

**PRESENTATION GIVEN AT THE TRANSLINKS CEBU
VALUE CHAIN WORKSHOP ENTITLED:**

**“Improving Value Chain Dynamics for Natural Products in
the Furniture, and Gifts and Home Décor and Fashion
Accessories Industry”**

CEBU CITY, PHILIPPINES

JULY 2-3, 2008

**HOSTED BY ENTERPRISEWORKS/VITA AND THE
CEBU FURNITURE INDUSTRIES FOUNDATION**



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SUSTAINABLE INDIGENOUS PEOPLES ENVIRONMENT FRIENDLY ENTERPRISE DEVELOPMENT (SIPEFED) TRANSLINK WORKSHOP 2008

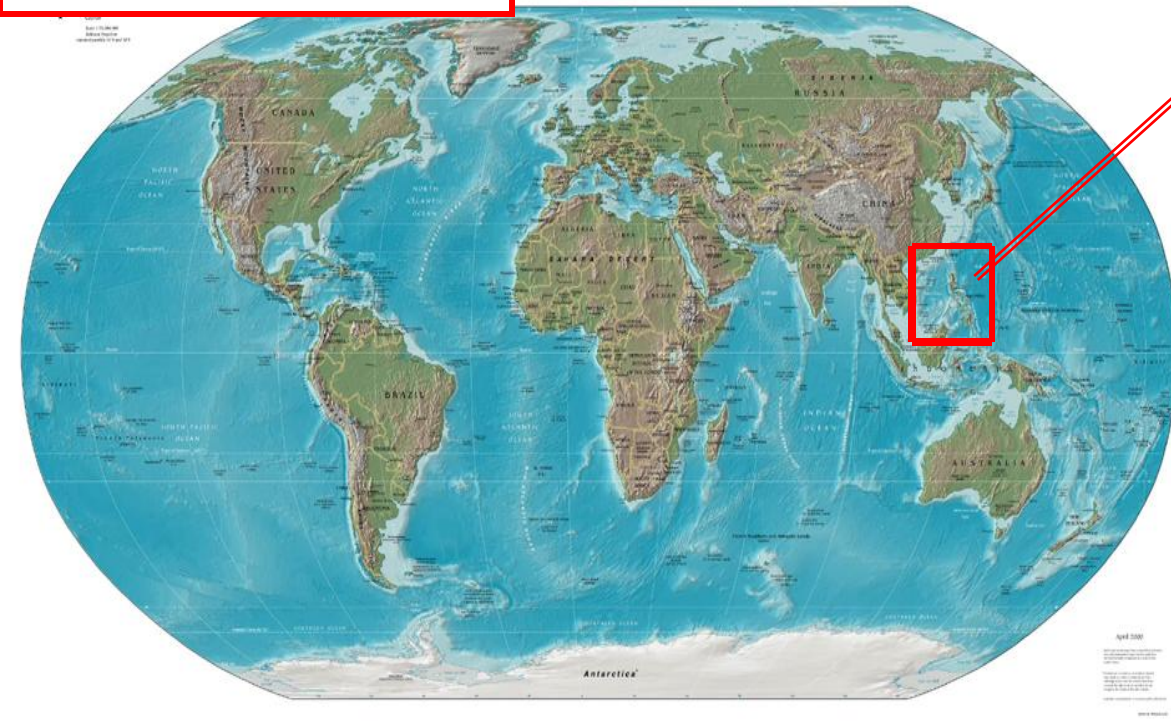
**By:
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CEO-KAMICYDI**

**2-3 July 2008
Parklane Hotel, Cebu, Philippines**

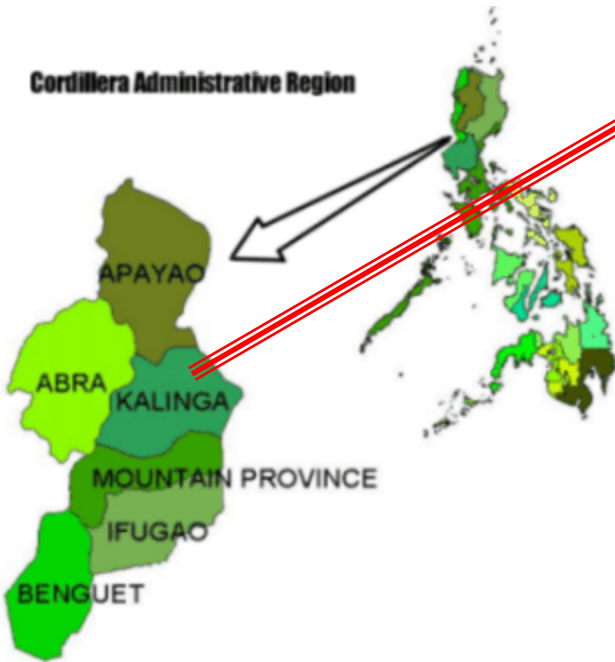
WHAT IS KAMICYDI?

