



SOCIAL ENTERPRISE PROFILE

Social Impact Accelerator Batch 2



ISIP is co-implemented by:



Contact us

United Nations Development Programme (UNDP)
15th Floor North Tower, Rockwell Business Center
Sheridan, Sheridan corner United Street,
Barangay Highway Hills, Mandaluyong City,
Philippines 1550
(02) 902 9704

Philippine Development Foundation (PhilDev)
Unit 201-B Bonaventure Plaza, Ortigas Avenue,
Greenhills, San Juan City, Philippines 1500

isip.ph@undp.org
isip@phildev.org

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www.isip-ph.com



Innovation for Social
Impact Partnership (ISIP)



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Innovation for Social Partnership (ISIP)

The Innovation for Social Impact Partnership aims to support promising innovative social enterprises in the Philippines to collectively contribute to the achievement, acceleration, and sustainability of the SDGs.

It is a project co-implemented by the United Nations Development Programme (UNDP) in the Philippines and Philippine Development Foundation (PhilDev), with generous support from the Australian Embassy in the Philippines. Social Enterprises (SEs) will be provided technical support to improve capacity to access capital and attract investments in order to scale up.

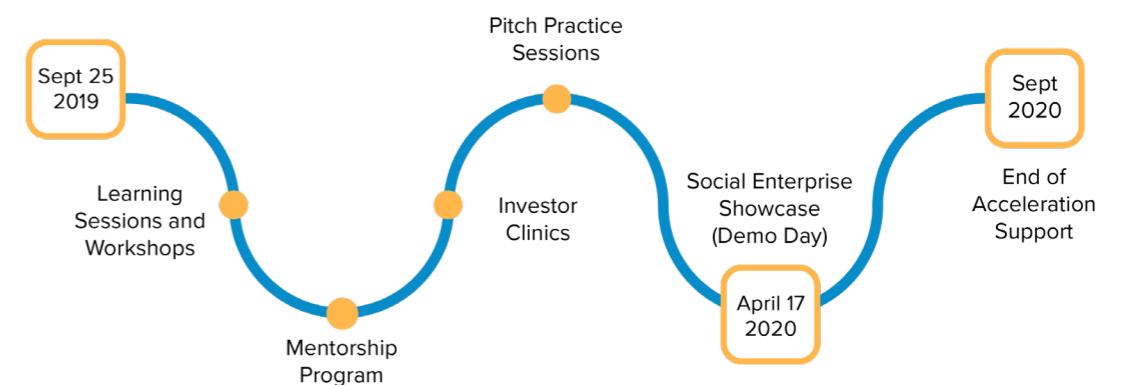


Social Impact Accelerator

ISIP aims to support social entrepreneurs and drive growth for their businesses without losing sight of their impact. Through the Social Impact Accelerator, highly scalable SEs are provided access to markets, talents, capital, and guidance.

Social enterprises are offered a year of support, six months of which is an intensive program, consisting of tailored mentorship, lectures and workshops, investor roundtables, and business matching opportunities. The six-month program culminates with an SE Showcase, where partners, mentors, and investors will witness the SEs pitch, with the objective of accessing financing that will help them scale their impact. SEs are also given opportunities to engage and connect with higher education institutions and participate in the policy agenda through other components of ISIP.

Strategy Timeline





Filipina Homebased Moms (FHMoms) started in 2016 as an online community to share tips and tricks for stay-at-home moms to land online jobs.

Seeing the massive opportunity within the community to offer courses on relevant skills needed in the online job market, founder MK Bertulfo began building the business with a handful of mommy-trainers specializing in Virtual Assistance, Digital Marketing, and Bookkeeping. Over the years, the community has built a membership base of over 186,000 Filipina stay-at-home moms and has trained over 5,000 women with skills to earn jobs and support their families, while still being able to care for their children in the comfort of their own homes.

