



Office of the President of the Philippines
COMMISSION ON FILIPINOS OVERSEAS



"Responding to the Challenges of Migration and Development"

15 April 2019

MR. KHALID HASSAN

International Labor Organization Country Office for the Philippines
19th Floor, Yuchengco Tower, RCBC Plaza, 6819 Ayala Avenue
Makati City

ATTN: MR. REX MARLO VARONA

National Project Coordinator, Safe and Fair – Philippines

Dear Mr. Hassan:

Greetings from the Commission on Filipinos Overseas (CFO)!

We are pleased to submit CFO's inputs to the Draft Scoping Study on Women Migrant Workers' Access to Information and Use of Information, Communication and Technology. The CFO recognizes the relevance of the use of information, communication and technology (ICT) to relay key messages to Filipino migrants in general and to women migrants in particular.

In particular, the CFO would like to recommend that the information on the PESO Sense be considered for inclusion in the revised write-up of the Scoping Study as a possible case study on platforms usage and sustainability (item 3.2.4). You may refer to the attached documents for CFO's inputs.

Please feel free to get in touch with Mr. Rodrigo V. Garcia, Jr, Officer in Charge of the CFO's Policy, Planning and Research Division at telephone number (02) 5524765 or at email address rgarcia@cfo.gov.ph for any queries you may have regarding the submission.

Thank you and best regards.

Very truly yours,

JUSTICE FRANCISCO P. ACOSTA (Ret.) *fr.*
Secretary / Chairperson

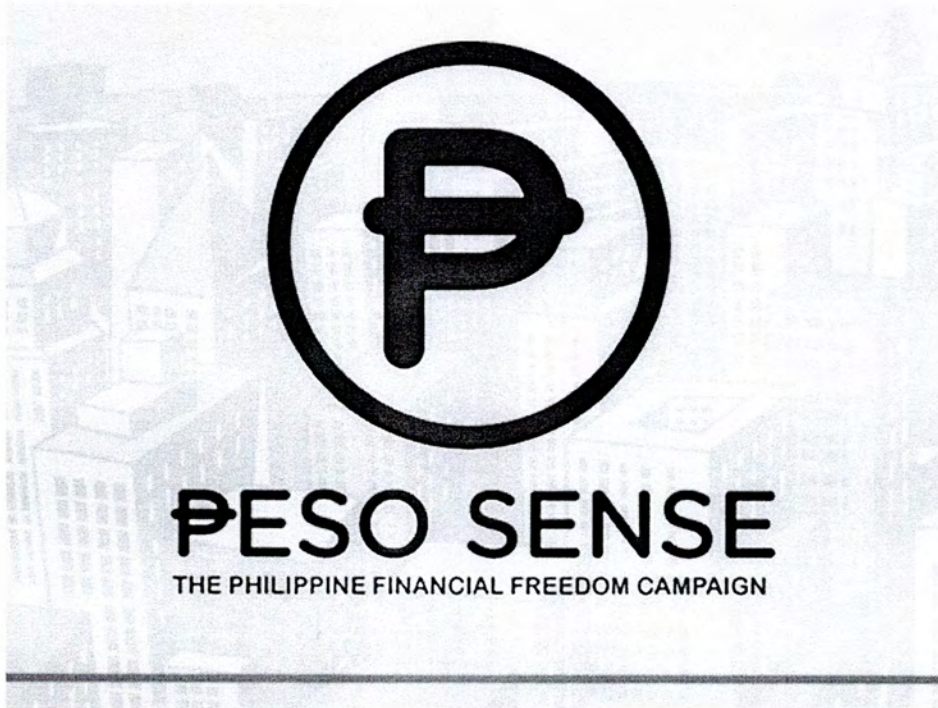
**CFO Inputs to the DRAFT – Scoping Study on Women Migrant Workers’
Access to Information and Use of Information, Communication and
Technology**

1. The use of information, communication and technology (ICT) to relay key messages to Filipino migrants in general and to women migrants in particular in the various phases of migration is increasingly becoming relevant.
2. As such, the Commission on Filipinos Overseas sees the value of the Draft Scoping Study on Women Migrant Workers’ Access to Information and Use of Information, Communication and Technology undertaken as part of the Safe and Fair Programme implemented by the International Labor Organization (ILO) and UN Women.
3. The Commission on Filipinos Overseas (CFO) recognized the potential of utilizing ICT as a platform for its advocacy messages on the prevention of trafficking in persons through the 1343 Actionline Against Human Trafficking in 2012.
4. In 2013, the CFO initiated the PESO Sense Philippine Financial Freedom Campaign with a mission to “improve financial literacy by promoting productive expenditure, greater savings, and entrepreneurship among overseas Filipinos and their beneficiaries” which made extensive use of online platforms through its website (www.pesosense.com) and Facebook page (www.facebook.com/pesosenseph) to reach a wider audience for its financial literacy messages for overseas Filipinos and members of their families.
5. Other CFO programs and services also have their dedicated websites and/or social media platforms to enable its clientele to access information on the agency’s frontline and welfare services, administrative data, diaspora philanthropy initiatives, among others.
6. In the draft scoping study, PESO Sense was mentioned on Table 9: ICT solutions mentioned by stakeholders. The PESO Sense Facebook page is one of the top verified financial literacy page on Facebook with 3,354,334 followers and 3,335,823 likers as of 15 April 2019.
7. Sixty-nine percent (69%) of the likers/followers of the PESO Sense Facebook page are women. The PESO Sense Facebook page is utilized as a platform to share posts on the value of wiser spending through financial tips, inspirational stories and quotes, and attention-grabbing and witty memes on financial literacy.
8. The breakdown of PESO Sense “likers” per country according to the data of the CFO is as follows:

