

GRAISEA

GENDER TRANSFORMATIVE AND RESPONSIBLE
AGRIBUSINESS INVESTMENTS IN SOUTH EAST ASIA





GRAISEA IS A REGIONAL PROGRAMME FUNDED BY THE GOVERNMENT OF SWEDEN.



Based on the recognition that financial viability and gender equitable and sustainable supply chains are not mutually exclusive, GRAISEA promotes win-win-win propositions for communities, small-scale producers and larger businesses.

GRAISEA FOCUSES ON THREE INTERTWINED APPROACHES



Influencing the corporate social responsibility (CSR) agenda and other private sector regulatory frameworks in the region with ASEAN and its member states and with leading agribusiness companies and multi-stakeholder initiatives (MSIs);



Demonstration of gender transformative and responsible agribusiness investments for smallholders, particularly for women in the selected value chains of palm oil, seafood (aquaculture/wild-catch fishery), and rice;



Promotion of responsible and innovative investments among small and medium enterprises (SMEs).





OXFAM WORKS TO OVERCOME THE PERSISTING POVERTY AND INEQUALITY IN ASIA, PARTICULARLY IN AGRICULTURE.

Fundamentally, GRAISEA aims to overcome such barriers by improving the livelihoods of women and men small-scale producers in Asia through responsible, gender transformative value chains and private sector investments.



GRAISEA OPERATES IN SEVEN COUNTRIES.



GRAISEA has specific work in each target country on gendered and responsible agribusiness.

With the addition of the rice value chain in the programme, Pakistan was also included into GRAISEA's areas of work.







GRAISEA WORKS WITH PARTNERS TO ACHIEVE SYSTEMIC CHANGE.

Initiated by Oxfam, GRAISEA works with various partners, both at country level and regional levels. At the regional level, five partners are involved: ChangeFusion, CSR Asia, Institute for Social Entrepreneurship in Asia (ISEA), IIX Foundation, and Oxfam's GROW Campaign. In the seven countries, it works with the local Oxfam offices and several local partners.



GENDER TRANSFORMATION AT THE CENTER OF GRAISEA

GENDER TRANSFORMATION REFERS TO THE KIND OF LEADERSHIP THAT CHALLENGES STRUCTURES AND IDEOLOGIES THAT PERPETUATE GENDER INEQUALITY AND POWER IMBALANCES.

In Oxfam's programs, this means both women and men are consulted and engaged, and that their different needs and perspectives are considered at all stages of the program cycle. Interventions, therefore, do not simply address the "symptoms" of gender inequality, but they aim to affect the structural and root causes of inequality.



PROGRAMME COMPONENTS

Building on Oxfam's pilots in selected commodities, this programme utilizes a multi-stakeholder approach with Oxfam and partners acting as a convener to bring together the diverse stakeholders involved in selected commodity value chains. These stakeholders include the following:

PRIVATE SECTOR

There are immense opportunities to develop and extend GRAISEA's collaboration with companies and corporate stakeholders working in the agricultural sector in South East Asia to create a lasting positive impact. GRAISEA's engagement with the private sector extends to:

- Asian national and regional companies primarily operating in the agricultural sector (including the seafood, palm oil, and rice sectors);
- Leading companies in Asia, particularly in the agricultural sector and in business and human rights;
- Companies, either directly through partners or through multi-stakeholder initiatives and venues, on responsible and sustainable supply chains and business including with the Roundtable on Sustainable Palm Oil (RSPO), the Aquaculture Stewardship Council (ASC), the Asian Seafood Improvement Collaborative (ASIC), the CSR Asia Summit and roundtables, Thailand's Seafood Taskforce and Cambodia's CSR Platform.

For more information, please contact Pongsagorn (Art) Satjipanon, Private Sector Advisor, at PSatjipanon@oxfam.org.uk.



■ SMALL AND MEDIUM ENTERPRISES

GRAISEA showcases collaboration with SMEs and social enterprises working in the agricultural sector through the following activities:

- Technical assistance for small-scale producer associations
- Access to in-kind or financial co-financing
- Access to alternative financing sources, such as impact investors who may be interested in debt/equity/grants/loans financing
- Incubation/acceleration support that leads to scaling of the SME
- Social impact assessment
- Access to bigger markets (ASEAN integration)

For more information, please contact **Oskar Haq**, Regional Financial Sector Advisor in Asia, at OHaq@oxfam.org.uk.

