

British Ambassador Beaufile invites DAWN to the Women's Reception at her Residence

by Masako Ono



DAWN's Executive Director, Ms. Carmelita Nuqui presents to British Ambassador Laure Beaufile a hand-woven shawl made by DAWN women.

Ambassador Laure Beaufile of the British Embassy Manila (BEM) invites DAWN to its Women's Reception at her Residence on April 19, 2022.

The said event calls for a recap on celebration of a successful women's month spearheaded by Ambassador Laure Beaufile. The reception celebrates women's rights, gender equality, and shared stories about the #BreakTheBias movement.

The Ambassador shared the programs of DAWN and other civil society organizations. BEM ordered DAWN's washable hand-woven face masks as tokens for the guests of the said event. Cocktails and dinner were served while the participants exchanged ideas and partnership initiatives.



Washable hand-woven face masks ordered by BEM as tokens for the Women's Reception.



From left: Former DFA Secretary Delia Domingo-Albert, Ambassador Laure Beaufile and Ms. Carmelita G. Nuqui sharing views at the Women's Reception.

DAWN - LG Electronics Philippines celebrates Women's Month

by Masako Ono



From left: Lance Velasco, Mary Joy Barcelona, Esther Abao, Carmelita Nuqui, Celia Tribunal, Gilda Mosatalla, Ms. Ana Salapantan, LG Head of Corporate Marketing Team and Ms. Jene Nicole Jelle, LG Marketing Communications Manager.

DAWN in partnership with LG Electronics Philippines, Inc. turns over various home appliances to DAWN in celebration of Women's Month and Mother's Day as they launch its campaign in promoting women's individuality by wearing their best in all aspects.

DAWN's Executive Director, Ms. Carmelita G. Nuqui received on behalf of DAWN the home appliances from LG Electronics Philippines, such as an InstaView Door-in-Door Refrigerator, a Clothes Styler, a Front Load Washer/Dryer, 10 Single Door Refrigerators, and 10 Top Load Washing Machines. The refrigerators and washing machines were shared during the May 7 Mother's Day celebration as gifts to the DAWN women and their families. These will be helpful in their daily lives as women and as mothers.

LG was represented by Ms. Ana Salapantan, Head of Corporate Marketing Team, and Ms. Jene Nicole Jelle, Marketing Communications Manager.

Thank you LG Electronics Philippines, Inc. in supporting DAWN and its members in wearing their best in all aspects through the various appliances that you provided.

DAWN Mothers' Day Celebration 2022

by Masako Ono

The Development Action for Women Network (DAWN) celebrates Mothers' Day on May 7, 2022 at DAWN's office.

The celebration started with an opening prayer by Ms. Jocelyn Ise, followed by an opening remarks by Ms. Carmelita G. Nuqui, DAWN Executive Director. A video was presented as tribute to its members in celebration of Mothers' Day. The children/youth gave flowers and messages to their mothers and other members as a form of gratitude for all the sacrifices of the mothers. A community song, Glowing Inside by Nikki Gil, followed. A get-together lunch was shared with all of the members. Group photos were taken in commemoration of this year's Mothers' Day celebration.



DAWN members and staff during the celebration of Mothers' Day 2022 on May 7, 2022 at DAWN office.

For DAWN members and volunteers who were not able to attend the celebration face-to-face, a zoom meeting was provided. Ms. Janelle Falconer, Australian Volunteer, gave a heartfelt message to DAWN women and staff in celebration of Mothers' Day and for the challenges that they have overcome through the past years. Also, Ms. Falconer presented the certificate of completion to DAWN's staff at the last workshops on Essential Business Skills.

On the other hand, the LG Philippines' various home appliances given to DAWN were shared as gifts to DAWN women members to help them in their everyday chores. This includes 10 washing machines and 10 refrigerators.

Mothers' Day is an occasion where we honor our mothers in different parts of the world to express our respect, honor, and love towards them. Still, it is not solely for our biological mothers, but also to those women or men who became our mother-figure/s in our lives.

Kudos to all who became our mothers and the sacrifices they have made for us!



Ms. Nuqui with DAWN women with their Paper Flower bouquets given by DAWN Youth.



Mary Joy Barcelona, DAWN-SIKHAY Coordinator, receives the certificate of completion on behalf of the participants of the Essential Business Skills Workshop from Ms. Janelle Falconer.



From left: Emerly Abao, Keigo Mosatalla, Masako Ono, Nobuyuki Paulo Mosatalla, and Lance A.S. Velasco poses for a group photo.

IOM-BI invites DAWN to Trainers' Workshop

by Mary Joy E. Barcelona



DAWN's Executive Director, Carmelita G. Nuqui discusses DAWN's programs and services to distressed migrant women workers, survivors of gender-based violence and trafficking, and members of their families.

The International Organization on Migration (IOM), Bangkok and the Bureau of Immigration (BI) invite DAWN Executive Director, Carmelita G. Nuqui as resource speaker in the Trainers' Workshop on "Rights and Gender-Based Approaches to Border Management" on April 27, 2022 at Dusit Thani Hotel.