Founder

MARIA KORINA BERTULFO
mariakorinacope@gmail.com

Problem

Societal expectations continue to persist for women to care for their children after giving birth. While women are often happy to take on the role of raising and caring for their children, many of them long to continue building a career at the same time. However, women often find that there are limited resources and opportunities available to them to make informed choices about what jobs they can go into. This is particularly hard for women who had careers prior to starting a family, as there are limited opportunities to jump back into the same type of work in a home-based arrangement. In a 2018 Harvard Business Review article, it was found that employers tend to overlook candidates that have gaps in their resumes having spent time to take care of their kids and families for a few years. This exacerbates the problem for women to look for gainful employment while prioritizing caring for their children and families. On the other hand, other mothers are overwhelmed with

too much information online. Such information available online can often be targeted towards more western audiences, leaving Filipina moms to search for more locally contextualized resources.

Solution

FHMOMS offers online courses to build the capacities of stay-at-home mothers and links them to possible employment opportunities and further post-course support through their online community. There are seven courses currently offered by FHMOMS: (1) Lead Generation and Appointment Setting, (2) Accounting and Bookkeeping, (3) Writing and Basic SEO, (4) Executive Virtual Assistance, (5) Social Media Marketing, (6) Local and international eCommerce, (7) Photo and Video Editing. FHMOMS has an e-learning platform to keep mommy-learners on track throughout the entirety of their one month course. Mommy-trainers provide support groups and personalized feedback channels to ensure the learning quality of their courses is not compromised. FHMOMS also holds blended learning opportunities, hosting in-person masterclasses and sessions, as well as self-paced courses through pre-recorded videos on their tech platform.

FILIPINA HOMEBASED MOMS



Team size
3



Year of Registration
2019



Website
www.fhmoms.com



Headquarters
Taguig City, Metro Manila

BUSINESS MODEL

FHMOMS charges a one-time fee of PHP 5,000 (USD 100) per student for each of their month-long courses. This current pricing scheme includes a slight price increase to cover development and maintenance costs related to the upkeep of their tech platform. Previously, students were charged PHP 3,000 (USD 60) for each course. The company also earns money from its hybrid learning events, charging attendees a fee of PHP 1,000 (USD 20) for in-person sessions. FHMOMS also earns revenues through commissions from its affiliate brand partners and advertisements.

TARGET MARKET

FHMOMS targets Filipina stay-at-home moms, former professionals who are now starting a family, and OFWs ages 18 to 65 years old. As the majority of the company's learning content is instructed in a mix of English and Filipino languages, its target customers are limited to Filipinas for now, but they are also looking to roll out English material to cater to international markets, should there be a strong demand for it.

CUSTOMERS

To date, FHMOMS has trained more than 5,500 women since they began offering courses in 2017. Each month, classes are capped at a maximum of 50 students, with average monthly signups of 200 students.

SIGNIFICANT ACHIEVEMENTS



Since its inception as an online support group for stay-at-home moms working in the digital economy, the community has grown to over 186,000 members on Facebook, with a weekly growth rate of 8%. The online community remains a strong hub for mothers to share opportunities, best practices, and resources with each other. In 2019, FHMOMS was a finalist on the television program The Final Pitch, where they were selected for investment by Mega Group of Companies, and awarded a PHP 500,000 (USD 10,000) grant from MFT Group of Companies.

SDG ADDRESSED



IMPACT TO DATE

Over 5,000 women have graduated from FHMOMS' online courses, often leading to employment or entrepreneurship opportunities for these women. Those that have completed their courses have been able to save up to purchase homes, considerably increase their income, and allow opportunities for OFWs to come back to the Philippines. For these mothers, they are able to spend more quality time with their kids, without compromising their personal career goals while providing for their families. This translates to a boost in confidence and new skills gained for these mothers.

OPPORTUNITY

With the addition of a new tech platform, FHMOMS now has the opportunity to reach as much as 5,000 new students per month. This enables more teaching opportunities for mommy-trainers that FHMOMS can onboard, as well as explore various types of e-learning formats such as self-paced courses, hybrid lectures, and tie-ups with other educational content providers.