- > KAMICYDI is an Indigenous Peoples Organization (IPO) organized by indigenous peoples students & professionals**
- > KAMICYDI was organized on November 27, 1984 and registered at the SEC on November 4, 1996. It is registered as non-stock, non-profit, developmental corporation.**

WHERE WE ARE...



Cordillera Administrative Region



DIRECT BENEFICIARIES

Province of Kalinga At A Glance

- Area : 3,164.4sq.km
- Capital : Tabuk
- Total Population (As of May 2000) : 174,023
- Household Population (As of May 2000) : 173,352
- Number of Households (As of May 2000): 30,450
- Average Household Size (As of May 2000): 5.69
- Population Density (As of May 2000) : 57 per sq.km
- Number of Municipalities : 8
- Number of Barangays : 152

OUR STATE OF DEVELOPMENT

For how many
Generations,
Indigenous Peoples
practiced good
governance, sustainable
environment practices &
sustainable enterprises
for their survival,
economic growth &
development!



OUR STATE OF DEVELOPMENT

> We used TK/IK re
AMUNG - an
indigenous peoples
way of **GOOD
GOVERNANCE.**

> We practiced
**Sustainable
Indigenous Peoples
Agricultural
Technology (SIPAT)**



OUR STATE OF DEVELOPMENT

We practiced
sustainable
environment friendly
Indigenous
Community Arts and
Handicrafts
enterprise
development.



CHALLENGES STILL EXIST...

- 63% of IPs in Kalinga still remain in poverty
- Big Challenge in marketing their arts & handicrafts
- Empty stomach vs. Biodiversity Conservation?
- Profit vs. Conservation



PROGRAMS AND SERVICES

1. Sustainable Indigenous Peoples Agricultural Technology (SIPAT)
2. Sustainable Indigenous Peoples Environment Friendly Enterprise Development (SIPEFED)
3. Young Entrepreneurship Skills (YES) Program
4. Indigenous Microfinance Facility for Indigenous Women's Environment Friendly Enterprise Development



OUR SIPEFED PROGRAM CHARACTERISTICS

- **Use indigenous knowledge & skills**
- **Use SINIPAT raw materials (forest invasive grass)**
- **Environment friendly**
- **Build capacity through community-to-community, peer-to-peer, farmer-to-farmer learning exchanges**
- **Culture and gender sensitive**

OUR SINIPAT MAIN LINE PRODUCTS

- 1. Plate mat**
- 2. Beach mat**
- 3. Table & chair**
- 4. Divider**
- 5. Flooring**
- 6. Office Paper waste can**
- 7. Kitchen use products**
- 8. Window curtains**

OUR COMPLEMENTARY PRODUCTS

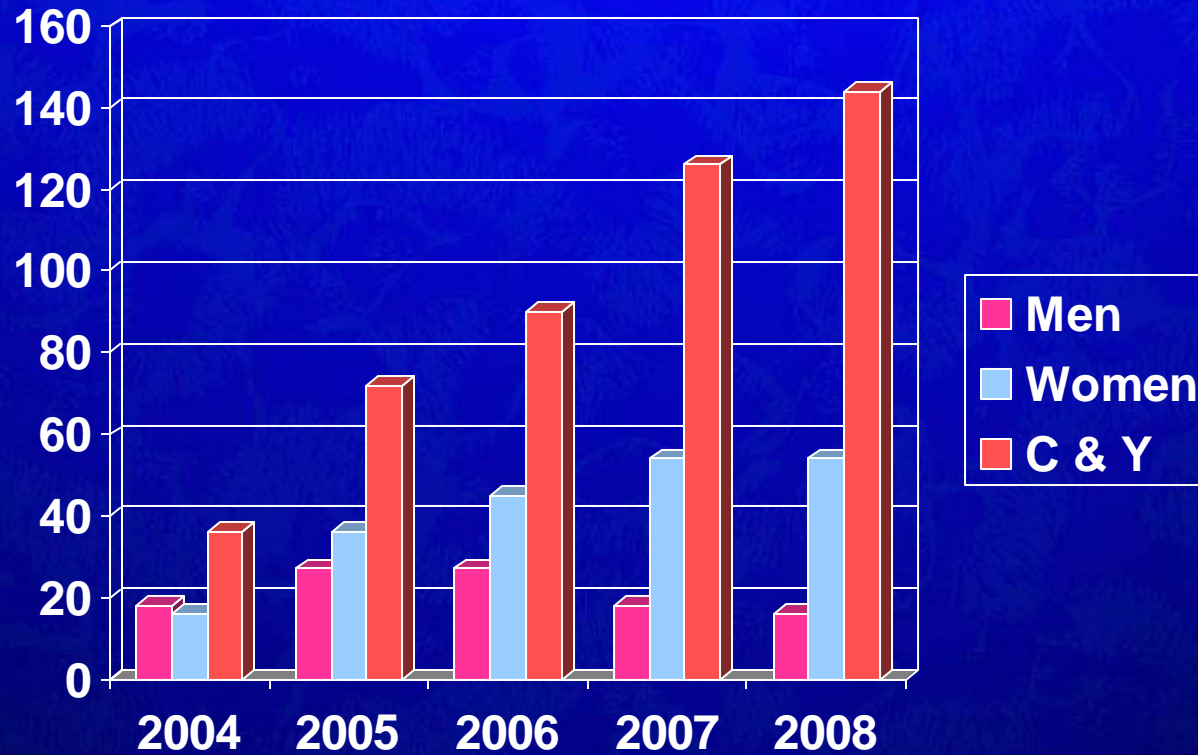
- 1.Organic Coffee**
- 2.Organic Rice (red, white)**
- 3.Organic Beans**
- 4.Organic mungo**
- 5.Organic vegetables**
- 6.Women's Weaved
products**
- 7.Technical & consultancy
Services**