The said training covered the following areas: Human Rights, e.g. upholding migrant rights at the border; Gender-sensitive approaches to border management; Regular migration, people smuggling and trafficking in persons; Identifying migrants who may be vulnerable to trafficking and exploitation, e.g. women, children; and Effective screening at the border. With these issues, DAWN shared its programs and services in helping their clientele/members to overcome these obstacles. DAWN also shared some examples of women's experiences as migrant workers, such as exploitation, and violence, as well as their progress and transformation to becoming empowered individuals.



Carmelita G. Nuqui answering questions during the open forum.

Ms. Nuqui also shared her insights on how immigration officers can be more effective in the way they interact with or respond to migrant women's issues and experiences that can be useful, including the referral processes or their screening techniques and the impact on women.

DAWN joins UN Women PH in its Babaeng Biyahero Champions Launch 2022

by Mary Joy E. Barcelona



Mary Joy E. Barcelona and Gilda V. Mosatalla during the Babaeng Biyahero Champions Launch via Zoom on May 2, 2022.

In celebration of the International Workers' Day, DAWN joins UN Women PH in launching its roster of the Babaeng Biyahero Champions 2022 on May 2, 2022 via Zoom.

The Babaeng Biyahero Champions Launch is for women migrant workers who have chosen to dedicate their lives in advocating for the rights and protection of fellow migrant workers. UN Women and partners celebrated the work they have put in towards a safe and fair migration for Pinays OFWs.

Mary Joy E. Barcelona, DAWN's Alternative Livelihood Coordinator and Gilda V. Mosatalla, Sewing Project Coordinator were chosen part of the Babaeng Biyahero Champions Launch. The campaign also provides a venue for sharing experiences of women migrant worker advocates. It also raises awareness about migration issues faced by women in different localities and in the international level.

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DAWN joins Ms. Janelle's E-Commerce Workshop

by Mary Joy E. Barcelona

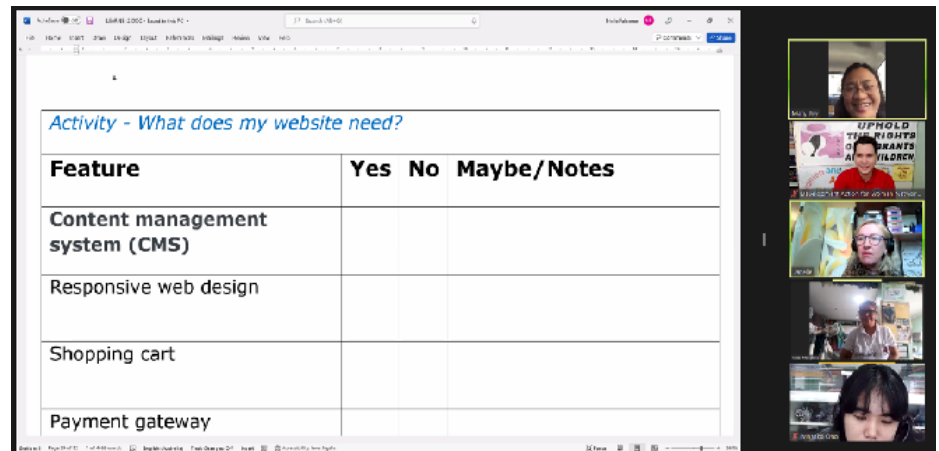
On May 30-31, 2022, Ms. Janelle Falconer, Sustainable Livelihood Mentor from the Australian Volunteer International (AVI), spearheaded an E-Commerce Workshop in preparation for the creation of DAWN's E-commerce website via Zoom.

On the first day of the workshop, Ms. Falconer gave an activity on what elements DAWN wanted to have in its E-Commerce website. This will give DAWN an overview on the elements that will benefit both the organization and its clientele/member. The discussion started with the different online system payments and pathways.

