Mission with Gawad Kalinga
Outputs and learnings

Involving big players to end poverty – Access to energy
The project Destination Changemakers

Destination Changemakers, what is it?

Destination Changemakers aims at creating alliances between Changemakers around the world. We help social entrepreneurs building new partnerships with large companies, and raising awareness about these pioneers in mainstream media.

Who are we?
Jonas Guyot and Matthieu Dardaillon. We are two students in business school (ESCP Europe) willing to use business to solve world’s most urgent problems. We chose to realize two gap years before finishing our studies: one gap year for professional experiences in the sector of social business, sustainable development and microfinance in Paris; one year with social entrepreneurs on the ground (Destination Changemakers). This project is giving us the opportunity to discover innovations to fight poverty that can be adapted in France (reverse innovation) and discover how to become ourselves Changemakers.

Why this name “Destination Changemakers”?

Destination Changemakers means...

1- We want to become Changemakers,
2- To do so, we are meeting and working with high-potential Changemakers around the world, starting in Europe (UK, France, Austria), now in Asia (Philippines, India), soon in Africa (Senegal) to get inspiration and skills,
3- We cannot succeed alone, so we want to raise awareness about social entrepreneurship so that others also become Changemakers.

A 3.5-year project

- The preparation: January 2011 – September 2012
- The missions: September 2012 – June 2013
  - Philippines: September – December 2012
  - India: January – March 2013
  - Senegal: April – June 2013
- The sharing of our experience: July 2013 – June 2014

With Pr. Yunus (Peace Nobel Prize 2006) met during during our preparation, at the Global Social Business Summit (Vienna, Austria – November 2011)

Our 4 amazing Changemakers
The Philippines - A country of the Future

Key facts

**Society**
Languages: Filipino, English

Demographics:
- 94 million people (7th most populated Asian country and 12th in the world), plus 12 million Filipinos living overseas (mainly USA)
- Life expectancy: 72 years old
- Median age: 22.7 years old

Land: 300,000 km² (= around half of France superfiy)

Religion: Christians (90%), Muslims (5-10%)  

**Politics**
Capital: Manila

Key dates of history:
- Spanish colony (1565-1898)
- American domination (1898-1946)
- Independence (1946)
- Marcos dictatorship (1965-1986)
- Democracy since 1986

Motto: « For God, People, Nature, and Country »

**Economy**
The economy is growing fast:
- Economic growth: 4.8% in 2012
- According to Goldman Sachs, the Philippines will be the 14th largest economy in the world in 2050 (43th today)
- *The Economist* calls the Philippines one of the VIP countries: Vietnam, Indonesia, Philippines

Currency: Filipino Peso

Human Development Index: 0.751 in 2009 (medium)

Poverty figures:
- 30 millions Filipinos live in poverty (around 1/3)
- While 50% of population live in countryside areas, 80% of the poor people live there

Main challenges:
- Natural disasters (20 typhoons per year)
- Transportation (more than 7000 islands)
- Few industries (dependance of importations)
- Agriculture: 70% of improductive land
- Talents: still massive brain-drain

Key discoveries and observations

**The Philippines has a promising future**
Political stability, decreasing corruption, growing economy, decreasing poverty... as Antonio Meloto always says: “Asia is not only China, it is also the Philippines!”

**The main asset of the Philippines... their people!**
Incredibly welcoming, always smiling and hard-working, the Filipinos do not deserve living in poverty. We really enjoyed spending time with them, especially with the more humble ones in Gawad Kalinga villages in remote areas.

In a word, “It’s more fun in the Philippines!” (famous tourism ad), when you spend time with the Filipinos!
The vision and work of Gawad Kalinga

Gawad Kalinga is a private initiative to fight poverty in the Philippines.

Phase 1 (2003-2010) was about Social Justice: « Land for the Landless, Homes for the Homeless, Food for the Hungry ». Since 2003, Gawad Kalinga has build more than 2000 communities, for a total of more than one million beneficiaries.

Phase 2 (2010-2017) is about Sustainability, to make these communities financially sustainable. Gawad Kalinga has created the Center for Social Innovation (CSI) to develop activities that create wealth at the bottom of the economic pyramid: Social Enterpreneurship, Social Education, Social Tourism.

Key learnings

An holistic approach to end poverty
Gawad Kalinga’s approach takes into account the complexity of poverty and tries to play on different levers. It accelerates social change through 7 development programs: education, health, food sufficiency, productivity, environment, community building and community infrastructures.

