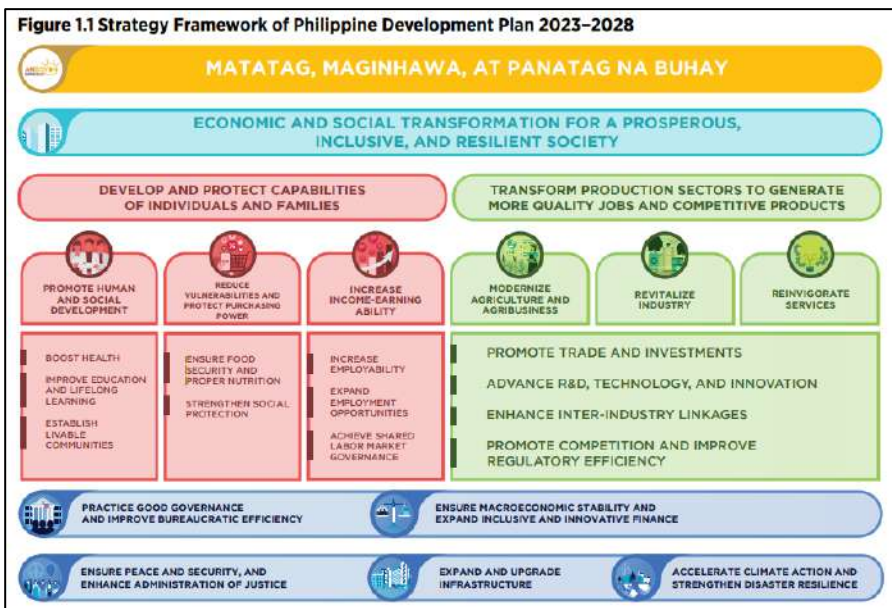


# HAPAG MOVEMENT with Globe of Good

# Anchor



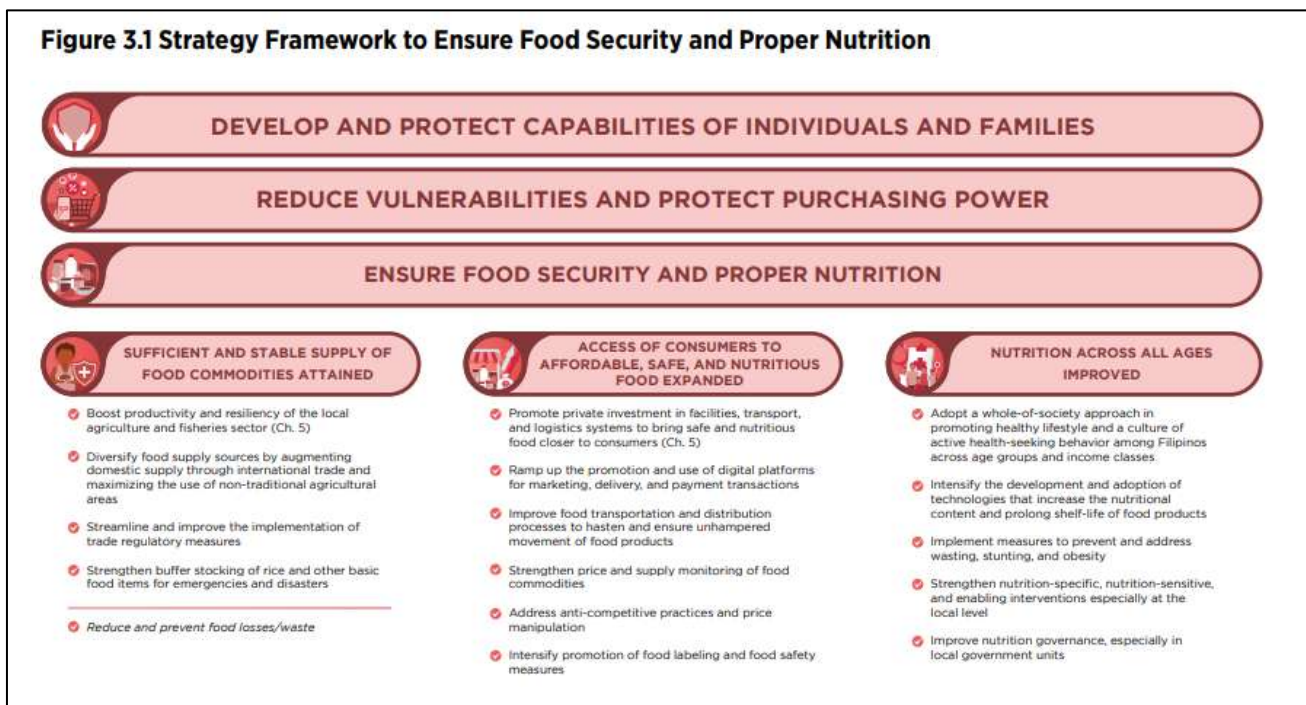
**Philippine Development Plan 2023-2028** intends to develop the capabilities of individuals and families to enable participation in growth opportunities.

