

## PRESS RELEASE

### **Multiplying the capacity of women entreps in the region**

By: Maureen Heidi L. Perez

The capacity of selected women entrepreneurs in region 1 was improved through a training on Greening the Gender Responsive Value Chain Analysis (GGRVCA) conducted recently at Bauang, La Union.

The GGRVCA Training was part of the, GREAT Women Project 2, which endeavors capacity building among women entrepreneurs and in enabling the environment for women's economic empowerment leading to more competitive and sustainable enterprises.

The training cum workshop taught the women entrepreneurs to identify and prioritize the value chain opportunities and constraints of their enterprises based on the economic, environmental and gender factors.

The resource speaker, Mr. Medardo N. Noscál, Consultant and Trainer on Business Development, encouraged the participants to go green, "While doing business, we should protect our environment through greening strategies. Greening makes MSMEs competitive since it reduces cost of production, promotes access to new markets, facilitates innovation, and makes MSMEs resilient to climate change." He gave tips on some Greening Strategies, like energy and water efficiency, building design, solid and waste water management, environment friendly supply, and natural resources management.

A workshop on the firm's Strengths and Weaknesses, and Vision and Target Setting was also conducted. "*Bakit ba kayo nagtayo ng negosyo? Hindi lang dapat para magkaroon ng kita kundi para makatulong sa kapwa at sa kapaligiran. Paano? Sa tulong ng mg aprograma ng gobyerno na ipinapatupad ng mga ahensya nito, natutulungan tayo para lumago ang mga negosyo natin. At kapag lumago na, nakakatulong na tayo sa mga kapwa natin at hindi lang iyon, dapat ay mayroon din tayong bahagi sa ikakabuti ng ating kapaligiran,*" Mr. Noscál stated.

The 2 days training also served as a venue for networking and robust discussion on what it takes to be a successful entrepreneur, equipped with both the tools and inspirations to break barriers and pursue the vision of their businesses.

A total of 70 participants attended the training, composed of 21 WMEs from La Union, 17 WMEs from Pangasinan, 9 WMEs from Ilocos Sur and 3 WMEs from Ilocos Norte, and 20 are members of the Regional Convergence Group (RCG) of GREAT Women 2 Project.



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The Gender-Responsive Economic Actions for the Transformation of Women, known as the GREAT Women 2 Project, is being implemented by DTI, DOST, DA, BFAR and Philippine Commission on Women.



*The participants during the 2-day training at Marand Resort and Spa, Baccuit Sur, Bauang, La Union on January 11-12, 2018*



*Resource Person Medardo N. Noscal discussing the value chain analysis to enhance women entrepreneurs' competitiveness.*

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