

ASIA PACIFIC

# Philippines

## Joint Programme on Inclusive, Competitive, and Responsible Digital Philippines (JP Digital-PINAS)

### QUICK FACTS

**Total Budget:** USD 3 million

**Target Financial Leverage:** USD 21.21 million

**Duration:** September 2024 - August 2027

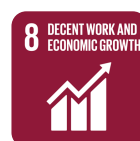
**Participating UN Agencies:** UNDP, ILO, ITC

**Key National Partners:** DICT, DTI, DOLE, MILG-BARMM, TESDA, NEDA, LGUs

**Other key partners:** EU Delegation, ECCP, other International Financial Institutions, private institutions and industry associations

**SDG Transitions sought:** Digital Transformation, and Decent Jobs and Universal Social Protection

### Focus SDGs



**Target Groups:** Current and potential owners and crowd workers of Micro, Small, and Medium Enterprises, especially those from disadvantaged sectors (women, PWDs, indigenous peoples, people living in extreme poverty) and last-mile communities

Micro, small, and medium enterprises (MSMEs) make up 99.6% of businesses in the Philippines. But despite being regarded as a lifeline of the Philippine economy, MSMEs face challenges that hinder them from growing to their full potential. Among these challenges is the lack of access to positive and productive digital technologies.

The Joint Programme on Inclusive, Competitive, and Responsible Digital Philippines, (JP Digital PINAS), aims to help pave the road for individuals, enterprises, and communities at the margins to close the digital divide.

**Collaboration and localization lie at the heart of JP Digital PINAS.** Through the support of the Joint SDG Fund, Philippine government agencies, and participating United Nations Agencies, the JP envisions a digital ecosystem where every MSME owner, up to the country's last mile, gets ahead thriving, competitive, and ready for the boundless digital marketplace that awaits them.



## INTENDED REACH



At least 15,000 MSMEs will be digitally empowered, prioritizing vulnerable groups such as women, farmers, and fisherfolk



At least 500 MSMEs will be empowered with better understanding of digital financial services relevant to their businesses.



10 digital hubs will be established to deliver e-gov and digital platform services to end-users in last-mile areas



At least 80% of micro, small, and medium-sized enterprises' and entrepreneurs' feedback on digital services will be addressed on time.



150 public and private sector staff will gain more knowledge of regulatory/policy measures required to strengthen the country's digital framework.



All MSMEs in the Philippines will benefit from an inclusive enabling environment for digitalization.

## PATHWAY TO IMPACT

**The Pathway to Impact** will be built on a three-pillar strategy to localize digital solutions for businesses especially in remote and underserved areas. This, by enhancing capabilities, improving digital access, and fostering an enabling environment for digitalization and gender-responsive digital policy development.

By making the digital economy more accessible, profitable, and inclusive for all MSMEs – which provide over 65% of the country's employment – they are positioned at the forefront of efforts to develop a stronger, more equitable economy. The three pillars of the joint programme are designed to have a synergistic effect where improvements in one area reinforce and amplify impacts in others.

### Programme Outcomes



**Enhanced Digital Capabilities of MSMEs and Entrepreneurs**



**Improved Access to Digital Services and Support for MSMEs and Entrepreneurs**



**Gender Responsive and Supportive Policy and Regulatory Environment for MSME Digitalization**



Equip the target MSMEs with essential digital skills, knowledge, and tools, enabling them to navigate the digital landscape effectively and leverage technology.



Operationalize Hubs to offer Internet access, e-commerce platform access, and business support services



Advocate for policies and regulations that promote digitalization, encourage investment in capacity building, and ensure fair competition.



Train businesses on digitalization and financial inclusion; support export value chains with e-commerce links.



Create feedback mechanisms for more responsive and accessible digital services.



Improve government capacity to deliver efficient and accessible digital services relevant to MSMEs, building on existing e-government initiatives.