## Good health will be promoted

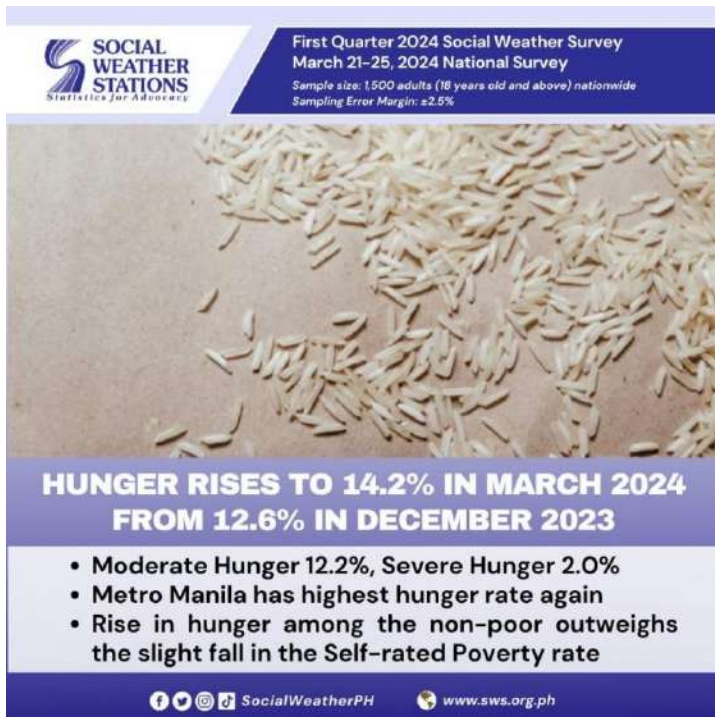
- Health care strategies will be comprehensive and will focus on building an ecosystem in communities for health care providers, and an environment where individuals can make healthy choices (e.g., nutritious affordable food and health literacy).
- Amidst the possibility of accelerated inflation owing to natural and external shocks, the priority is to ensure food security and proper nutrition, especially among the most vulnerable (Subchapter 3.1). A sufficient and stable supply of food will be ensured, primarily through improved productivity of agri-food systems, including storage, transport, and logistics. Measures to prevent and address wasting, stunting, and obesity will be implemented through supplementary feeding, nutrition education, and nutrition promotion campaigns.

# Anchor

Philippine Development Plan 2023-2028 on Food Security and Proper Nutrition will be ensured.