PESO SENSE LIKERS PER COUNTRY	
AS OF 12/30/2018	
PHILIPPINES	2708638
UAE	84764
SAUDI ARABIA	78846

HONG KONG	35364
UNITED STATES	32250
TAIWAN	29495
QATAR	28130
KUWAIT	25581
JAPAN	25450
SINGAPORE	25103
CANADA	19304
MALAYSIA	10970
ITALY	10541
AUSTRALIA	9590
KOREA REPUBLIC	8390
BAHRAIN	7158
INDIA	6596
GREAT BRITAIN	5977
ISRAEL	5770
OMAN	5525
MACAO	4975
SPAIN	3638
THAILAND	3511
NEW ZEALAND	3343
LEBANON	3267
JORDAN	2764
CHINA	2220
BRUNEI	2186
GERMANY	2165
FRANCE	2038
VIETNAM	2004
PAKISTAN	1953
DENMARK	1755
INDONESIA	1544
NORWAY	1387
CYPRUS	1290
CAMBODIA	1098
TURKEY	1001
BANGLADESH	996
GREECE	969
RUSSIA	954
BRAZIL	886
NETHERLANDS	859
SOUTH AFRICA	839
IRELAND	801
TOTAL	3,211,885

9. For reference, additional information on the PESO Sense is included in the attached document (Annex A "PESO SENSE -The Philippine Financial Freedom Campaign as of November 2018")
10. The CFO recommends that the abovementioned and attached information on the PESO Sense be considered for inclusion in the revised write-up of the Scoping Study as a possible case study on platforms usage and sustainability (item 3.2.4).
11. The CFO conveys its continued commitment and active participation in the Safe and Fair Programme.



PESO SENSE BACKGROUND

Takes off from the study of the World Bank in 2012, which showed that the most effective form of financial literacy is one that is directed not only to the remitter but to the beneficiaries as well.

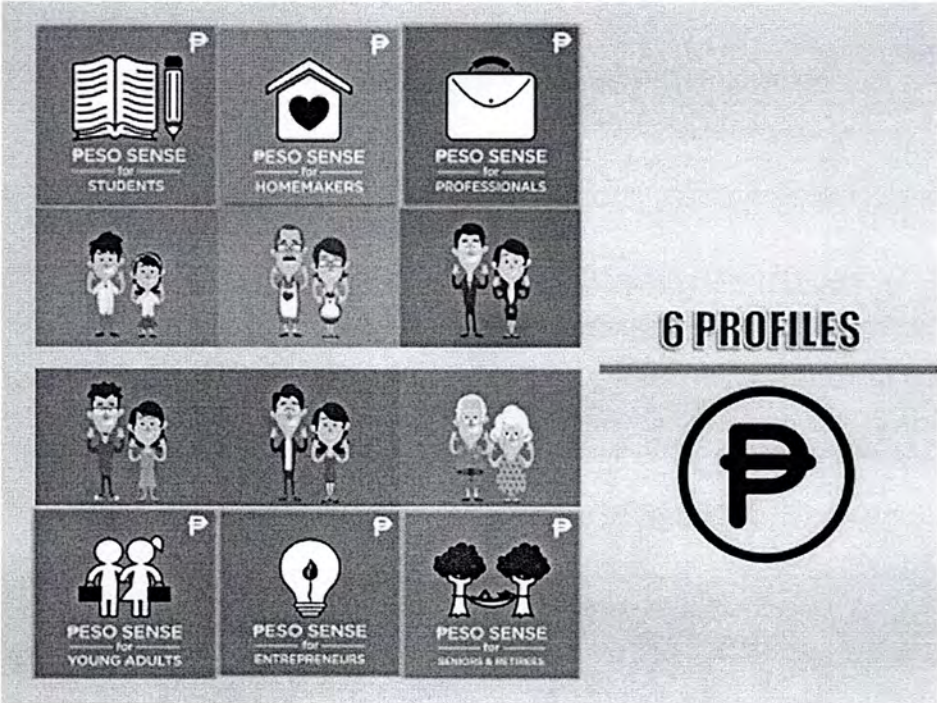
Officially launched in 2015, the PESO Sense was funded by the Western Union Foundation and Western Union agents, PetNet and eBusiness Services; supported by the United Nations Development Program; and implemented by the Commission on Filipinos Overseas.

