

Pacific Timor-Leste – Resilient and Inclusive Social Enterprises (RISE) Model

Putting the ‘Community’ into Business Facilitation

Dr Adam Trau

About me

- Resilience & Livelihoods Technical Advisor, World Vision Pacific Timor-Leste
- Based in Port Vila, Vanuatu
- Volunteer, Consultant, Australian Government, Researcher
- PhD in community economic development in Vanuatu



World Vision Pacific Timor-Leste

- Since 2015 World Vision PTL has delivered 21 economic development programs with a budget of more than USD\$13 million.
- Economic Development models including Savings Groups, Local Value Chain Development, Financial Literacy, Nutrition Sensitive Agriculture





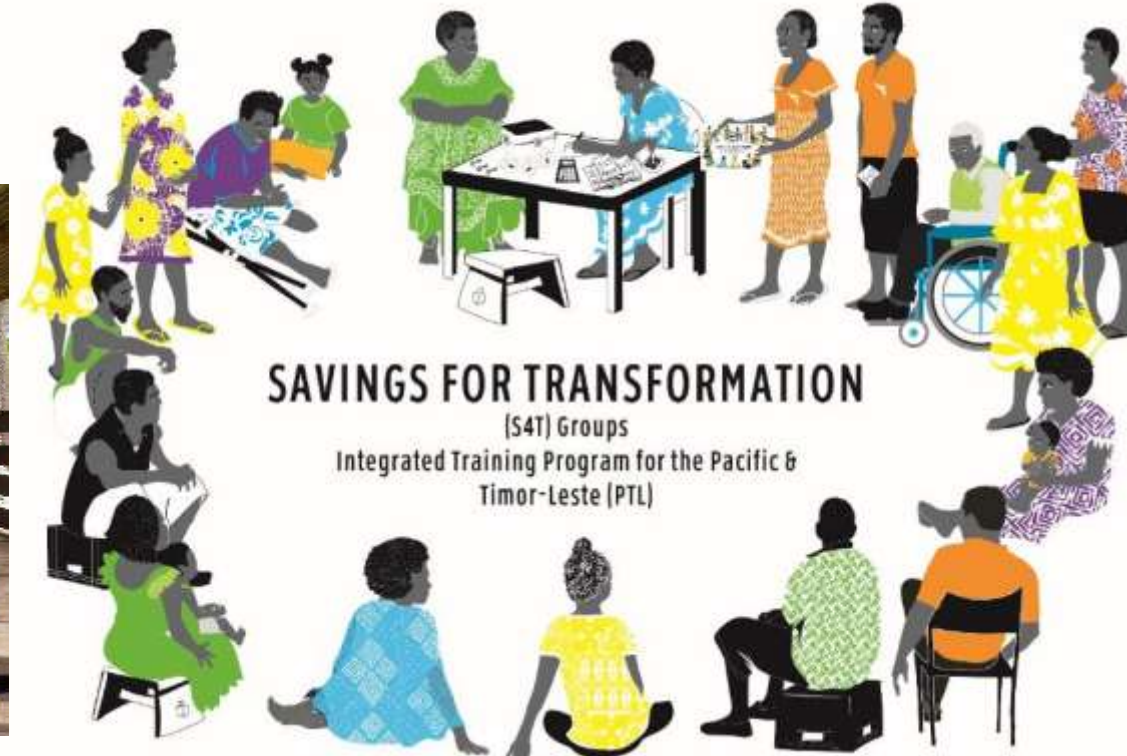
The Difference
Incubator

World Vision

S4T / Savings Groups



Loan	Item	Amount	Signal
Loan	Loan Amount	2,500	
Service Charge	Service Charge	100	
Payoff	Payoff		
Loan Amount	Loan Amount		
Service Charge	Service Charge		
Payoff	Payoff		





The Difference
Incubator

World Vision

Local Value Chain Development



Introduction to PTL RISE

- A community business facilitation model being developed in partnership with The Difference Incubator (TDi).
- Builds upon a pilot in Vanuatu in 2016-17 with Pango Green Force.
- Two PTL design workshops in 2018 to research, consult, test and refine the model