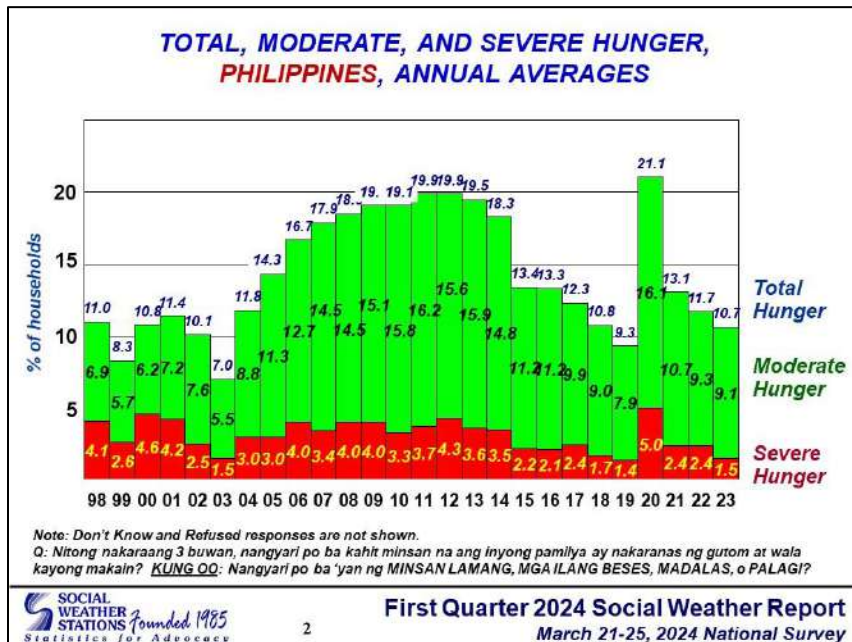


# Background



The Social Weather Survey of March 21-25, 2024 reported that 14.2% of Filipino families experienced involuntary hunger (meaning they were hungry and had nothing to eat) at least once in the past three months. The hunger rate in March 2024 was a notable 3.5 points higher than the 10.7% annual hunger rate in 2023, marking the highest level since May 2021, which stood at 16.8%.

# Background



## Moderate Hunger 12.2%, Severe Hunger 2.0%

The hunger rate of 14.2% in March 2024 was made up of 12.2% who experienced Moderate Hunger and 2.0% who experienced Severe Hunger.

Moderate Hunger refers to those who experienced hunger "Only Once" or "A Few Times" in the last three months. Severe Hunger refers to those who experienced it "Often" or "Always" in the previous three months.

Compared to December 2023, Moderate Hunger increased by 1.0 percentage point from 11.2%, while Severe Hunger increased by 0.6 percentage points from 1.4%.

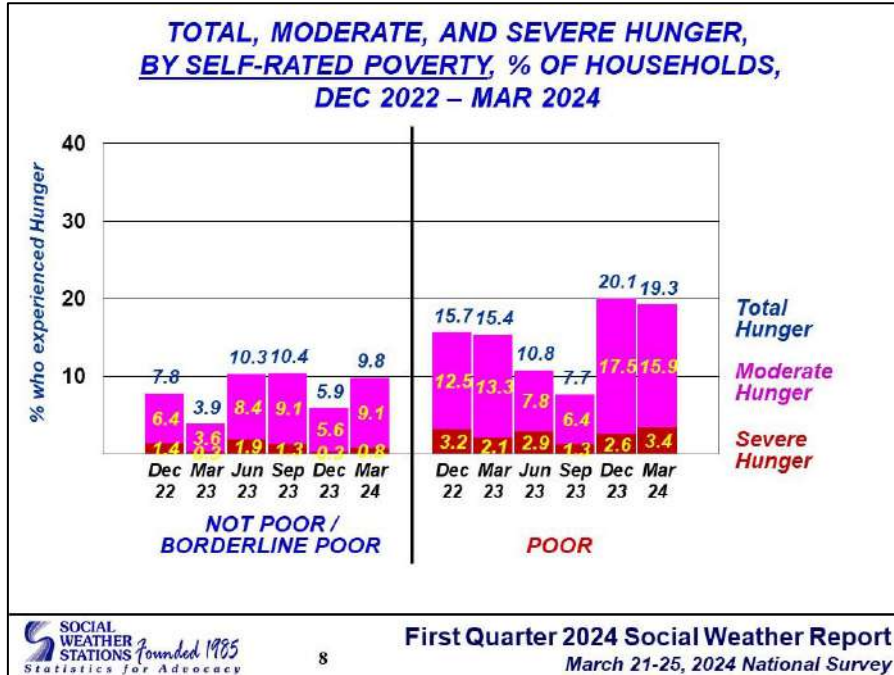
In Metro Manila, Moderate Hunger increased by 4.6 percentage points from 9.7% in December 2023 to 14.3% in March 2024, while Severe Hunger increased by 1.7 percentage points from 3.0% to 4.7%

In Balance Luzon, Moderate Hunger hardly changed from 13.3% to 13.1%, while Severe Hunger increased by 1.1 percentage points from 1.0% to 2.1%

In the Visayas, Moderate Hunger increased by 5.7 percentage points from 8.0% to 13.7%, while Severe Hunger remained at 1.3%.

In Mindanao, Moderate Hunger decreased by 2.7 percentage points from 10.7% to 8.0%, while Severe Hunger decreased by 0.6 percentage points from 1.3% to 0.7%.