MAD Travel is an educational platform that inspires communities and guests by making a lasting difference through fun, authentic travel experiences. The company envisions creating inclusive, sustainable agroforest tourism economies that benefit people and the planet. MAD Travel creates transformative educational content by being excellent storytellers, both as tour guides and marketing professionals.



Photo Courtesy: MAD Travel

Founder

RAF DIONISIO

raf@madtravel.org

THOMAS GRAHAM

tom@madtravel.org

Problem

Economic exclusion continues to persist in communities across the Philippines, particularly those belonging to indigenous groups and farmers. Communities continue to lack access to resources such as farm inputs, training, pathways to market, mentorship opportunities, and equipment. These communities are also most vulnerable to climate change, facing effects of deforestation and water and food insecurity. Problems such as these are not adequately discussed in school systems. Often, students are disconnected from communities on the ground, and do not understand how others think because they lacked opportunities to engage with these communities and fully understand the challenges they are facing. This lack of education on local communities and how to integrate sustainability practices does not allow for young people to be part of helping communities address these problems.

Solution

MAD Travel offers fun educational online content and tours that teach hands-on concepts of sustainability to guests. Concepts include discussions about forestry, water, climate science, social enterprise, and agriculture. The company has an e-learning platform where students can learn about sustainability and social entrepreneurship. Tour guides are trained to educate on the ground working with communities as partners and examples to illustrate these concepts concretely. MAD Travel also conducts adventure programs and CSR programs for corporate and educational clients, providing guests with authentic adventures to communities that help invest in the people and planet. The company carries the full services of a tour and travel agency, including travel itinerary creation and management.

MAD TRAVEL



Team size

22



Year of Registration

2015



Website

www.madtravel.org



Headquarters

Quezon City, Metro Manila

BUSINESS MODEL

MAD Travel earns through the following ways: (1) through educational field trips, where they organize sustainability tours for international schools and universities, earning an average of PHP 700,000 (USD 13,850) per client for a 9-day program; (2) through their e-learning platform where educational content on sustainability, social entrepreneurship, and climate resilience can be accessed by students and teachers for a fee; (3) through 'MAD Market,' which delivers fruits, vegetables and higher value finished products from its partner destinations and communities; (4) as tour operators and travel agents where they lead tour groups on the ground in partner communities or coordinate trips for guests; (5) by providing consultancy services for corporate social responsibility (CSR), sustainability, and livelihood programs.

TARGET MARKET

MAD Travel's initial target market consists of the following: (1) top schools in the country and leading international schools in Asia-Pacific eager to let their students have hands-on experiences in learning classroom concepts of the sustainable development goals (SDGs) and social entrepreneurship; (2) large travel agencies in developed countries; (3) local corporations; and (4) individual travellers.

CUSTOMERS

To date, MAD Travel has regularly worked with local and regional international schools, as well as Australian universities for their educational tours. The company has also worked with international travel agent partners in Japan, Germany, France, Italy, and Spain and connected with various online tour distribution platforms such as Klook and Airbnb Experiences, among others.

SIGNIFICANT ACHIEVEMENTS



BPI Sinag Cohort 4



Ten Accomplished Youth Organizations 2018



Good Design Award 2018



Villar Social Institute for Poverty Alleviation & Governance Award 2018

SDG ADDRESSED



IMPACT TO DATE

MAD Travel has enabled new jobs for 49 families, with each person earning additional income of PHP 362 (USD 7.25) per person per workday. They have contributed revenues of approximately PHP 1 million (USD 20,000) to its partner communities from direct tourism activities conducted with them. PHP 130,000 (USD 2,600) of these have come from community agricultural sales of fresh produce. The company has planted 20 hectares worth of 40,150 forest trees and 3,320 fruit trees, with the goal of planting 5,000,000 trees by 2025. Each year, they are able to offset 416 tonnes of carbon, equivalent to 306 tonnes of oxygen. In areas where they work, temperatures have dropped by 10 degrees Celsius and dust reduction has gone up to 50%.