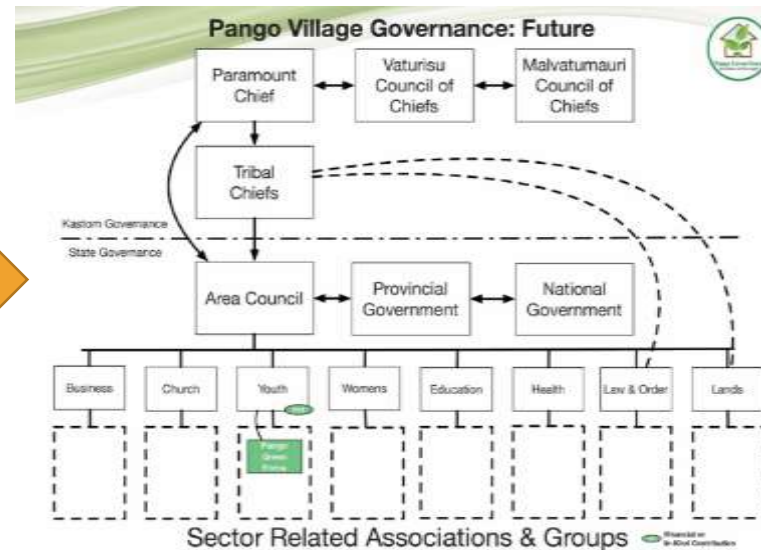
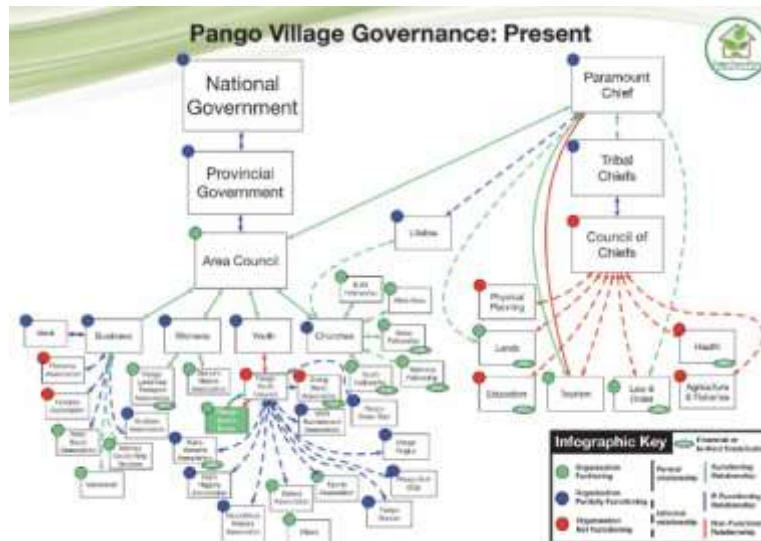
Why PTL RISE?

- Several recent end of project (endline) evaluations from across PTL highlighted need for an alternative model for facilitating livelihoods.
- Move beyond international business facilitation approaches focused solely on an individual / caregiver generating revenue and increasing profit.
- Incorporate family, community and culture! i.e. non-financial planning and goals related to social / community return into the model of businesses supported.



2016-17 Pilot with Pango Green Force

- 12 month project, up-front intensive with follow-up mentoring.
- Community-Business Plan: standard business planning using the business model canvas, detailed community mapping and planning.



PGF Community Action Plan: How do we benefit the Pango community?

