

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the
UN Global Compact Office

2021 WEPs Awards
Awardee Profile



WEPs AWARDS

SME CHAMPION COMMUNITY ENGAGEMENT & PARTNERSHIPS



Grace David
CEO

Winner

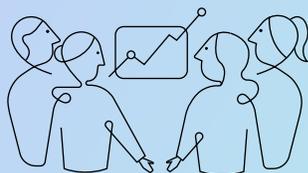
Edukasyon.ph

Edukasyon.ph

Country: Philippines
Employees: 11 – 50 employees
Industry: Education and Training

Website

www.edukasyon.ph



About the Company

Edukasyon.ph is a leading edtech platform in the Philippines empowering millions of learners aged 4 to 24 to gain access to quality learning experiences, and to help both parents and students make self-aware education decisions that lead to a fulfilling career and life. Edukasyon.ph has worked with hundreds of partners - schools, corporations and foundations - to enable them to reach and engage with the company's student community along the journey from education to career.

Empowering a Gender-Equal Future

As a leading education technology platform in the Philippines, Edukasyon.ph is on a mission to equip and educate Filipino youth with tools and resources to navigate their career. A key aspect of Edukasyon.ph's model includes technical-vocational education and training (TVET), which involves learning practical skills such as creating resumes that highlight the students' unique skills and experiences and raising awareness on how to respond to gender discrimination and bias in the workplace. In 2020, the organization launched Yaring Pinay (Filipino women-made), a nationwide project that aims to promote gender diversity in technical-vocational education and training (TVET) and empower millennials to follow their desired career paths by shifting the dialogue on gender roles and stereotypes in and outside of the workplace.

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Our mission is to empower millions of Filipino learners to make self-aware decisions in education and in their careers. We would like to bring more women into the workforce to achieve their full potential. Our question is in line with efforts in the Philippines. How can we make that our young women also aspire to have the opportunity to enter the non-traditional sector and roles, most especially in the technical-vocational industry?

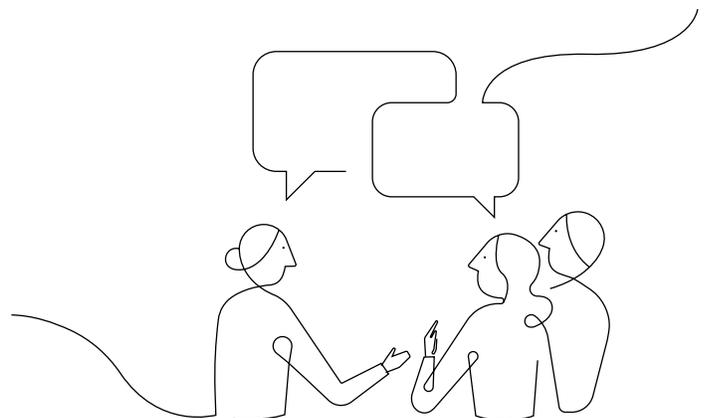
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- Grace David, CEO

The demand for Yaring Pinay was realized when Edukasyon.ph launched a situational analysis in 2020 to investigate if and how gender norms limit student's choices in TVET. Research findings highlighted how an individual's exposure to gender norms, values, and codes of conduct in social institutions including family, school, and media, shape perceptions about the career choices deemed suitable and unsuitable for different genders. For example, the research findings revealed that the traditional view of women as homemakers has limited young girls and women from pursuing higher education; there is an expectation of women to work twice as hard compared to male counterparts in male-dominated industries; and the normalization of bullying and sexual harassment is seen as a 'fact of life' for women at school and in the workplace.

The study was used to design Yaring Pinay's Gender Communication Toolkit. Through the Gender Communication Toolkit, Edukasyon.ph strives to challenge and change gender issues in the TVET system by integrating illustrative cases to help users identify and respond to gender bias and discrimination in their environment. The toolkit is designed for the TVET school context in the Philippines, targeting staff, trainers, teachers, human resources, and program management in schools by equipping them with a gender-positive curriculum and communication strategies to transform existing materials to promote gender diversity, inclusion, and equality. Edukasyon.ph launched the toolkit in 2021 at their Gender Communication Workshops. As of 2022, Edukasyon.ph has delivered six workshops and trained 113 school staff and industry professionals from 35 TVET schools and 13 companies.

Edukasyon.ph aims to promote gender equality in workplace culture by engaging with three key stakeholders: education institutions, employers, and students. To achieve this objective, the company conducted a separate baseline survey with a sample group of students, TVET staff, and employers. The survey aimed to understand the respondents' perceptions of gender-responsive statements related to gender in TVET. The results were used to design Edukasyon.ph's nationwide campaigns (Talk-Voc and Raise Her Voc), as well as informing the design of the Gender Communication Toolkits and partnership-building activities between industry and academia. The survey will be administered again at the end of the project to identify the impact of Yaring Pinay in promoting gender equality in the TVET system.



Building Ecosystem Partnerships for Impact

To scale their mission, Edukasyon.ph leveraged partnerships across the ecosystem to engage with local and global players in gender equality. One such partner critical to Yaring Pinay's success is Investing in Women, an initiative of the Australian Government. Investing in Women supported the development of the Gender Communication Toolkit with a joint mission to attract prospective urban millennials to non-traditional work – meaning occupations not usually associated with specific genders. Prior to launching the Gender Communication Toolkit, Edukasyon.ph set targets with Investing in Women to engage with 25 schools and 20 TVET employers. However, due to pandemic disruptions, Edukasyon.ph encountered setbacks in securing commitments from stakeholders who were facing challenges in remote teaching and business interruptions in the workplace. These issues were communicated to Investing in Women and the targets for Yaring Pinay were adjusted.

Despite these challenges, Edukasyon.ph achieved the commitment of 35 TVET schools and 13 companies to participate in their capacity-building programs that integrate the Gender Communication Toolkit in workshops and training.

To strengthen their local impact, Edukasyon.ph leveraged existing connections with TVET schools and industry partners and connected with potential partners via pitch meetings. Edukasyon.ph further expanded their partnership-building activities by researching for new leads and anchoring an official partnership with TESDA (Technical Education and Skills Development Authority) to ensure that the capacity-building activities are well promoted to as many technical-vocational institutions (TVIs) in the country. Partnering with TESDA enabled Edukasyon.ph to reach networks and communities that they could not easily penetrate. Working closely with TESDA's Office of Partnerships and Linkages, Edukasyon.ph was able to scale the reach of their capacity-building programs to public and private technical-vocational institutions (TVIs) in the Philippines. Through their year-long communications campaign to engage new students, Edukasyon.ph reached approximately 29.6 million users on Facebook (non-unique). Through their one student-focused event, Edukasyon.ph engaged with 23 students through partnerships with TVET schools and employers schools and employers.

Next Steps

Because of Yaring Pinay and its impact, it has been extended until 2023 with additional funding from Investing in Women. Yaring Pinay campaign will be completed by December 2022 alongside its capacity-building activities, which include 10 Community of Practice, 4 Training of Trainers to 100 TESDA Trainers. Yaring Pinay will also officially launch the newly developed Gender Communication Toolkit for TVET Students, gather endline data for the campaign, and capacity-building activities by December 2022. The Completion report will be ready in January 2023.

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

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