From philanthropy to social entrepreneurship
From a model based on donations (from individuals, corporations, government) to build the villages, Gawad Kalinga is now incubating social enterprises that aims at employing and empowering poor people while sharing the profits with the community.

Gawad Kalinga is everywhere in the Philippines
Gawad Kalinga, with 2000 communities all over the country, is probably the organization which has build in 10 years to biggest number of communities in the world. Even during our touristic excursions, we found by chance different GK communities in the most remote areas of the Philippines.

A builder of Peace
Gawad Kalinga is transforming slums into peaceful areas, and previous gang leaders and squatters into hard-working workers for their community, by giving them a second chance. Living in a confortable and colorful environment, they regain dignity and share the values of GK’s communities: caring and sharing.

Poverty cannot be understood in monetary terms
The great majority of GK villagers live under the 2$/day limit: in this regard, they are considered by many to live under the poverty line. But benefiting from free housing, free schools, free community buildings, and a peaceful environment, their living conditions are much better than families living in urban poor areas with more than 2$/day. By developing alternative monetary systems (“sweat equity”), Gawad Kalinga’s work shows that poverty is not only a economic issue but a behavioral one with economic consequences.
The Changemaker

Antonio Meloto, 61, is the founder and father of Gawad Kalinga. Since a few years, he has received a lot of very prestigious international prizes:
- Social Entrepreneur of the Year 2012 (Skoll Foundation),
- Social Entrepreneur for the World (World Entrepreneurship Forum), ...

His dream is to end poverty in his country by 2024.

Quotation

“Many of our French interns are amazing, including Jonas and Matthieu who are both brilliant, passionate and compassionate. They have a deep affection for the poor and a genuine understanding and appreciation of social justice as GK’s platform for bottom of the pyramid wealth creation, solidarity economy and sustainable prosperity.

Viva la France!
Tony Meloto”

Key Learnings

The Power of One
In 10 years, he made Gawad Kalinga “the most trustful organization in the Philippines” (CEO of Procter&Gamble), “the organization that created the greatest social impact in the Philippines” (University of Washington) and now works closely with the national government. The figures are impressive: 2000 communities, 1 million beneficiaries, 1 million volunteers.
We gained a lot of inspiration working closely to him.

Radical Optimism
Once he declared during a CSI Night, during a speech:  
Tony: Do you think we can end poverty in the Philippines by 2024?  
The audience: Yes... (not really convinced)  
Tony: I’m more and more sure of this!  
A glimmer of hope in these times of depression.

Still very close to the Communities
Despite a very busy schedule, with a lot of international trips, Tony always takes the time to go on the ground. He spends more than half of his time in the Enchanted Farm, close to the farmers.

Do it with Joy
Always joking and smiling, Tony does not take himself too seriously. He even hosted the most inspiring party of our mission.
Our mission – Building alliances with large corporations

Purpose of the mission

Our goal was to help building alliances between Gawad Kalinga and major corporations.

Our role was to be intermediaries or facilitators: organizing meetings, making studies on the ground, follow-up the advancements, being sure that the organizations share the same intentions… it was a full-time work and even if a lot has still to be done we hope we will see the first concrete steps in 2013.

Social entrepreneurs develop innovative solutions to social problems. Partnering with leading corporations can help them improving their impact and reach more people.

The partnerships we are talking about are win-win, long-term partnerships, and they go beyond charity.

1 Schneider Electric

Project

Schneider Electric is leader in energy management in the world. The company has a specific program targeting people who have no access to energy: the BipBop program (Business, Innovation, People at the Bottom of the Pyramid).

After different studies of the ground, the partnership should focus on access to electricity through solar systems and irrigation through solar solutions to help poor farmers.

Planning (2012)

- April: organization of a meeting between Gilles Vermod-Desroches (VP for sustainable development) of SE and Antonio Meloto in Paris
- June: redaction of a letter of intent by SE and GK to precise their intention about the partnership
- July: training to the BipBop solutions in Paris
- August-Sept: study on the ground by François-Xavier Colle, a French engineering student, volunteer for GK
- October: study on the ground in 3 GK villages
- November: organization of a meeting between the CEO of Schneider Electric Philippines and Antonio Meloto

Key realization

After 9 months trying to facilitate this partnership, Rémi Deveaux from the BipBop team in France will spend 2 weeks in January 2013 to discover Gawad Kalinga and meet both GK team and SE Philippines team. SE and GK will meet in the Enchanted Farm on January, 29th.

Quotation

“It was really nice meeting you. We hope you have enjoyed your stay in the Philippines and have learned a lot about our culture.
God bless you and we hope to see you soon!”