What	How	When	Baseline/Target
Promote clean environment	PGF Management Committee to work with the community and youth groups to promote the importance of clean environments and to educate people and create public awareness on the harmful effects of waste.	CURRENTLY	Constructed 21 rubbish beds in the last 12 months / build 50 in the next 12 months Create 50 Clean Environmental posters and pamphlets in 200 houses in Pango Community in the next 12 months Create 50 Clean Environmental posters and pamphlets in 2 schools and 2 pre-schools in Pango Community in the next 12 months
Provide employment opportunities for Pango youth	PGF HR Unit and PGF Shareholders to ensure all community youths have the opportunity to be employed through PGF.	CURRENTLY	90 youths employed by PGF in last 12 months / additional 20 youth employment opportunities in the next 12 months
Introduce livelihood opportunities for Pango youth	PGF Management Committee run skills training and youth development programmes.	CURRENTLY	90 in last 12 months / 20 in next 12 months
Financial Decisions to the Pango Community	PGF Management Committee to develop a Community Fundraising Policy that makes clear donation amounts, criteria and application process.	November 2016	All future decisions are made in accordance with this policy
Hold quarterly meeting about Pango community governance structure	PGF Management Committee to hold meetings with community and chiefs to discuss Pango community governance and propose future system	NEXT 12 MONTHS	3 meetings with the community in the next 12 months
Promote gender inclusion and women's economic empowerment	PGF/World Vision Vanuatu to set up Savings Groups in Pango with majority women members. PGF HR Unit to employ women to assist with mopping/cleaning services. PGF HR Unit to employ women Admin assistant.	NEXT 12 MONTHS	3 Savings Groups established 2 women employed 1 female admin assistant employed

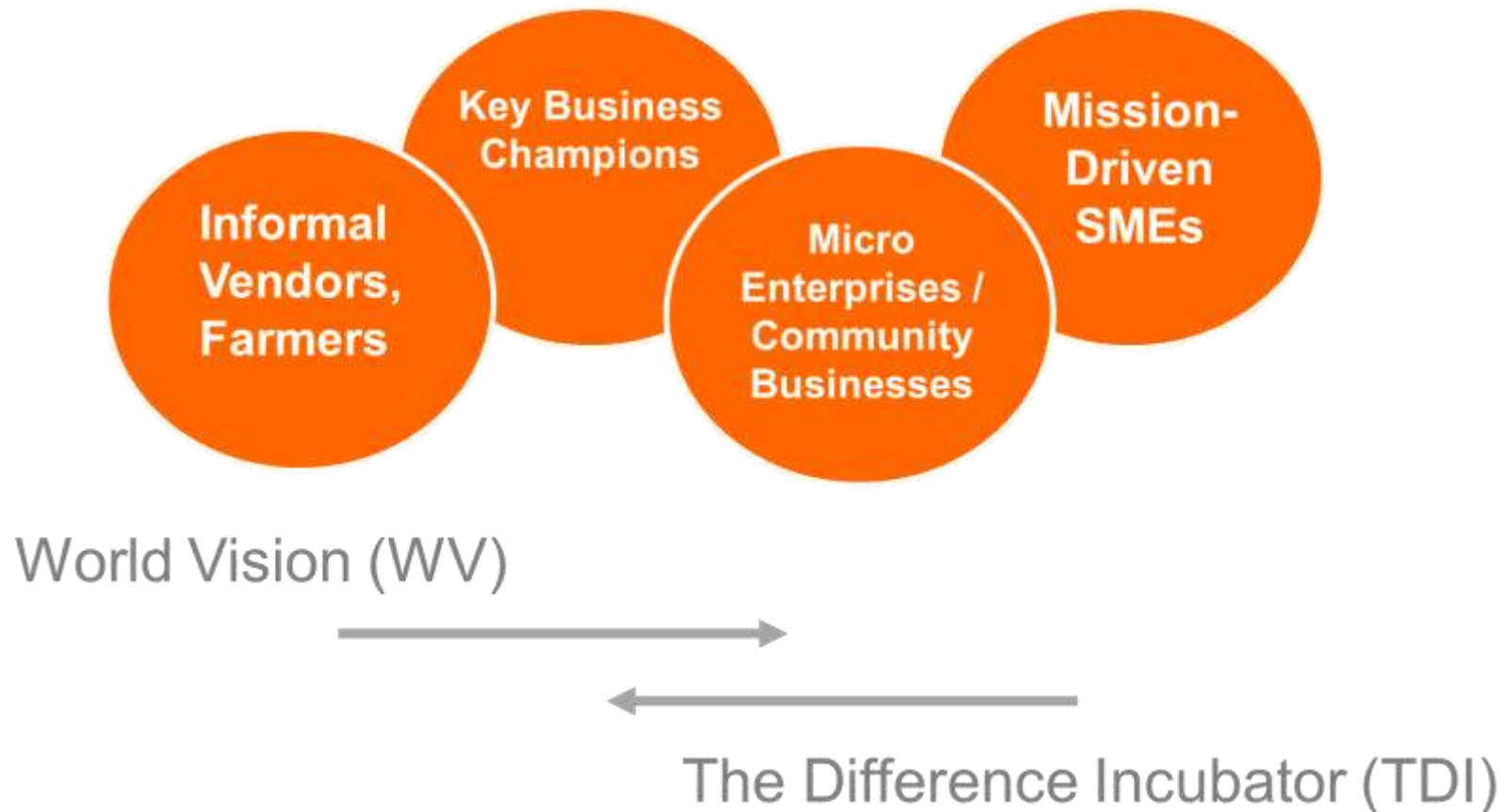
What is PTL RISE?

