I. WHAT IS GENDER AND DEVELOPMENT?

GAD is...

- A recent framework/approach which reflects change in outlook from that of women's lack of participation in the productive sector to that which recognizes the disparities of women and men in all aspects/sectors of development.
- An approach that proceeds from the premise that culturally defined roles of women and men have reinforced the unequal relations, resulting in the marginalization of both sexes in varying circumstances and magnitude.
- An approach that seeks not only to fully integrate women into the development process but also to continually search for new and innovative initiatives that will help transform unequal social/gender relations into creative opportunities that would equally benefit women and men.
- A more realistic tool for analysis to help determine the extent of the benefits derived by both men and women from development programs and projects. All plans, programs and projects must be able to address the needs of both men and women.

The Evolution of GAD

<table>
<thead>
<tr>
<th>Women In Development (WID)</th>
<th>Women and Development (WAD)</th>
<th>Gender and Development (GAD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Emerged in the 1970s.</td>
<td>- Recognizes that women have always been part of development.</td>
<td>- Started in the 1980s as an enhancement to WID.</td>
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<tr>
<td>- Integrates women in economic development through legal and administrative support.</td>
<td>- Focuses on the relationship of women and development process rather than purely on strategies that seek women's integration in development.</td>
<td>- Questions gender relations between women and men and the gender roles ascribed to them.</td>
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<tr>
<td>- Examines the sexual division of labor and the differential impact of gender in development.</td>
<td>- Critiques the relations between developed and developing nations, particularly their impact on the lives of men and women in developing countries.</td>
<td>- Sees the gender division of labor as the root of inequality, especially since it undervalues the work done by women in the household.</td>
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<tr>
<td>- Recognizes women and men's experience of development and societal changes are different.</td>
<td>- Focuses on advocacy for more equal participation of women in education, employment and maintaining that women's position.</td>
<td>- Recognizes women as agents of development, not merely as passive recipients of development assistance.</td>
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II. STRENGTHENING GAD MAINSTREAMING EFFORTS IN THE CITY GOVERNMENT OF MAKATI

Gender mainstreaming is a set of processes and strategies that aims to ensure the recognition of gender issues on a sustained basis. It integrates women and men's concerns and experiences in the design,
implementation, monitoring and evaluation of policies, programs, and projects in all political, economic and social agenda.

The birth of GAD advocacy in the City Government of Makati …

Started with the Orientation on Gender and Development, conducted by DILG-NCR on July 23, 2004 which focused on the need to organize the City's GAD Focal Point and the conduct of GAD training for all department/office heads and other city government officials.

A. Makati GAD Mission Statement

Promotion of mutual respect and equal opportunities for an empowered citizenry through multi-sectoral participation in the formulation and implementation of gender-responsive and non-discriminatory policies, structures, systems, processes, programs and projects.

B. Official GAD Council Logo

- Each shape, form and color used in the logo is meaningful and relevant to the advocacy being promoted by the city government. The circular shape, which is inspired by a tribal fish motif symbolizing fertility, represents the entire GAD Council, which is composed of city government officials, and representatives from non-government organizations.
- The dumbbell-like shape symbolizes the reproductive organs—ovary and testicles—to emphasize the gender-oriented focus of the GAD Council, while the link between the two ovals signifies collaboration and convergence.
- The black and white figures, when taken apart, represent Yin and Yang, the masculine and feminine elements of Eastern culture. They also echo the letter forms for G (Gender), D (Development), and C (Council), and the equal distribution of black and white is indicative of equality.
- The round-cornered square framing represents the solid ideals that have bound Makati, its government and its people, in the pursuit of excellence in every endeavor. The colors green and yellow are the dominant colors of the official Seal of Makati City.
- When taken as a whole, the logo represents an abstract rendition of a face—no clues as to its gender—to further underscore equality between and among genders. On the other hand, the logo looks like a germinating seed, symbolizing continuous development.

C. Makati City GAD Council

Created through EO No. 2004-03 issued by the Hon. Mayor Jejomar C. Binay with the following composition and functions:

Composition:

1. City Mayor - Chairperson

2. City Administrator - Vice Chairperson

Members:

3. Social Welfare and Development Officer
4. Consultant to the Mayor
5. Liga ng mga Barangay President
6. DepEd Superintendent
7. City Personnel Officer
8. DILG City Director
9. City Health Officer
10. Urban Development Officer
11. City Budget Officer
12. City Information Officer
13. Chief of Police
14. Chairperson, Sanggunian Committee on Women and Family
15. President, ERPAT (NGO)
16. President, Women's Watch (NGO)

Functions:

- Formulate and submit comprehensive medium term (three years) and annual integrated GAD plans responsive to the needs and situation of women constituents to be incorporated in policies, programs and activities (PPAs) that will uplift their conditions.
- Monitor and evaluate the implementation of local gender and development policies, programs and activities through the conduct of regular review and evaluation of existing legislation, policies and programs measuring the extent to which women concerns are integrated in all aspects of life on the basis of equal opportunities with men.
- Recommend the adoption of appropriate policies, enactment of ordinances or passage of resolutions that enhance the potentials and capabilities of women and men to implement GAD mainstreaming.
- Promote and support the establishment of a consultative mechanism to provide continuing dialogue between the City government and the women sector.
- Maintain and update a sex-disaggregated data bank through the conduct of primary and secondary data gathering activities.
- Work in collaboration with national and regional government agencies, NGOs, POs, the private sector and institutions to ensure that women's concerns are brought into the mainstream of all development efforts.
- Ensure that all City development program planning and implementation are gender-sensitive/responsive.
- Review and approve all GAD PPAs from barangay to city level prior to implementation to monitor if activities to be undertaken are in accordance with guidelines set forth;
- Create functional committees in the performance of its functions, as the need arises;
- Assist the Finance Committee, the Committee on
These could be social, cultural, economic or political issues.

It is a systematically designed program, project or activities created through Makati City GAD Council Resolution 2007-002.

D. Barangay GAD Council

Created through Makati City GAD Council Resolution 2007-002 with the following composition and functions:

Composition:
1. Punong Barangay – Chairperson
2. Barangay Kagawad for Social Service
3. SK Chairperson
4. Representatives from Local Agencies (DepEd, Health Sector)
5. Three (3) Representatives from Various NGOs
6. Three (3) Members of the Secretariat/Technical Working Group (TWG)

Functions: [Makati City GAD Resolution 2007-02 (.pdf)]

E. Annual Gender and Development (GAD) Plan and Budget

What is a GAD Plan?
- It is a systematically designed program, project or activities carried out by LGUs or agencies over a period of time to address issues and problems involving gender among their constituents and workforce.
- These could be social, cultural, economic or political issues that affect their lives, the community or the organization.
- The GAD Plan must also be CONSISTENT with the LGUs mandates and medium-term and local development plans.
- It must take its directions from mandates and guidelines issued by the national, local government and its executive.

What is the responsibility of the agency/LGU/barangay head?
- Approves the GAD plan and budget.
- Includes its implementation as a key result area/indicator of his/her performance.
- Reports GAD plan and budget and performance to agency head/mayor, and to GAD office/council, DLIG, NCRFW, and DBM.

F. Support Groups

As a foundation for the citywide promotion of GAD in Makati, the City Government through the Makati Social Welfare Department (MSWD) has established support groups in the barangays, as well as put up the Social Development Center to provide temporary shelter to women and children in distress.

Women's Watch

An all-women volunteer organization formed by the MSWD, in coordination with the various barangays, which is aimed at complementing the efforts of the City Government to promptly and effectively deliver social services in the City.

Women's Watch volunteers provide assistance to the MSWD by helping monitor the implementation of its various programs and services in the barangays. At the same time, they maintain vigilance over cases of domestic abuse, such as battered wives and maltreated children in their community, and promptly refer such cases to the MSWD for appropriate action.

To date, 26 out of the 33 barangays, excluding the villages, have active Women's Watch volunteers. Interested women residents 18 to 59 years old, regardless of civil status, may register as volunteers at their respective barangay halls.

Victims of various forms of abuse defined in the Anti-Violence Against Women and Children Act of 2004 (R.A. 9262), such as physical, sexual, emotional, psychological, and economic abuse, or responsible citizens who know of such acts being committed, are enjoined to seek assistance at the nearest barangay hall thru a Women's Watch volunteer. Incidence of domestic violence involving women and children may also be reported to the City Hall, through:

Makati Social Welfare Department
5/F New Makati City Hall , J.P. Rizal Avenue, Makati City
Tel Nos.: 899-9037, 870-1227
Contact Person: Ms. Maribel Lumang

Makati ERPAT (Empowerment and Reaffirmation of Paternal Abilities Training)

Organized by the MSWD in April 2005, Makati ERPAT aims to promote the advocacy of shared parenting among the fathers in the community by providing them access to support services and activities that help enable them to effectively perform their paternal abilities. Through training and related activities, the volunteer members of ERPAT learn to appreciate their important role in the family, which is the basic unit of the society, and are encouraged to become more effective and responsive fathers.

Fathers, whether biological or non-biological, adoptive, legal guardian or foster parent, 18 to 59 years old and residents of Makati, may register with Makati ERPAT at their respective barangay halls.

To date, 26 out of the 33 barangays, excluding the villages, have artisanal and craft products to be sold at a booth or stall.