# Background

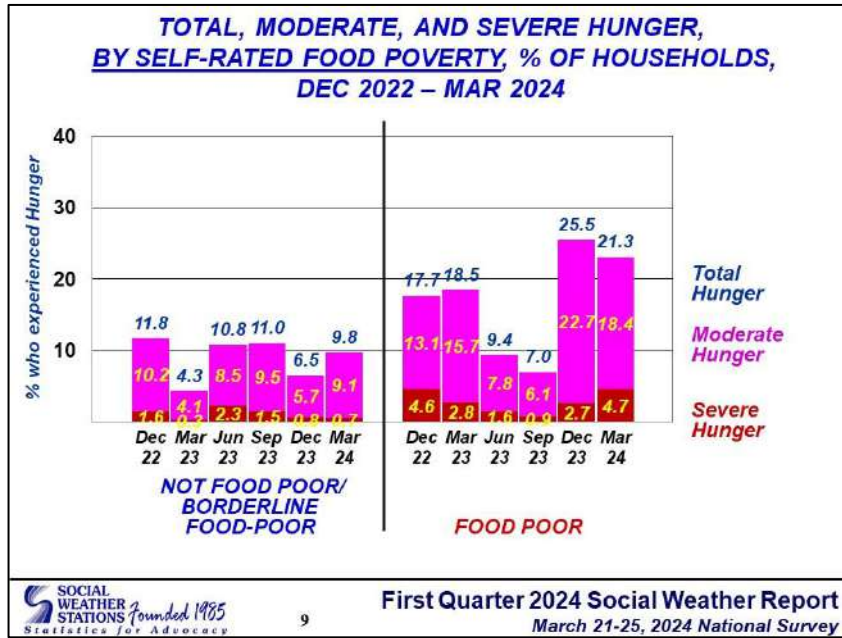


***Rise in hunger among the non-poor outweighs the slight fall in the Self-rated Poverty rate***

46% of Filipino families considered themselves as poor, 30% as borderline, and 23% as not poor. Hunger rates typically tend to be higher among the poor. Hunger is most common among those who are food-poor.



# Background



*The overall hunger rate (moderate plus severe) increased among the non-poor from 5.9% in December 2023 to 9.8% in March 2024, while it slightly decreased among the self-rated poor, from 20.1% to 19.3%.*

The total hunger rate also rose among the non-food-poor from 6.5% to 9.8%, while it decreased among the self-rated food-poor from 25.5% to 21.3%.

## Program Description

Leveraging on technology, the Globe of Good program provides a platform to drive collective action towards achieving sustainable and inclusive development for communities. Together with Ayala Foundation and other implementing partners, the Hapag Movement aims to provide support for vulnerable families through hunger alleviation with an eye for suitable sustainable livelihood programs.

An offshoot of the Ayala-led Project Kaakay, a 12-week supplemental feeding program that served 11,200 families in Metro Manila at the height of the pandemic, Hapag aims to serve at least 100k families from 2021 to 2025.

In sum, Ayala Foundation helped serve, with past and ongoing assistance, +/- 70,000 families from 2021 to 2024 by forging partnerships with LGUs, CSOs, NGOs, Leadcom alumni and other groups for program implementation and monitoring.

AFI continues to be one of the implementors of Hapag, as it moves towards more sustainable anti-hunger programs, including but not limited to nutrition education especially for caregivers (parents and teachers) of beneficiary schools and communities.



**Globe** **The Hapag Movement**  
#GlobeOfGood™

# You made an impact!

In the last two years, you helped communities in need rise from hunger.

- Raised **₱27,715,402** Donations
- Fed **95,835** Filipinos
- Trained **2,662** Livelihood Graduates

**Ayala Foundation**  
Sustainable Livelihood and Livelihood Training Programs with

**Tai Chi Foundation Philippines**  
Livelihood and Livelihood Support with  
Your Future Healthy Program, Technical Skills Training, Nutrition Education, and Entrepreneurship Training

**World Vision**  
Sustainable Livelihood Programs with  
School Feeding Program, Nutrition Education, and Entrepreneurship Training

**Food Relief Volunteers to Helpfeeders with**

Thank you for your generous contributions!  
Let's continue to unite and make a difference with the Hapag Movement.