The goal is to increase the profitability and sustainability of social enterprises in PTL so that they are:

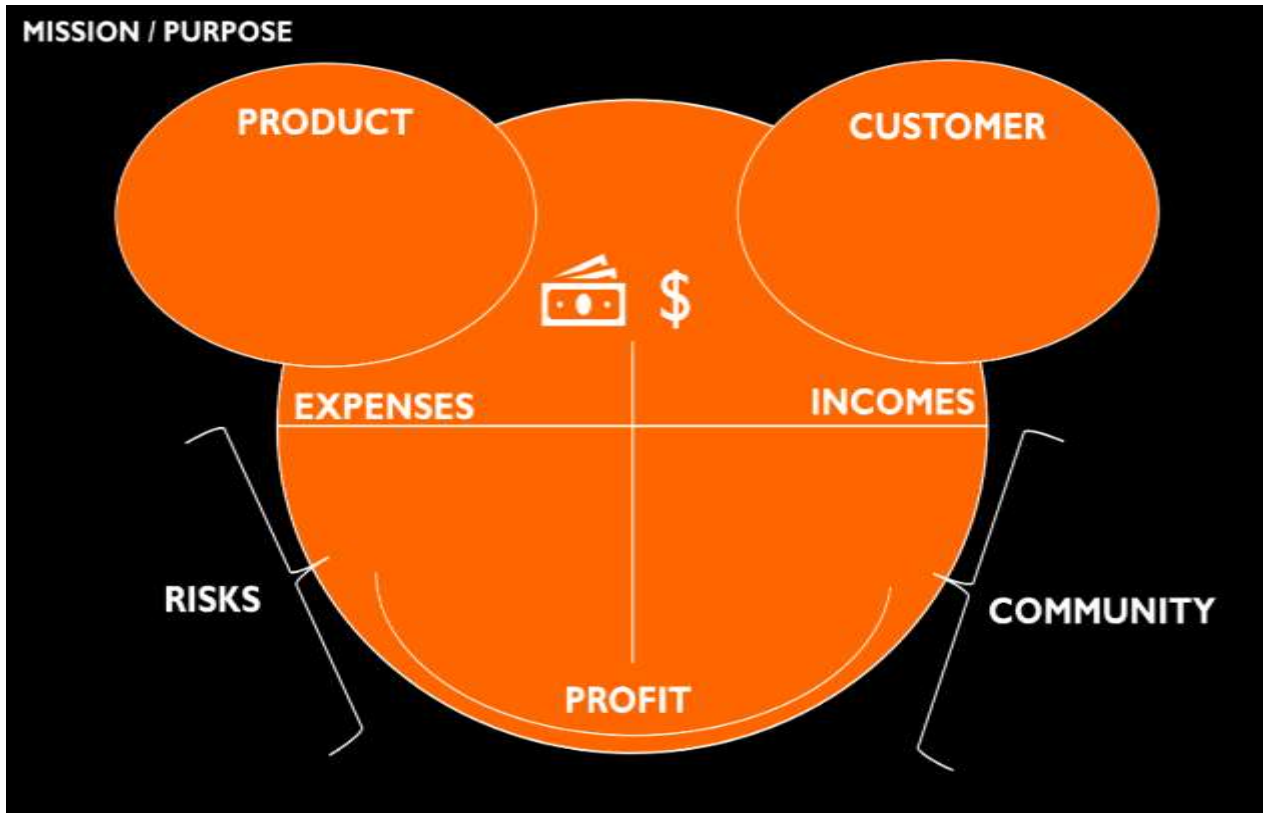
- a) independently planning & taking action to improve their social enterprise*
- b) generating more sales & profit*
- c) resilient to shocks & inclusive of vulnerable community members/groups*



How PTL RISE works?



