

# ECHOsi Foundation, Inc.

Empowering Communities with Hope and Opportunities through Sustainable Initiative



In partnership with New Zealand Embassy Head of Mission Fund February 2013- SUCCEED Project

## Capacity Building



The Foundation conducted training on finance literacy and enterprise empowerment to develop the capacity of the communities to become social

## Market Testing



ECHOsi ordered 500 kilos of the cocosap sugar from the community from October 2013 to January 2014 to test the marketability of the product through



## Market Development



With the orders coming from the ECHOsi Foundation through the grant from the New Zealand Embassy Head of Mission Fund (HOMF), the community was given market access for one

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# SUCCEED

## In Partnership with the New Zealand Embassy

“Sustainable Coastal Community Empowerment through Enterprise and Design (SUCCEED). SUCCEED Project is an enterprise-based intervention to address and help resolve the limited market access issues of the coastal community products of the five municipalities: Catarman,

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### Repacking the Camiguin Cocosap Sugar

## Market Feedback



According to Ms. Reena Francisco, Operations Director for ECHOstore, the cocosap sugar was repackaged under the ECHOstore brand. People were hesitant to purchase the product at first with the old packaging but were more inclined to purchase with the ECHOstore brand.

ECHOstore also made the packaging smaller from the community's smallest packaging of 250 grams to 150 grams.

ECHOstore also included the cocosap sugar in the gift baskets that they are marketing for the Christmas Season.

The SUCCEED Project was a product-based intervention to address and help resolve the limited market access issue of the coastal community products of the five municipalities of Camiguin Island. The project tried to provide a link to the specialty market. The project included training, workshop and mentoring to help up value the existing products, and the identification of a market test for one product.

ECHOsi Foundation conducted a series of product development workshop including packaging and product design through the ECHOdesign Lab. The Foundation also conducted training on finance literacy and enterprise empowerment to develop the capacity of the communities to understand business a little better.

ECHOsi Foundation through the ECHOstore, a retail store on sustainable lifestyle and its network provide a market. ECHOstore also has access to opening other local and global markets. Thus, completing the synergy of value chain.

ECHOdesign Lab (EdL) is ECHOsi Foundation's mentoring program covering skills training for enhanced livelihood productivity and community empowerment. EdL focuses on sustainable design, product development,



## ON A PARTICIPATORY APPROACH

SUCCEED was a resource of knowledge transfer and expertise to build the capacity of small producers to develop their products for sustainable livelihood. The local community was involved in the planning and implementation of SUCCEED in identifying their needs for livelihood and product development. They also benefitted from finance literacy and basic training in accounting. They were responsible for the local logistics.

## ON GENDER

ECHOsi Foundation is a women-led organization and is a partner of ECHOstore, a retail store for sustainable lifestyle of environmental friendly products. Its suppliers are 131 micro-entrepreneurs of green products on fair trade and labor practice, 65% of which are women. SUCCEED will be carried out and facilitated by 3 women social entrepreneurs and thus, its main objective is women empowerment through sustainable livelihoods. The SUCCEED Project will also include special talks specific for women empowerment.

## ON ENVIRONMENTAL IMPACT

The project will focus on sustainable processes and materials. It will use resources available within the coastal area in a sustainable manner and within allowable measure. The project will include designing new or enhance crafts and products, with the idea of recycling and re-using found materials.

# Capacity Building Efforts





Coop members listening to the talk.

## Our Partners

**New Zealand Embassy** (Head of Mission Fund); **Camiguin Coastal Resource Management Project** (CCRMP) Phase II through its Team Leader, Evelyn T. Deguit. Her assistance and coordination with the community helped bridge the gap between the market and the producer of the cocosap sugar; the **GUICOSOPA enterprises** whose tireless efforts have brought them closer to their goal; and the **Local Government Unit of Mambajao** .



Ensign of the New Zealand Embassy



Other local products which were critiqued by the ECHOSi Resource persons