

Nomination: 19527

Building Filipino #MSMEmpowered and #FarmSmart Communities through Technology

Page: General Information
Name of Organization / Company PLDT and Smart
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Web Site Address https://pldt.com (https://pldt.com)
Page: Entry Information
Entry Title Building Filipino #MSMEmpowered and #FarmSmart Communities through Technology
Category T01 - T11 - Achievement Categories > T01. Innovative Achievement in Corporate Social Responsibility
Submission Format An Essay of up to 625 Words

Essay

As the Philippines' largest integrated telecommunications company, PLDT Inc. (NYSE: PHI; PSE:TEL) and its wireless arm Smart Communications, Inc. develop and implement Corporate Social Responsibility programs that leverage on their integrated technology, digital innovations, and robust network – the fastest in the Philippines, as per third-party studies.

Recognizing agriculture and micro, small, and medium-sized enterprises (MSMEs) as key drivers of the Philippine economy, PLDT and Smart are committed to supporting the government's initiatives to help create a thriving business environment that empowers farmers and MSMEs to flourish and contribute to the country's economic growth.

As its contribution to the United Nations Sustainable Development Goal #1: No Poverty and #8: Decent Work and Economic Growth, alongside partners, PLDT and Smart implement 'eBizNovation' and 'FarmSmart'.

eBizNovation is a digital upskilling-to-ecommerce program that aims to bridge the digital gap for MSMEs by equipping them with the skills and resources needed to thrive in the growing online business landscape. Its two-pronged approach includes:

1. Providing training and resources to MSMEs on various digital tools to running a business online. This includes topics on social media marketing, online content creation, e-commerce platforms, and digital payments.
2. Establishing digital storefronts for MSMEs through e-commerce platforms like TikTok Shop and Shopee so that they can reach a wider customer base.

FarmSmart is PLDT and Smart's overall program on agriculture. It consists of:

1. Digital Farmers Program – a ladderized digital literacy training program for Filipino farmers that aims to equip farmers with digital knowledge and skills to facilitate better farming decisions, market opportunities, and livelihood.
2. BuyLocal – an innovative farm-to-market program that provides local farmers with access to sure markets and affordable capital. From the sales, the program funds a 'sustainability fund', which is being loaned to farmers for their capital needs for the next cropping season.
3. PlantSmart GrowHub –an edible garden located in idle spaces including PLDT and Smart's own office buildings, that encourages its employees to actively participate in planting, maintaining, and harvesting produce, serving as a platform to promote urban gardening and support the livelihoods of its financially-challenged personnel.
4. PlantSmart Kits – a sustainable gift to communities in the form of planting kit that encourages families to grow their own food.

In developing and implementing eBizNovation and FarmSmart, PLDT and Smart used the 3Cs approach:

1. Co-create: PLDT and Smart and partners developed the programs through close collaboration with the MSMEs and farmers. A bottom-up approach was utilized where the MSMEs and farmers were consulted to ensure that the program strategies hit their pain points. To help the program reach more of its target audience and achieve broader impact, the programs were designed to be scaled up, replicated, or expanded across its partner communities.
2. Collaborate: PLDT and Smart build strategic alliances with other stakeholders such as government agencies, local government units, private companies, e-commerce platforms, local chambers of commerce, and other groups that share similar values and goals to leverage their knowledge, expertise, resources, and networks to help enhance the effectiveness and impact of eBizNovation and FarmSmart.
3. Co-implement: PLDT and Smart, alongside partners and other stakeholders, actively work together to put the designed programs into action. This collaborative implementation ensures all parties involved have a stake in the success of the programs and fosters a sense of ownership. By working side-by-side, challenges are addressed more effectively, leading to a more sustainable and impactful program.

To date, PLDT and Smart and its partners have created the following collective impact:

- 21,105 MSMEs trained on digital entrepreneurship & e-commerce
- 12,274 farmers supported through trainings & access to market
- 200 MSMEs on-boarded to e-commerce platforms
- 6 edible gardens constructed
- 11,750 Planting kits deployed to communities

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Stephanie Orlino

Kristine Magadia

Abe Alombro

Lai Asilo

Marylou Gocotano

Judee Chaves

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Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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