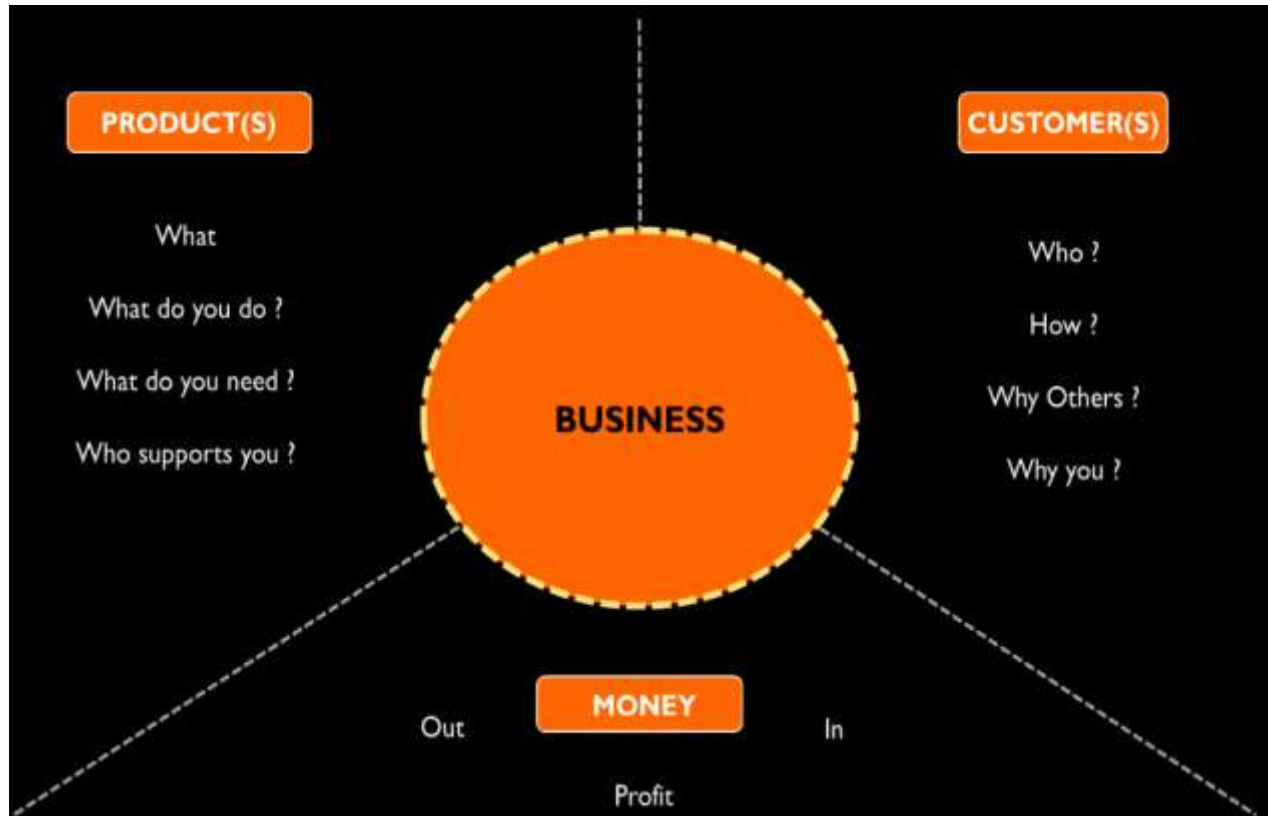
Key Target Group 1 – Informal Vendors / Smallholder Farmers



WHAT	J	F	M	A	M	J	J	A	S	O	N	D
MARRIAGE		x			x			x			x	
CIRCUMCISION CEREMONY					x	x	x					
CHRISTMAS												x
SCHOOL FEES	x			x				x				
COMMUNITY EVENTS			x				x					

