

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the
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2020 UN Women
Asia-Pacific WEPs Awards
Regional Awardee Profile



GREAT Women



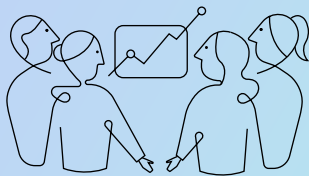
Jeannie Javelosa
President

GREAT Women

Country: Philippines
Employees: 1-10
Industry: Apparel Retailers

Website

<https://www.greatwomenglobal.com/>



Innovative Approaches to Women's Empowerment

GREAT Women Philippines is an innovative social enterprise founded with the bold vision of bringing women micro-entrepreneurs to the forefront of the global marketplace under a consolidated brand platform. GREAT Women recognized the rising need for a commercial platform that enables women micro-entrepreneurs to access markets in addition to receiving support to elevate their supply chain capacity and product quality and standards. GREAT Women's Brand Platform merges two components: capacity development and enterprise collaboration by harnessing technology that integrates marketplace buyers keen to purchase from women-owned businesses and supports quality standards as a supply chain integrator.

The Platform offers expanded market directions, connecting projects at the community level with various stakeholders whose projects, funds, and markets are well aligned. With a focus on sustainable products, GREAT Women's Brand Platform accelerates the product development, marketing, financial planning, and capital access process for women micro-entrepreneurs through multi-stakeholder connections in sustainability – creating a wider sustainable community inclusive of women-owned businesses. Through the platform, GREAT Women has a retail sub-brand with a unique focus on sustainable textile products. "GW by GREAT Women" highlights sustainable yarns and hand-woven textiles in slow fashion apparel, accessories, and home textile products.

What the inclusive business Platform has shown is that the greatest success for micro-entrepreneurs happens when they are an integral part of the supply chain.



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Doing business repeatedly together enhances their personal empowerment, their business skills, gives them insight into the uniqueness of their products, and understanding of market trends.

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GREAT Women continues to be instrumental in leading multi-stakeholder collaborations within retail industries including textiles, food, and coffee. GREAT Women’s gender-responsive actions have encouraged large corporations to purchase from women-owned businesses and increased joint-programming. Multi-stakeholder partners that collaborate to create impact with GREAT Women include governments of Canada and the Philippines, international developmental funding agencies such as USAID, UN Women, ASEAN, and many more.

Beyond the platform, GREAT Women seeks to unify the work of several government departments, local government units and private corporations to create an alliance for an empowering ecosystem for women’s “to market” strength focused on economic empowerment.

Overcoming Barriers and Leading Change

With GREAT Women’s two-pronged strategy, it was a challenge to clarify public perception of the Platform. Highlighting their social impact to attract development and CSR funds and successfully driving revenues to sustain the enterprise added to GREAT Women’s challenges. To manage customer perceptions, GREAT Women shifted their capacity development program under their non-profit foundation and consolidated their retail efforts under their for-profit social enterprise. By doing so, GREAT Women has piloted gender-responsive programming that has a social impact and drives financial growth for their enterprise.

Undercapitalization and driving financial sustainability as an early-stage startup continues to be a challenge. One innovative strategy GREAT Women has garnered to navigate this includes reviving a non-existent textile supply chain in the Philippines.





Watch the testimonial video to learn more

GREAT Women collaborated with partners in local weaving groups to integrate hand-woven textiles and sustainable yarns in designs for new lifestyle products and inviting weavers to market their own items, which stimulated revenue from this new business model. With the onset of COVID-19, capital is limited, and GREAT Women is challenged to pivot all their value chains online.

Strategy for Success

Central to GREAT Women’s success is gender-based data. GREAT Women is committed to ensuring their gender-based Brand Platform is inclusive by tracking their metrics and impact across their value chains. For example, GREAT Women assesses gender-participation of their collaborators by tracking whether they are women-owned or women-led with ownership of at least 50% of the company, or a male-owned company employing women for at least 50% of his workforce.

Other key points of success for GREAT Women include the innovation of the first gender-brand platform that brought together development programming and commercial market access, collaborating with local and international stakeholders who identified the Platform as a viable WEE platform and provided support through grants and market spaces alignments. GREAT Women has redefined their pre-COVID terms of success. Moving forward, the enterprise aims to scale the Platform online by developing strength in online products and service businesses, and drive procurement from women-owned businesses. Determined, GREAT Women is focused on innovating the relevance of the Platform after the coronavirus pandemic by including online academic mentoring for women.

Women’s Empowerment Principles



High-Level Corporate Leadership



Treat all Women and Men Fairly at Work without Discrimination



Employee Health, Well-Being and Safety



Education and Training for Career Advancement



Enterprise Development, Supply Chain and Marketing Practices



Community Initiatives and Advocacy



Measurement and Reporting

asiapacificwepsawards.org

[@unwomenasia](https://www.instagram.com/@unwomenasia)
[linkedin.com/showcase/weprinciples/](https://www.linkedin.com/showcase/weprinciples/)

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