Social Development Center

Located at Malolos cor. Barasoain Sts. , Brgy. Tejeros, Makati City, the Social Development Center managed by the MSWD, is a drop-in center and half-way house for abused/battered children and women as well as street children. Its facilities include a Day Care Center, and a multi-purpose hall where livelihood training are conducted. The Center is open 24-hours, with an in-house “house parent” overseeing its day-to-day operations.

Referrals may be coursed through Ms. Remedios Ramos (children's concerns) or Ms. Maribel Lumang (women's concerns) at MSWD, 899-9037 or 870-1227.

III. Gender and Development Initiatives

The City Government of Makati has been actively promoting Gender and Development (GAD) advocacy in the city through various programs that contribute to the development of its residents – men, women and children- with the ultimate goal of becoming a “gender-responsive city”.

A. Capability-Building and Advocacy
1. Orientation on Gender & Development (GAD) for City Employees
2. Gender Sensitivity Training for Barangay Officials
3. Formulation of the Makati City GAD Code (link: GAD Code in .pdf format)
4. Search for Gender-Responsive Barangays
   - The search was organized in 2006 by the Makati GAD Council in partnership with the Rotary Club of Makati – Jose P. Rizal, an all-women group, in line with their mutual goal to promote gender equality and other concepts of the GAD advocacy at the grassroots level. Barangay Kasilawan has made history for being chosen as the very first ‘Gender-Responsive’ Barangay of Makati.
5. Search for Gender-Responsive Public Secondary Schools
6. Integration of Values Formation on GAD Training/Seminar for Schools and Barangays
7. Monthly regular meeting
   - GAD Council every 2nd Tuesday of the month
   - GAD Technical Working Group every 1st Tuesday of the month

B. Gender-Responsive Planning
1. Formulation of Annual GAD Plan
2. Gender and Development (GAD) Database Build-up
3. GAD Program Review and Planning Workshop

IV. Makati City GAD Council Accomplishments

2006
- Submission of 2005 GAD Accomplishment Reports (as per memorandum issued by the City Administrator last December 29, 2005). The GAD accomplishment reports were consolidated by the Urban Development Department.
- Consultative Assembly/Public Hearing for the Proposed Makati City GAD Code held last May 10, 2006 at the Session Hall, 22/F, New Makati City Hall.
- Trainers Training on Gender Sensitivity conducted last May 10-12, 2006 at the Aresabel Resort, Laguna with 76 participants.
- City Ordinance No 2006-20 – An ordinance enacting the Makati City Gender and Development (GAD) Code and for other purposes approved by the City Council last July 18, 2006 and launched last August 23, 2006.

2005
- Orientation on Gender and Development conducted last August 9, 2005 for the 23 members of the GAD Focal Point, twelve (12), Technical Working Group members, and four (4) Secretariat members. The half-day orientation was facilitated by Ms. La Raine Sarmiento from the National Commission on the Role of the Filipino Women (NCRFW).
- Formulation of the Makati City GAD Code. Highlights of the draft code which was prepared by Atty. Rodel Nayve were presented to the GAD Focal Point. Copies were disseminated to all the members for comments and suggestions.
- Integration of GAD-related programs and projects in the 2006 Annual Investment Plan (AIP) of concerned departments/offices (as per memorandum issued by the City Mayor dated June 16, 2005).
- First Batch of GAD Orientation for City Employees conducted on September 26, 2005. The half-day orientation which was attended by 186 employees aims to raise their level of awareness on gender-related issues/concerns, and laws/directives addressing women's concerns.
- Gender and Development (GAD) Database Build-up with sex-disaggregated data gathered from various departments/offices of the City.
- Strategic Planning Workshop for a Gender Responsive Makati City conducted with the technical assistance of PARTNERS International, Inc. on November 24-25, 2005. The 2-day planning workshop was attended by 27 participants from the GAD-TWG, representatives from NGOs and other departments/offices. It focused on key gender issues in Makati, and programs, projects and activities that promote gender
equality.

- **Gender Sensitivity Training for Barangay Officials** conducted last December 1-2, 2005 with 132 participants.

2004

- **Orientation on Gender and Development (GAD)** conducted by DILG-NCR on July 23, 2004. The half-day orientation which was attended by 20 key city officials and technical personnel focused on the need to organize the City's GAD Focal Point/Council and the conduct of GAD training for all department/office heads and other key city officials.

- **Training on GAD Mainstreaming** conducted by DILG-NCR on August 10, 2004. The one-day training focused on gender sensitivity, GAD mainstreaming, GAD plan and budget, and laws/directives addressing women's concerns.

- **Creation of Makati City GAD Focal Point/Council** through Executive Order No.2004-03. The E.O. also stated the functions of the GAD Focal Point/Council, Technical Working Group and Secretariat.

- **Formulation of the 2005 GAD Plan** by concerned departments/offices (as per memorandum issued by the City Administrator last August 27, 2004). The GAD plans were consolidated by the Urban Development Department (UDD).