MARKETING STRATEGIES

1. Direct Marketing
 2. Trade Fair Participation
 3. Foreign Friends Marketing
- # Marketing

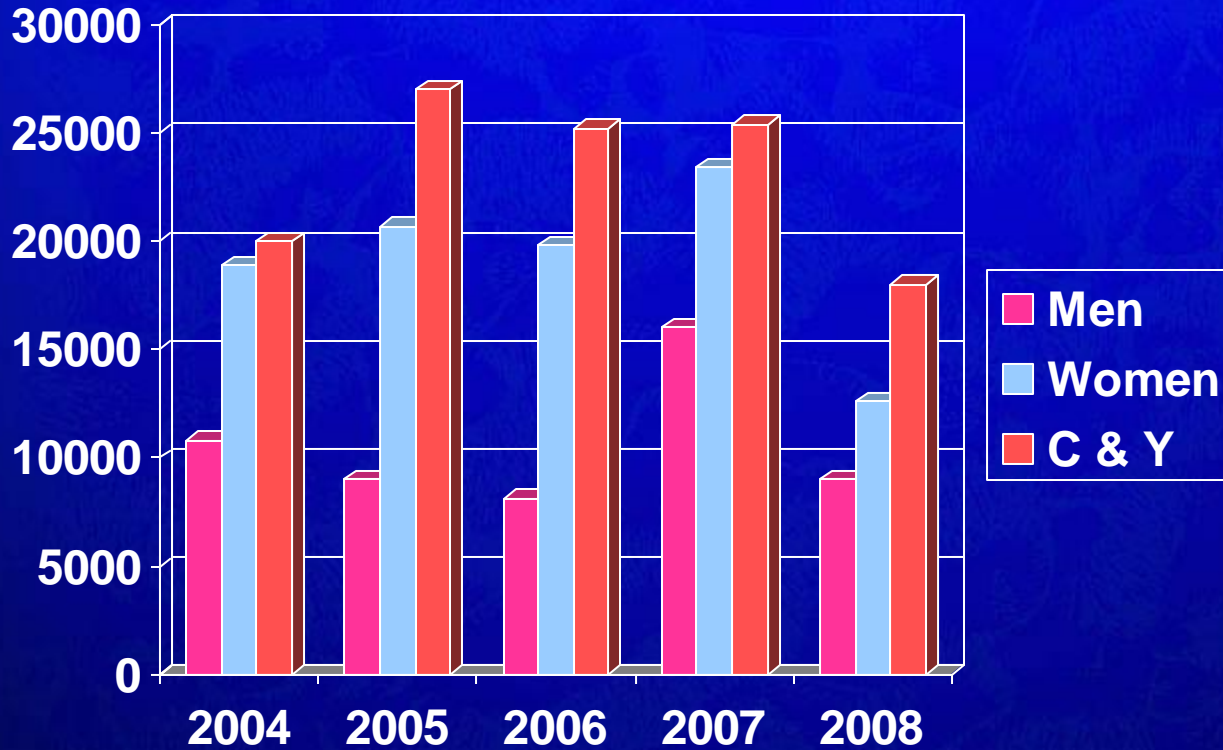


IMPACT ON SELF-EMPLOYMENT



	2004	2005	2006	2007	2008
Men	18	27	27	18	16
Women	16	36	45	54	54
C & Y	36	72	90	126	144

IMPACT ON FAMILY INCOME



	2004	2005	2006	2007	2008
Men	10800	9000	8100	16000	9000
Women	18900	20700	19800	23400	12600
C & Y	20000	27000	25200	25400	18000

SOCIAL IMPACT

Strengthen investments on:



HEALTH



ENVIRONMENT



EDUCATION



POVERTY

ACTIONS TO MOVE FORWARD

1. Establish market outlets
2. Systematize social marketing
3. Develop marketing networks & partners
4. Improve production & expand



I would like to end by saying:
**TO TALK IS GOOD, BUT
ACTION IS BETTER!**



**THANK
AND
MABUHAY!**