OPPORTUNITY

The company has set its sights on expanding its e-learning and educational tour offering towards international schools, given that there are 27 of them in the Philippines and more than 400 across Asia. Working with such schools can lead to additional earnings of up to PHP 1 million (USD 20,000) per school per year. While the travel industry has seen some decline in 2020 due to the Taal volcano eruption and the COVID-19 pandemic, MAD Travel has temporarily put on hold its travel business and is working with its vulnerable partner communities to help sell fresh produce to Metro Manila households.



Magwayen Organics is a sustainable personal care company advocating for marine awareness and conservation.

The company was founded in 2016 when founders Czar Carbonel and Maffy Tamayo learned that most commercially-available sunscreen products are toxic to coral reefs and there were no local alternatives available in the market. This led them to develop their current flagship product, MAGWAI Reef-Safe Sunscreen. MAGWAI was launched to raise awareness about how mainstream sunscreens contain chemicals that are toxic to coral reefs, and to help make reef-safe sunscreens accessible to Filipinos.

houses around 76% of coral species and 37% of fish species. Conservation of the coral reefs is important because corals serve as nurseries for marine life that human livelihood and food supply depend on.

Solution

MAGWAI empowers beachgoers to enjoy the beauty of the ocean without destroying it. MAGWAI SPF 50+ Reef-Safe Sunscreen is a mineral sunscreen that can be used to protect the skin from harmful ultraviolet rays without causing harm to coral reefs. It is designed with natural ocean-loving ingredients that also keep us safe from sun damage. MAGWAI contains broad spectrum SPF 50+, offers UVA and UVB protection, and is water and sweat-resistant.

It is certified by PETA to be cruelty-free. And as a member of the 1% for the Planet network, every purchase of a tube of MAGWAI comes with a commitment to contribute to programs that promote ocean conservation.

Founders

CZAR CARBONEL **MICO ANABO**
 czar@magwai.com.ph mico@magwai.com.ph

MAFEL TAMAYO
 maffy@magwai.com.ph

Problem

As part of the Coral Triangle, the Philippines hosts the largest number of threatened corals, with 95% of coral reefs facing threats from: (1) the effects of climate change, (2) destructive fishing practices and recreational misuse, (3) trash and plastic pollution, (4) small consumer lifestyle choices that we didn't think could harm the ocean, like using chemical sunscreens.


What most beachgoers don't realize is that every time they apply sunscreen, they are actually causing harm to the corals. Most sunscreens contain oxybenzone and other chemicals that bleach and kill corals. This is even more critical to address in the Philippines because it sits at the heart of the Coral Triangle, home to the center of marine biodiversity in the world. While the Coral Triangle houses less than 2% of oceans globally, the Philippines

MAGWAYEN ORGANICS

 **Team size**
5

 **Year of incorporation**
2017

 **Website**
www.magwai.com.ph

 **Headquarters**
Taguig City, Metro Manila

BUSINESS MODEL

MAGWAI Reef-safe sunscreen is offered through both B2B2C and B2C channels, namely: (1) outright sales, (2) consignment sales, (3) and direct-to-consumer sales. Products are toll-manufactured and then sold with a premium. In addition, aligned to the cause of mindful consumption, the company ensures that the other aspects of the consumption of product are also sustainable: (1) For their e-commerce channel, instead of using the plastic packaging of typical couriers, they partnered with a courier that allowed them to use their own non-plastic eco-friendly packaging. (2) To help keep plastic out of the ocean, they initiated a collection effort of empty MAGWAI tubes from the consumers through their retail partners, and partnered with another eco-conscious business to recycle them.