WHAT	WHEN	HOW MUCH \$

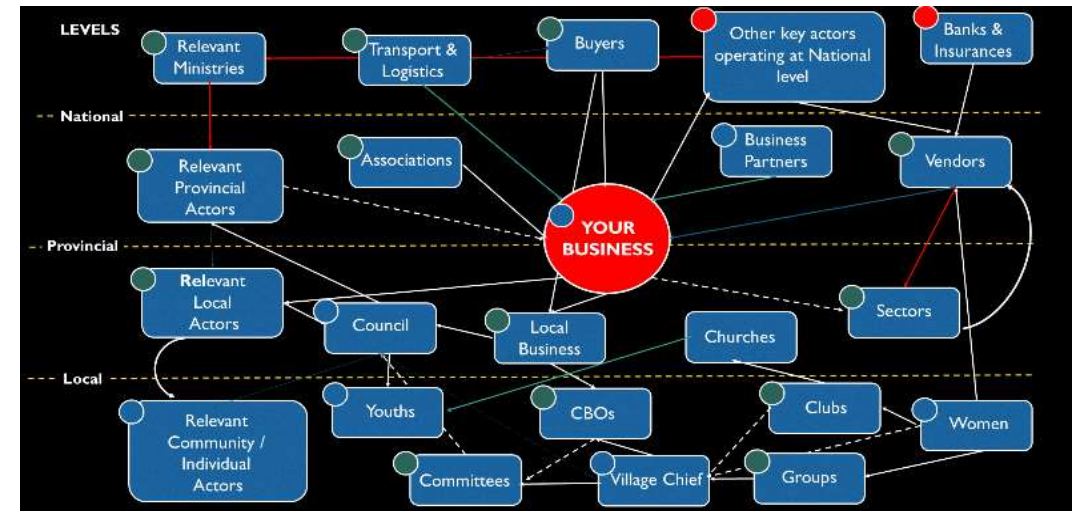
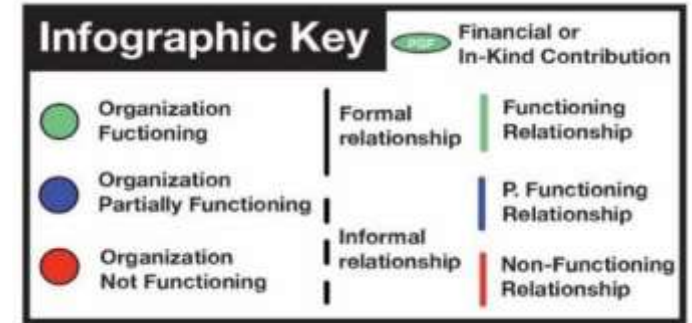
Key Target Group 2 – Key Business Champions



Key Target Group 3 - Micro Enterprises & Community/Group Businesses

Intent Context — vision ①				
Key Partners ⑦ Suppliers Channel Partners Regulators Strategic Alliances Etc...	Key Activities ⑥ Top 4-5 things your business needs to do to deliver <u>value</u>	Value Propositions ② VP for customer #1 - x - z - y VP for customer #2 - A - B - C VP - 1 - 2 - 3 - 4	Customer Relationship ④ Personal - Auto Long term - Short term Acquisition - Retention focused Channels ③ How your customer finds out about you & how they receive value	Customer Segments ① Customer Segment 1 Customer Segment 2 Customer Segment 3 Grouped by motivation for buying
Cost Structure ⑧ <u>Total costs</u> Variable \$ _____ Fixed \$ _____ Unit costs by product \$ _____		Revenue Streams ⑨ Price _____ Average spend _____ Number of Purchases _____ By customer segment and product Total revenue \$ _____		

Profit \$ _____



Thank you!

Further information please contact:

Dr Adam Trau | Resilience & Livelihoods Technical Advisor | World Vision PTL
m: +678 5551069 | e: adam_trau@wvi.org

Anna Moegerlein | Principal | The Difference Incubator
m: +61413 651 556 | e: anna@tdi.org.au