■ ASEAN AND ITS MEMBER STATES

Oxfam's GROW campaign and the GRAISEA programme are working to promote responsible investments in agriculture and greater corporate social responsibility within ASEAN. Investors, policy experts, and civil society groups interested in helping advance responsible investment policies and practices in Asia can connect with the GRAISEA programme for the following resources:

- Policy papers and materials on ASEAN and private sector investments in agriculture
- Linkages with the ASEAN CSR Network, SEAFISH for Justice, and other organizations working on the promotion of good investment policies and practices in the region, especially on aquaculture
- Information on the United Nations Guiding Principles on Business and Human Rights and links to the process of developing national and regional action plans to implement these principles

For more information, please contact **Shubert Ciencia**, ASEAN Advocacy Coordinator, at SCiencia@oxfam.org.uk.



WHAT HAVE WE DONE SO FAR?

UNDER THE GRAISEA PROGRAMME, WE AIM TO ACHIEVE GENDER TRANSFORMATION IN AGRIBUSINESSES THROUGH:

- Developing models of women-led social enterprises such as the Fisherfolks Network in Thailand, where women now play central roles in the production, marketing and certification of the fishery products as a result of the programme.
- Multi-stakeholder platforms such as the RSP0 have formed a sub-group on gender equality as part of their Human Rights Working Group. The gender equality group, composed of both social INGOs, growers, and traders, is currently reviewing the RSP0's principles and criteria to make them gender responsive, as well as to use them as key social auditing mechanisms and growers' programmes.
- ISEA has developed the Benchmarks for Transformational Partnerships (BTPs) that impact on women and men small-scale producers in agricultural value chains, which received positive expressions of interest and commitments from social enterprises, CSOs, and even some corporate actors to adopt and promote the BTPs.
- In the aquaculture sector, gender divisions are being analyzed in a participatory manner, and efforts made with all stakeholders to change the traditional patterns, as well as to improve present sustainability initiatives to be more gender transformative.

GRAISEA'S PRIMARY FOCUS ON GENDER TRANSFORMATIVE AND RESPONSIBLE AGRIBUSINESS INVESTMENTS REMAINS THROUGH TARGETING COMPANIES VIA MULTI-STAKEHOLDER INITIATIVES, INCLUDING GROW ASIA, ASIC (ASIAN SEAFOOD IMPROVEMENT COLLABORATIVE), ASC (AQUACULTURE STEWARDSHIP COUNCIL), RSPD (ROUNDTABLE ON SUSTAINABLE PALM OIL), SRP (SUSTAINABLE RICE PLATFORM), THE SEAFOOD TASKFORCE, ACN (ASEAN CSR NETWORK), AND OTHER NATIONAL AND REGIONAL MULTI-STAKEHOLDER INITIATIVES.





ACCOMPLISHMENTS AND IMPACT OF THE PROGRAMME

GRAISEA WORKS WITH REGIONAL PARTNERS

Through CSR Asia, companies have so far been directly engaged mainly through in-country inclusive business training, the Inclusive Business Forum in Manila, the RSP0 Roundtable, and CSR Asia's case studies on inclusive business and SDGs. CSR Asia is also engaging target seafood businesses. Nationally, Vietnam has been highly successful in linking with shrimp company practices through direct engagement and development of a Vietnam sustainable seafood index, on the basis of CSR criteria.

GRAISEA partner IIX Foundation successfully secured impact investment to enable a chocolate factory in Indonesia to scale up its operations, develop its export business, and enhance its branding and marketing efforts. The SME is currently deploying these funds to scale its operations; as a result of which, it is expected to double the number of smallholder farmers it works with every year for the next three years. The number of beneficiaries projected is 4,282 of which 58 per cent are women. Additionally, IIX is progressing with the provision of an impact assessment of a coffee company, which sources from thousands of coffee producers in the Philippines with fair prices.



GRAISEA ALSO WORKS AT THE COUNTRY LEVEL:



In **CAMBODIA**, GRAISEA works towards influencing companies, for example, with their investments in Northern provinces and in the work done through the CSR platform. Members of the platform are now up to a total of 40 members, with 65 per cent corporate members and 35 per cent NGOs. There were partnerships established that will help to support activities, for instance with the GreenBiz committee of the European Chamber of Commerce, the ASEAN CSR Network, and Transparency International Cambodia.