TARGET MARKET

MAGWAI caters to beach-goers who are passionate about contributing to saving the ocean through small actions and easy lifestyle changes. These are the consumers who are mindful about the products that they use and are willing to pay a premium for brands that are committed to sustainability.

CUSTOMERS

MAGWAI is available in resorts in key beach destinations and in major malls through partner retailers such as Sesou and Shangri-la.

SIGNIFICANT ACHIEVEMENTS

 Magwayen Organics made it to the SoGal Global Pitch Competition in Silicon Valley after being chosen as one of the top 3 startups during the Manila leg of the competition. They maintain an active community of MAGWAI lovers, a big majority of whom are divers, surfers, and scientists who spread the word about MAGWAI on social media and through word of mouth.

SDG ADDRESSED



IMPACT TO DATE

As of March 2020, the company has sold 4,500 units of Magwai Reef-Safe Sunscreen. This translates to 4,500 users who have made the switch from traditional chemical sunscreen to reef-safe sunscreen. MAGWAI also considers their impact in terms of their consumers' lifetime value, assuming that moving forward consumers will be using reef-safe sunscreens instead of chemical sunscreens.

OPPORTUNITY

MAGWAI plans on reaching more customers by: (1) widening accessibility by tapping into mainstream channels such as Watsons, and increasing the number of retail partners in key cities and beach destinations; (2) expanding their product portfolio by producing natural and plastic-free shampoo and conditioner bars to acquire new customers; (3) Expanding to key markets in the Coral Triangle and the Asia Pacific, starting with Indonesia (Bali) and Australia.



Photo Courtesy: PeoplePods

PeoplePods is a property management platform working with industrial parks and corporations to provide dignified and affordable housing for female migrant factory workers in CALABARZON.

Founder

DANIEL LAYUG

daniel@peoplepods.co

GADRIC CHUSENFU

gadric@peoplepods.co

ANACELLE BAUTISTA-LAYUG

anacelle@peoplepods.co

Problem

Industrial zones provide safe employment for thousands of Filipinos. A big number of employees working in these zones are often migrants from provinces, seeking to provide additional income to support their families back home. 70% to 90% of these workers are millennial females employed in semiconductor and electronics factories, and migrants in this segment of the workforce amount to 400,000 people. Among the challenges these millennial and Gen-Z women face is the lack of dignified housing. As most of them earn wages ranging from PHP 8,000 (USD 160) to PHP 11,000 (USD 220) per month, current housing options are limited to tiny bed spaces that are often unsafe, unsanitary, and far from the workplace. With the number of migrant workers expected to rise, the rapid urbanization of provinces will bring about social challenges - some of them already felt - including increasing informal settlements

due to inadequate and substandard housing. This results in even more unsafe and unsanitary conditions that lack necessities for dignified living.

Solution

PeoplePods is a property manager that provides dignified and sustainable co-living communities for female migrant workers by partnering with industrial park developers. The partnership enables faster buildout, agility in incorporating feedback, access to institutional relationships, and a focus on sustainability for industrial parks. PeoplePods oversees the business development and design of projects, which enable tenants to walk to where they work, ensuring safety and prompt attendance. It also manages day-to-day operations and oversees community development, and offers financial services and distance education from partners.

Buildings are designed by a LEED-certified Sustainability Specialist, using prefabricated materials that reduce construction time in half and offset CO2e by centralizing high consumption appliances to common areas. Rooms fit four people, each with private T&B, and come fully-furnished. Each community has a small convenience store and is safe with 24/7 CCTV. Unlimited WiFi is available for residents to communicate with their families back home.

PEOPLEPODS



Team size

7



Year of Registration

2018



Website

www.peoplepods.co



Headquarters

Malvar, Batangas

BUSINESS MODEL

PeoplePods adopts a multi-stakeholder model, where they sign rental agreements with factories and take industrial park developers as strategic investors for land and capital. Providing access to employee housing boosts factory productivity and improves industrial park attractiveness by generating income from unutilized land too small to sell to factories. This also leverages industrial parks' institutional partnerships with factories. Rent costs are based on the average bedspace rate outside each industrial park - ranging from PHP 1,000 (USD 20) to PHP 1,800 (USD 36) per bed per month, and agreements signed with factories lower occupancy and collection risk. PeoplePods charges a business development and design fee to industrial parks and a share of rental income, paid by factories.