Gerilyn Baltan – Head of Marketing, Schneider Electric Philippines »

With Gerilyn Baltan, Head of Marketing of Schneider Electric Philippines, in SE office in Manila.

Thank you to Olivier Girault, President of Gawad Kalinga Europe, for his constant help and follow-up on these partnerships.
Our mission – Building alliances with large corporations

Total

Project
Total is the biggest French corporation. Its activities in the Philippines are still small but are growing. The Total team in the Philippines wants to involve their own employees in societal projects. After a visit of a GK village and different meetings, the partnership will start in 2013 with Total employee volunteerism in Gawad Kalinga villages and mentoring of social entrepreneurs by Total employees.

Planning (2012)
- September: meeting in Paris between a top executive of Total and Antonio Meloto
- October: meeting in Manila with the Marketing & CSR Heads of Total Philippines to represent GK
- October: visit of the Enchanted Farm for the Total team
- December: meeting in Total office to launch the volunteering program in 2013

Quotation
“It’s wonderful meeting people like you helping people build their nations. Thank you for choosing the Philippines. Thank you for believing in the Filipinos.”

Megi Garcia – Head of CSR, Total Philippines

Key learnings

At the heart of Convergences
Poverty is very complex and one-actor actions have proved their inefficiency to eradicate poverty. We had the chance to directly work with a great number of these actors in our mission: NGOs, social entrepreneurs, major corporations, local governments.

A broader understanding of Changemakers
Social entrepreneurs, in creating enterprises that aim at creating social change, are obviously Changemakers. But Changemakers are not limited to social entrepreneurs. For example, we had the chance to meet a lot of corporate Changemakers, of public workers, of social workers.

Understanding the needs of poor communities
We studied the needs of poor people regarding access to electricity in 3 GK villages: what are their consumptions (lighting, radio, TV…), how much they spend, what are their uncovered needs. We had to immerse ourselves in the communities, develop empathy, and avoid bias on our judgment. To do so, the “Human-Centered Design Toolkit” developed by IDEO was very useful.

With Frank Chiu (Head of the Center of Social Innovation of Gawad Kalinga), Malou Espina (Head of Marketing Total Philippines) and Megi Garcia (Head of CSR Total Philippines)
Our mission – Raising awareness

1 Articles

- Written by us -

**Meeting with Antonio Meloto, the builder of Dreams** (in [French](http://example.com) & in [English](http://example.com))
Antonio Meloto’s plan to eradicate poverty in the Philippines by 2024: Gawad Kalinga, the Center for Social Innovation, the Enchanted Farms.

**Meeting with Dylan Wilk from Human Nature** (in [French](http://example.com) & in [English](http://example.com))
How this English serial entrepreneur has build a social enterprise leader in its market in less than 3 years, now going global.

**Youth We Can, these young people who are changing the world** (in [French](http://example.com) & in [English](http://example.com))
They are Filipinos, are less than 30, come from the best universities and have decided to become social entrepreneurs. Portraits of young Changemakers.

*Cherrie Atilano, 26, has founded two social enterprises and manages them at the same time.*

**Travel4Change, these students who travels differently** (in [French](http://example.com)), 19/11/2012
More and more students take gap years to travel, discover and contribute to social projects around the world. Genesis of the Travel4Change movement.

**ESCP Europe: two “Changemakers” in action** (in [French](http://example.com)), 10/12/2012
Interview on our motivation and the preparation of Destination Changemakers.

- Written by others -

**Solidarity villages in the Philippines**, (in French), 30/11/2012, by Olivier Tallès after interviewing Jonas
Short portrait of Antonio Meloto.
Our mission – Raising awareness

2 Videos

On Youtube and on Sparknews, the “Youtube of Solutions”

1 The advancements of our mission

Every two weeks, we publish short videos (3-4 min) on the advancement our missions.

- Retro #1: Convergences 2015 and arrival in the Philippines
- Retro #2: Building the partnership with Total
- Retro #3: Building the partnership with Schneider Electric
- Retro #4: Summary, outputs and learnings of the 3 months

2 Presentation of our Changemaker

Invest in ending poverty in the Philippines
We were asked by Antonio Meloto to realize this video of presentation of Gawad Kalinga, showing all the activities of the organization and its evolution: from building houses and communities to social entrepreneurship, social education and social tourism.

3 Radio

Two interventions on the “Allô la Planète” emission to speak about Gawad Kalinga:

- Jonas, 12/10/2012, 10 min
- Matthieu, 17/12/2012, 10 min
They support us – Thank you for your confidence

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