**You can also donate via**

- Gil GCash
- GlobeOne (Using your Globe Rewards points)
- Website

**Mobilization Partners:**  
Ayala Foundation, PROJECTOP E A R L S, World Vision, World Vision

For any inquiries, email us at [globofgood@globe.com.ph](mailto:globofgood@globe.com.ph) or visit the Hapag Movement website.



# GOALS and OBJECTIVES



**The Hapag Movement, as a whole, intends make a sustainable difference in the lives of 100,000 Filipino families experiencing involuntary hunger.**

- Ensuring access to food is fundamental to the well-being of every family, coupled with opportunities to acquire skills for sustainable livelihoods. Using technology as our differentiator, we are bridging distance and access to mobilize those with the ability to help, collectively creating lasting, positive change for the Top 50 hunger hotspots in the Philippines.

# HOW WE DO IT



1. **Supplemental Feeding with Capacity Building**
  - a. The local DSWD and partner institution will provide educational information materials and nutrition sessions with the partner communities. The nutritional session will happen before the implementation of the Feeding Program.
    - i. Beneficiary Profile
      - Malnourished children
      - Pregnant mothers
      - Single Parents
      - Heads of Households
      - Caregivers

# How we do it

## The Food Augmentation Program

- i. **A food-rationing initiative that entails the one-time distribution of 120-peso food packs to high school student beneficiaries, intended as food augmentation for them and their families.** The food packs will consist largely of vegetables, root crops, and fruits. In such an initiative as this, the easiest would have been to distribute rice. However, distributing rice would have perpetuated poor eating practices such as eating the rice with instant noodles, or other unhealthy food. Providing vegetables to the beneficiaries can help ensure better nutrition for them. Better nutrition for the beneficiaries, especially the young, is an important goal of the program.
- ii. **Modules on Nutrition Education, Media Literacy, Anti-Bullying, and Financial Literacy shall be conducted as part of the capacity-building component of the program.** This promotes behavioral change in diet and nutrition, resisting negative influences, critical thinking and analysis, enhanced communication skills, digital literacy and safety, reduction in bullying incidents, improved peer relationships, and enhanced academic performance due to feeling safe in school.





# How we do it

## 40-week long-term supplemental feeding

**This is to demonstrate the program's viability as an alternative to cooked meals in the continuing fight against hunger and impact on the beneficiaries' BMI measures and overall well-being.** Additionally, face-to-face activities will be conducted periodically to enrich the beneficiaries' participation in the program and deepen the beneficiaries' engagement. If the program proves to be a viable alternative to cooked meals and has a positive impact on the beneficiaries, then the support for the program's sustainability can be strengthened. To do this, the following metrics have been established to measure the program's success:

- Number of individuals (including family members) who benefitted from the program
- **Number of beneficiaries whose BMI measurements improved**
- **List of face-to-face activities and webinars on special topics (including Nutrition Education, Media Literacy, Anti-Bullying, and Financial Literacy) conducted and an evaluation report for each webinars**
- Number of beneficiaries who attended each face-to-face activity or webinar
- List of farmers and volume of vegetables purchased from each farmer for this particular project
- List of individuals who transported the food packs to the beneficiaries and the income they obtained from this task



# PROPOSED SOLUTION



## Livelihood Support

Providing support for livelihood to partner communities by supplying additional livelihood kits and materials.

- i. Cabadbaran, Agusan del Norte
  - supplies for water refilling station
  - beauty care supplies for parlors
- ii. Caraga Region
  - Banana Chips and Dish washing liquid
  - Pig Fattening/Hog Raising
  - Bigasan
  - Dish-washing Liquid and Fabric Softener
  - Frozen Goods
  - Dried Fish
  - Rice and Egg Trading
  - Chairs, table and cloth Rental Services
  - Communal Garden



# How we do it



## Livelihood training to partner communities

- i. Empowered stakeholders to pursue careers in the local product made in native and own design and to promote economic empowerment that can create a lasting impact in both environmental sustainability and social equality.
- ii. Created opportunities for marginalized individuals
- iii. Adding Family Strengthening Services can enhance their parenting capacity and improve pathways where they can learn to link their needs to the resources available around, and the program can develop a purposive intervention, particularly for those with complex cases to improve family social functioning.

# How we do it



The Food Augmentation Program will be beneficial for farmers and jeepney drivers since the food items will be sourced directly from farmers (i.e. Bulacan, Nueva Ecija and Mountain Province) and jeepney drivers will be engaged to transport the food packs.

