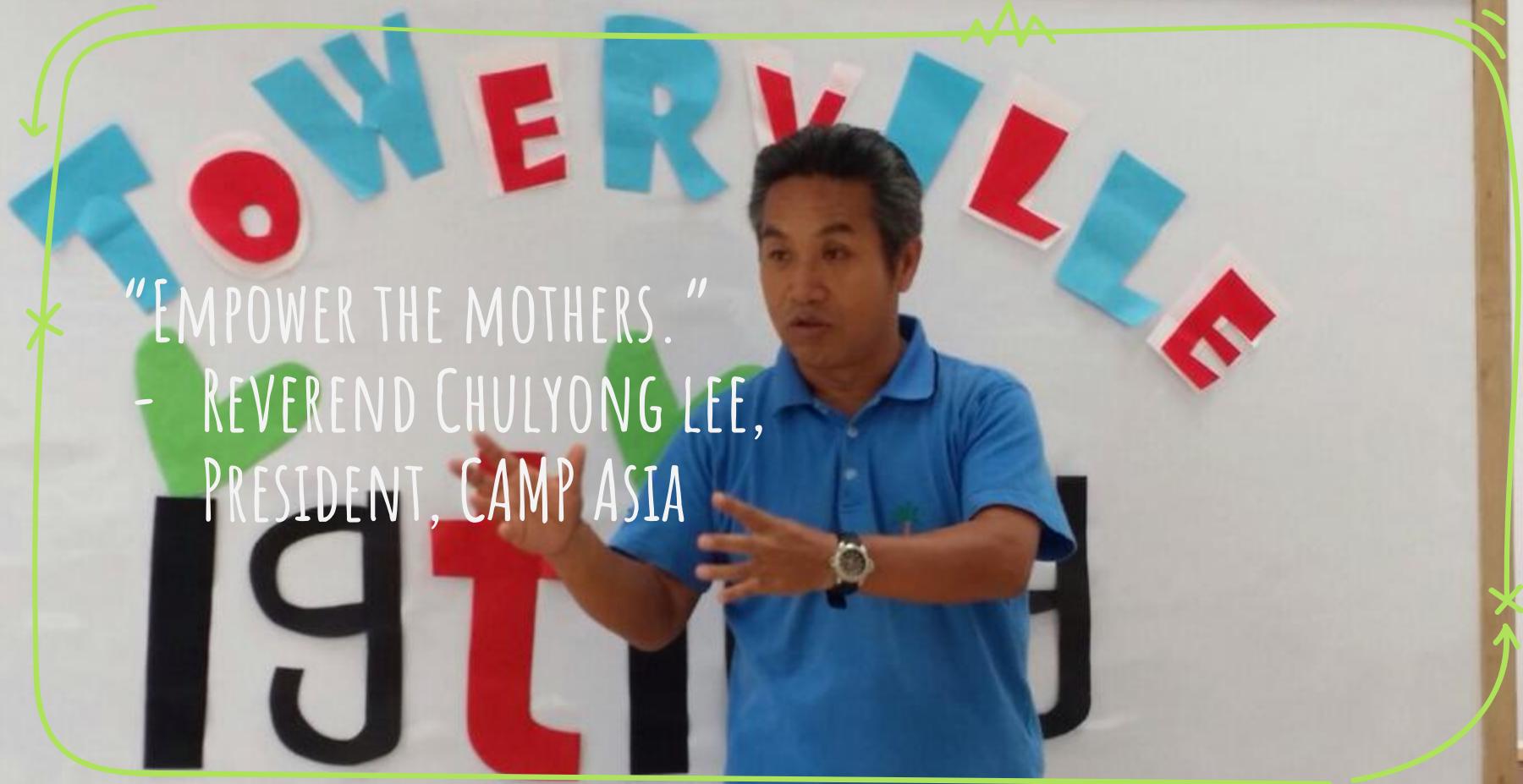
# OVERVIEW OF TOWERVILLE



- ❖ Off-city resettlement
- ❖ Metro Manila “Decongestion”

# PRIMARY STAKEHOLDERS





"EMPOWER THE MOTHERS."  
- REVEREND CHULYONG LEE,  
PRESIDENT, CAMP ASIA



# INTEGRATION & SOCIAL ANALYSIS WITH THE COMMUNITY



# CAPACITY BUILDING & LEADERSHIP DEVELOPMENT



## COMMITTEE SYSTEM

- ❖ Production
- ❖ Membership
- ❖ Training
- ❖ Community Affairs

# CAPACITY BUILDING & LEADERSHIP DEVELOPMENT



## SERIES OF TRAININGS

- ❖ Leadership
- ❖ Business management
- ❖ Women's rights
- ❖ CD and SE

# IGTING OVER THE YEARS



Photos from Igting's Facebook Page



# IGTING OVER THE YEARS



Photos from Igting's Facebook Page

# IGTING OVER THE YEARS



Photo from Igting's Facebook Page

- ❖ Established people's organization
- ❖ Community-led enterprise
- ❖ Partners with CAMP Asia and other stakeholders



UNIQUE COMMUNITIES

DIFFERENT MODELS

(HOPEFULLY) SAME PRINCIPLES



QUESTIONS?  
CLARIFICATIONS?





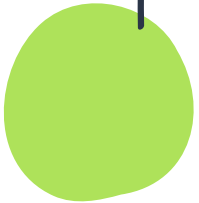
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WHAT ARE YOUR INITIAL IDEAS  
ON DEEPENING YOUR  
ENGAGEMENT WITH YOUR  
PARTNER COMMUNITIES?

# MAKING SENSE OF OUR SESSION TODAY

**Social Enterprise:**  
Triple Bottom-lines

**Community Development:**  
Pro-poor perspective  
and processes





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PARA SAAN? (FOR WHAT?)

PARA KANINO? (FOR WHOM?)

MULA KANINO (FROM WHOM?)

KASAMA NINO? (WITH WHOM?)

THANK  
YOU!





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