The infographic includes a large peso symbol (₱) in a circle, a group photo of PESO Sense staff, and logos for Western Union Foundation, PetNet, eBiz, UNDP, and the Commission on Filipinos Overseas.

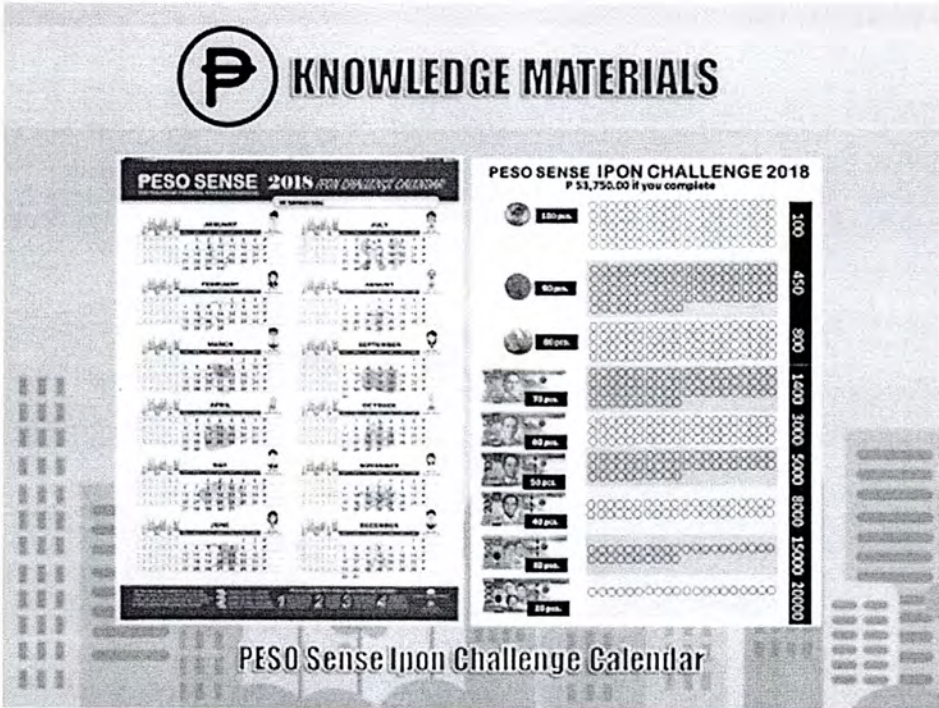
PESO Sense started in 2013 as a concrete response by the Commission on Filipinos Overseas (CFO) to results of studies that show effective financial literacy as those that target not just remittance senders but recipients of remittance as well.

OFWs are easily lured into utilizing their hard-earned incomes for consumer spending such as daily expenses, including those that are not really needed. The objective of PESO Sense is to change this mindset and habit, and to use the remittance of OFWs for more productive purposes.

ANNEX A



PESO Sense created targeted modules on financial literacy for specific profiles such as students, young adults, entrepreneurs, professionals, home makers and retirees.



Aside from the conduct of face to face trainings, PESO Sense also developed knowledge materials such as the PESO Sense “Ipon” Challenge Calendar. It serves as a tool for those who would like to save a certain amount of money for a year to monitor their savings.

ANNEX A



PESO Sense has developed into one of the most successful FB page on financial literacy, with more than 3 million likers as of November 2018. Majority of the followers of PESO Sense are women (69 percent).

The FB page of PESO Sense is utilized as a platform to share posts on the value of wiser spending through financial tips, inspirational stories and quotes, and attention-grabbing and witty memes on financial literacy.

ANNEX A



One of the viral posts of PESO Sense FB page is the PESO Sense Ipon Challenge. The objective behind the "Ipon" challenge is to encourage PESO Sense likers to save. Based on the testimonies and reviews of the "Ipon" challenge, this has proven to be an effective way for people to save instead of spend. The pictures are followers of PESO Sense who responded to the "Ipon" challenge and were able to actually save.

ANNEX A



Hi ka-peso sense. Just wanna share and inspire. Ito ang naitabi kong pera for 2.5 months na pag iwas sa yosi. Instead na i-bili ko ay tinabi ko lang just to see how much do i spend in a specific span of time. It turned out for about 73rd day, marami raming bills akong na-apon. So instead na sunugin ay tinabi ko. Di pa ako 100% yosi free but im getting there. So tuloy tuloy nalang ang pag convert ng bisyo sa savings. Dagdag pa ito sa ibang ipon ko. liliang barya, kapag naipon ay malaki rin ang halaga. Ang daming benefits. Magandang araw po sa lahat.

This is an example of a post shared by a PESO Sense follower on how she/he was able to save in just over two months' time by refraining from buying cigarettes, with the goal of transforming a vice into savings.