

# ACCELERATING POVERTY REDUCTION



changing ethnic minority women's mindset, changing their lives



## Context

Despite Viet Nam's remarkable achievements in poverty reduction at national level, poverty rate is still high and chronic in Ethnic Minority (EM) groups and EM areas.

While consisting of 16.9% of the country population, EM people, in 2016, account for 95% of the total Viet Nam's extreme poor (living with less than US\$1.9 per person per day, 2011 PPP) and 51.2% multi-dimensional poor (using national multidimensional poverty line).

Multidimensional poverty rate is extremely high among some EM groups, for example 78.2% among H'mong group, counts for 96% poor households in Bac Kan and 85% in Dak Nong.\*

\* Source: General Statistical Office 2016 Viet Nam Households Living Standards Survey

### 4M Theory of Change:

**EM women Change their mindset** → **Break their isolation** → **Change their position in the markets** → **Change their lives:**

By realizing potentials of (i) EM Women's innovation; (ii) technological solution such as e-commerce, e-pay, social media; and (iii) multi-stakeholder networks.

## 4M ACCELERATOR LAB STAGES:

### MEET Problem identification

Potential business partners, government officials, experts meet Ethnic Minority women



### MATCH Solution mapping

Match EM women's producer groups and their potential business partners



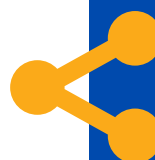
### MENTOR Rapid Experimentation

Mentor EM women groups in conducting rapid experimentations



### MOVE Scaling up

Move EM women group's business to higher scale



# SUSTAINABILITY AND SCALING UP

- 49 EM cooperatives continue expanding their business and improving incomes beyond the project duration.
- The successfully solutions are being replicated in Lao Cai, Son La, Ha Giang and Dak Lak provinces by the project partners by their own initiatives and funding.



## KEY RESULTS after 6-month experimentation ●●●●●

- 49 cooperatives, with 784 EM women as leaders and members of EM women cooperatives are directly benefited from 4M Initiative, created 33 new products (bringing total of 131 products).
- 49 (100%) EM women cooperatives increased productivity, quality, packaging and marketing skills; 16/26 cooperatives in Bac Kan, 14/23 cooperatives in Dak Nong applied more energy-efficient technology, eg. in dyeing, oil extracting, packing and sold thru e-commerce platforms.
- 19/49 cooperatives substantially expanded businesses, increased their turn-over and income by 31-50%.
- Additionally, 2,636 people, 71% of whom are women, expanded their supply of raw materials and services to 49 cooperatives and increased their income.

## KEY PARTNERS ●●●●●

- **Policy makers:** Ministry of Labour – Invalids and Social Affairs (MOLISA), Committee for Ethnic Minority Affairs (CEMA), Ministry of Agriculture and Rural Development (MARD), local government in Bac Kan and Dak Nong provinces.
- **Business partners:** EM women, their cooperatives, Civil Society Organizations in Bac Kan, Dak Nong provinces, 14 enterprises business partners and social enterprises of EM cooperatives, such as: Viettel Post Joint Stock Corporation (Viettel Post), VietED, GreenHub, Greenway, e-commerce partners, such as: Tiki, Vo So, Lazada, Sendo, Shopee and other social media platforms, such as: Facebook and Zalo.

## 4M INNOVATIONS ●●●●●



Creating spaces for experimentations and applying the Accelerator Lab approach at local level for realizing innovation potentials of EM women.



Business-oriented support aiming at placing EM women cooperatives as equal partners in the value chains and markets, and thus sustainable income.



A multi-stakeholder network to draw a wide range of expertise, including of private sector partners along the value chains, to support EM Women cooperatives.



Applying technological solutions, such as e-commerce, e-pay, social media, to expand EM Women's participation in new markets.

## ← WHAT NEXT ?

- Support the established network to expand the 4M initiative to other provinces.
- Advocate and provide technical assistance for the new National Targeted Program on Socio-economic development in EM areas (2021 - 2025) to adopt the Accelerator Lab.
- Approach to provide an eco-system for promoting experimentations and innovations of the EM people and their partners at local levels.

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