# Stakeholders

1. **Low-income and vulnerable families:** Primary beneficiaries, especially those facing hunger and financial instability.
2. **Children who are stunted and malnourished:** A key focus group targeted for nutritional support and interventions to address growth and development challenges.
3. **Caregivers (parents and teachers):** Engaged for nutrition education to foster long-term health improvements in families and communities.
4. **Beneficiary schools and communities:** Targeted for wider program outreach, ensuring the adoption of sustainable practices in nutrition and livelihood.
5. **Local Government Units (LGUs), Civil Society Organizations (CSOs), and Non-Governmental Organizations (NGOs):** Collaborators in the program's implementation, monitoring, and expansion.

# SAMPLE IMPLEMENTATION

## On-ground implementation

*Note: for further discussion with partners*



### Weeks 1- 2:

Community insighting and values orientation  
Profiling beneficiaries together with LGU partners

### Weeks 3 -11:

Supplemental feeding  
Livelihood training

### Week 12:

‘Graduation’  
Presentation of ‘qualified livelihood beneficiaries’ to partners  
Provision of small grants to ‘qualified livelihood beneficiaries’



Post-program report: Impact assessment together with on ground partners and inputs to CRM

# SAMPLE IMPLEMENTATION

## Week on Week Schedule

*Note: Budget and content for further discussion*

### Contents of Food Packages



A reusable Hapag Movement bag (one time only)



5 kg rice  
(Sourced from local suppliers/ farmers)



At least five  
canned goods



Seasonal vegetables  
(Sourced from local farmers)

**\*TRAINING  
will be done together  
with partners**

### WEEK ON WEEK SCHEDULE

- 1 – Community insighting
- 2- Values orientation
- 3- Food distribution #1
- 4- Livelihood training #1
- 5- Food distribution #2
- 6- Livelihood training #2
- 7- Food distribution #3
- 8- Livelihood training (intensive) #3
- 9- Food distribution #4
- 10- Livelihood training (practicum) #4
- 11- Food distribution #5
- 12- Livelihood training 'graduation' #5



# SAMPLE IMPLEMENTATION

A total of 10 secondary schools in Quezon City will take part in the program following the scheme below. Their participation, however, will depend on DepEd approval:

No.	School	Distribution 1	Distribution 2	Total students	Week
1	Justice Cecilia Muñoz Palma HS	250	250	500	1
2	Holy Spirit National HS	250	250	500	1 or 2
3	Carlos L. Albert HS	250	250	500	2 or 3
4	San Bartolome HS	250	250	500	3 or 4
5	Sta. Lucia HS	250	250	500	4 or 5
6	Lagro HS	250	250	500	5 or 6
7	North Fairview HS	250	250	500	6 or 7
8	Maligaya HS	250	250	500	7 or 8
9	Sauro HS	250	250	500	8 or 9
10	Ismael Mathay, Sr. HS	250	250	500	10
<b>TOTAL</b>				<b>5,000</b>	

Proposed Timeline as prepared by Ateneo. Note: Subject to changes.



# SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Program is aligned with Philippine Development Plan 4.68% above target last 2023 (6281/6000)</li> <li>• 65% accounted for as of May 2024</li> <li>• Alignment with the Volunteerism thrust of Ayala Foundation for AGC and external partners.</li> <li>• #BrigadangAyala KAAKAY was a project that contributed to the alleviation of hunger and provided opportunities for livelihood among Metro Manila families that were severely affected during the Covid-19 pandemic.</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation is manpower intensive</li> <li>• Budget is limited and is based on the availability of funds from Globe</li> <li>• Multiple coordination points that need to be systematized (Note: Volunteer app being developed may be helpful to address this)</li> </ul>	<ul style="list-style-type: none"> <li>• Can promote volunteerism opportunities such as repacking and training of trainers</li> <li>• Outcomes can assist the Department of Education in policymaking to extend feeding programs to high schools</li> <li>• Can provide opportunities for LeadCom and the alumni of other leadership programs of Ayala Foundation for continuing engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Once funder's target of 100,000 beneficiaries is reached, sustainability of the program is yet uncertain (Note: Mindful of this, we included a nutrition ed component)</li> </ul>



# FAITH IN THE FILIPINO