TARGET MARKET

PeoplePods targets industrial parks and factories. In 2019, the PeoplePods' project inside the Carmelray 2 industrial park was the very first to receive regulatory approval from the Philippine Economic Zone Authority (PEZA) to be able to build inside a PEZA zone. There are 74 designated PEZA manufacturing zones in the Philippines.

CUSTOMERS

In 2018, PeoplePods developed their own pilot site in Malvar, Batangas that has a 32-room capacity. It is currently at full occupancy, providing housing for female factory workers, primarily from CDO Foodsphere Corporation, a leading meat processing plant. In 2019, the company signed a partnership agreement with Carmelray Industrial Park for the build out of a community with a capacity of 440 beds, with the industrial park as strategic investor and land-owner.

SIGNIFICANT ACHIEVEMENTS



INSEAD Venture Challenge 2017



Kellogg Real Estate Challenge 2017



DBS-NUS Social Venture Challenge 2018 Top 100 Social Enterprises



Nudge Award for Sustainability 2019



Asia Social Innovation Awards 2020



Harvard Real Estate Venture Competition 2020

SDG ADDRESSED



IMPACT TO DATE

To date, PeoplePods has made an impact on 200 millennial female workers who benefit from better well-being brought about by less worries on transportation, rent, and security. They also provide their tenants with online education on financial literacy and other alternative learning content. PeoplePods is also conscious about ensuring facilities are environmentally sustainable by adding rooftop community solar installations and having recycling initiatives in place. The company also ensures energy-efficient ways in property management by utilizing passive cooling techniques, reducing wastage in construction time and materials, centralizing high-consumption appliances.

OPPORTUNITY

There is no scalable player serving the segment PeoplePods caters to. Industrial parks within the provinces of Laguna and Batangas alone contain 400,000 migrant workers. The development of new industrial parks in Central Luzon, as well as the presence of 74 existing industrial parks in the country, highlights the need for more adequate housing options for workers. The company's goal is to help thousands of bottom of the pyramid workers across Southeast Asia, where there are more than 5 million factory workers.

Partner Organizations



Australian Government's Aid Program in the Philippines

The Australian Government's development cooperation program in the Philippines aims to accelerate inclusive economic growth and political stability. Australia's aid program will support these goals by focusing on the following objectives as outlined in the Aid Investment Plan: enhancing the foundations for inclusive economic growth; building stronger institutions for transparent and accountable governance; and improving the conditions for peace and stability.



Philippine Development Foundation

The Philippine Development Foundation (PhilDev) is an independent, non-profit organization that aims to eradicate poverty in the Philippines through its three (3) pillars: education, innovation, and entrepreneurship. PhilDev brings together government organizations, the academe, private industry, and the community in harnessing science and technology for sustainable and inclusive economic growth in the Philippines.

United Nations Development Programme

The United Nations Development Programme (UNDP) works in about 170 countries and territories, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. We help countries to develop policies, leadership skills, partnering abilities, institutional capabilities, and build resilience in order to sustain development results.

In the Philippines, UNDP has been working on improving the lives of Filipino people since 1965. UNDP has been committed to helping the country achieve its national development priorities as set out in the Philippine Development Plan, meet its international commitments, including the 2030 Agenda and the UN Sustainable Development Goals, in order to meet its long-term vision charted in Ambisyon 2040. In partnership with the Government of the Philippines, the current Country Programme (2012-2018) is designed around the pursuit of inclusive growth that reduces poverty.



*Empowered lives.
Resilient nations.*

Sessions from the Social Impact Accelerator