In the **PHILIPPINES**, GRAISEA supports small-scale banana farmers to improve the terms and conditions of their contracts with large companies. Coalition building with other organizations of banana contract growers and local government officials continue to be explored to forge broader support. A total of 201 farmers from GRAISEA signed a contract amendment so that the company cannot intervene or take over the operations of the banana plantation without the consent of the grower should production fall below the contracted minimum quantities or should there be any violation of the contract.





In **VIETNAM**, close links were forged with nine shrimp processing companies promoting more favourable contracts with smallholder farmer groups, as well as with 33 targeted companies which were invited to perform self-assessments of their CSR standards. Of these 33 companies, 22 have started to improve their practices in accordance with the provided guidelines.

GRAISEA now has direct partnerships with four rice processor/retailer companies through its rice value chain work. Oxfam's participation in the Sustainable Rice Platform has also opened up opportunities to work with other companies to support farmer organizations and promote women's empowerment.

Likewise, Oxfam and local partners have actively worked with one of the largest shrimp exporters in Vietnam, Minh Phu, to support the design of social enterprise models in the aquaculture value chain, with plans for considerable investment from the company. This model of social enterprise creation and investment in small-scale producers within the scope of the company's supply chain is an excellent example of the work of GRAISEA.



In **THAILAND**, GRAISEA engages with the Seafood Taskforce, a group of international industry alliance including leading retailers, manufacturers, government and NGOs, to ensure that the country's seafood supply chain is free from illegal and forced labour through accountability, verification, and transparency. Its objectives are to implement tracking and tracing systems with international verification from feed mill to vessel, support the Thai Port Codes of Conduct with international recognition, and support fishery improvement projects in the Gulf of Thailand and in the Andaman Sea. Oxfam in Thailand brought together local Thai NGOs to further connect to the Task Force through a CSO coalition.



GRAISEA IN THE COMING YEARS: PROSPECTS AND COMMITMENTS

The GRAISEA Programme is now planning its second phase, which will build on the achievements and engagements with the private sector, cooperating closing with front-runners, champions and MSIs to influence systemic change in the business sector. Targeting them provides opportunities, namely:

- scale with many presenting opportunities for smallholder inclusion across multiple countries;
- a catalyst effect—corporations are influential and a change in their practice can influence others;
- influence on the enabling environment—progressive companies can be allies in advocacy but they can also influence social norms related to the roles of women.

GRAISEA 2 design is based on the assumption that interest in CSR and responsible business conduct with gender transformation will increase and further work can be done on influencing private sector companies to adopt inclusive business and gender responsive practices spurred on by the SDGs, and supported by a more stringent responsible business policy framework in the region. Micro, small, and medium enterprises can be assisted to increasingly provide income for local communities and smallholders.



GRAISEA COMMUNICATION

Get monthly updates about GRAISEA-related events, announcements, and publications by subscribing to our e-newsletter, the GRAISEA Bulletin. To subscribe, send an email to MAranas@oxfam.org.uk.



MS HUYNH THI LY, 49
MEMBER OF HOA DE COOPERATIVE
HOA TU 1, MY XUYEN, SOC TRANG PROVINCE

/// I HAD NEVER BEEN TO ANY TRAINING ON SHRIMP FARMING BEFORE, NOR KNOWN ABOUT ANY SHRIMP-RAISING TECHNIQUE. THIS USED TO BE MY HUSBAND'S TASK. HOWEVER, CHANGES HAVE HAPPENED SINCE I PARTICIPATED ON THESE TRAININGS. TOGETHER WITH MY HUSBAND, I AM NOW RAISING SHRIMPS, COWS, PIGS, AND DUCKS SUCCESSFULLY.

I feel very happy whenever I attend trainings with my husband because when we get home, we discuss work such as what to feed the shrimp, how to clean the pond water or how to sparsely stock the shrimps. These things never happened before; I used to let him decide about everything so quarrels happened often. But it is not like that anymore, we now collectively discuss and work, which makes me very glad. Last year—thanks to the technical knowledge we acquired from participating in the cooperative's events—we reduced our production cost and shrimp grew faster because there were less diseases. We were able to produce 60 shrimps per kilogram that we sold in high prices. **///**

FOR MORE STORIES, VISIT THE OXFAM GB YOUTUBE PAGE:

<https://www.youtube.com/user/OxfamGreatBritain>





Sweden
Sverige



OXFAM



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THE LIVELIHOODS
OF WOMEN AND MEN
SMALL-SCALE PRODUCERS
IN ASIA.**

CONNECT WITH US

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