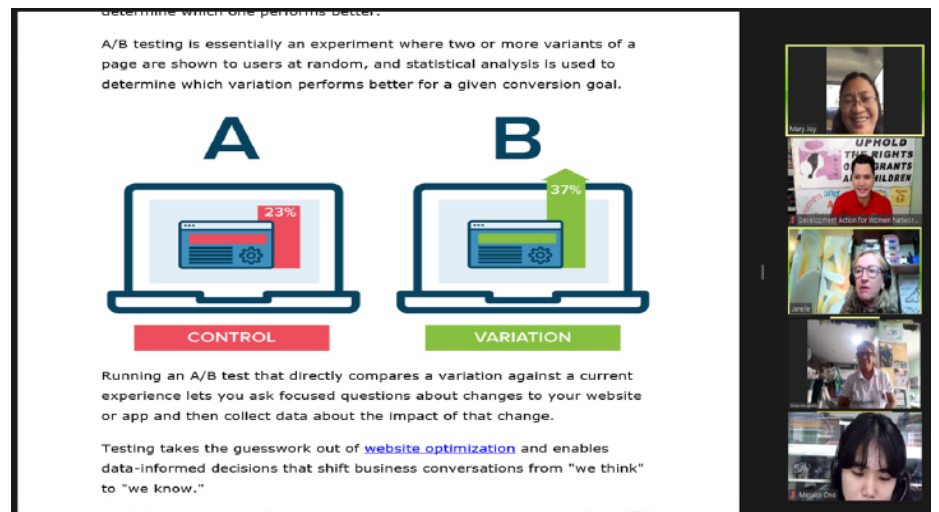
She discussed that creating an E-commerce website is not all about the design, but also on how to choose the right payment service provider and pathways. She talked about numerous payment service providers and pathways that DAWN can use for its E-commerce website. Topics includes the following: Defining Payment Terms; Payment Gateways; Build or Buy - External vs. Self-Hosted Payment Gateways; Downsides of Self-Hosted Payment Gateways; and Benefits of Building a Payment Gateway.

Ms. Falconer focused on the postage or shipping delivery of the products for the E-commerce website. Topics include the following: Basics of the E-commerce shipping; Why excellent fulfillment and delivery are vital to E-commerce business; Best shipping options to offer to E-commerce customers; Free shipping, Flat-rate shipping, At-cost shipping rates; Tips on reducing shipping costs; speeding up E-commerce delivery; Best practices of return shipping; and Various Philippine delivery couriers that DAWN can utilize for its E-commerce website.

The next module centers on several communication channels that DAWN can use in their E-commerce website effectively and efficiently. Since transactions are done online nowadays, she emphasized that DAWN should also venture in these various communication channels.



The activity with Ms. Janelle Falconer about the needs of DAWN's E-commerce website during the Day 1 of the E-commerce Workshop.



Lecture about the website optimization from Ms. Janelle Falconer's Day 1 training of E-commerce on May 30, 2022.

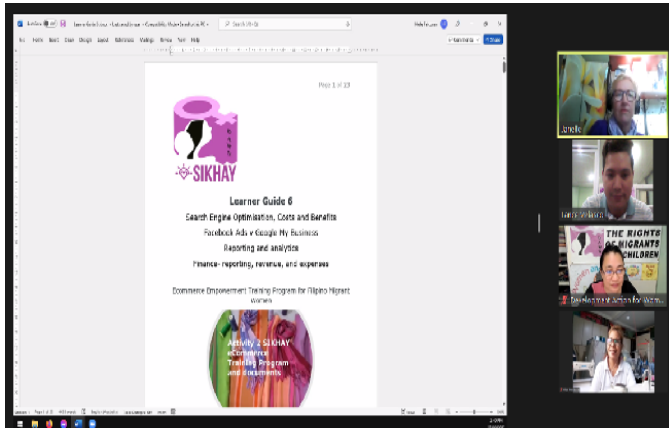
She discussed the importance of E-commerce communication; essential ingredients for good communications; ways to communicate with E-commerce buyers; web content; live chat; social media; Facebook Messenger; Short Message Service (SMS); Email; Telephone; & Key Takeaways based on email marketing statistics 2022.

The second day workshop focuses on how to create a marketing plan and the different ways on how to market through the E-commerce website. She also shared on how to use various basic software, such as Microsoft Word and PowerPoint in creating a catalog.

With this, DAWN can explore a variety of platforms and materials in marketing its E-commerce website. Topics include

the following: Developing an online catalogue; How to make a brochure on Word; Creating Catalogues in Publisher; Facebook - Create a Set of Items in a Catalogue; Creating catalogues in PowerPoint; Marketing Campaigns; Creating a Marketing plan template; SMS Marketing; Email Marketing; and Using of social media with your website.

She also discussed that DAWN can use the Search Engine Optimization (SEO) in its E-commerce website. SEO is used to optimize link popularity in order for the website to be easily findable in the internet web pages. These include Definition of Search Engine Optimization; Benefits of SEO; How SEO works; Search engine optimization techniques; Top SEO Tools; Optimizing search traffic: from clicks to conversions.



Ms. Janelle Falconer discusses the Learning Guide 6 of the E-commerce Workshop on May 31, 2022.



Watching of a video clip about the Introduction to E-commerce, Digital Marketing, and Freelancing.



Discussion on how to use keyword research using Google Keyword Planner by Ms. Janelle Falconer, DAWN's Sustainable Livelihood Mentor.




Photo opportunity of the Day 1: E-commerce Training by Ms. Janelle Falconer.



Group photo of the Day 2 E-commerce Training with Ms. Janelle Falconer.

Ms. Falconer presented how DAWN can invest with the use of Facebook Ads or Google My Business in promoting SIKHAY products. She talked about Reporting and Analytics in Finance (Reporting, Revenue, and Expenses). In this way, DAWN can track their sales and expenses based on the E-commerce website.

The two-day workshop ended with a photo opportunity with its DAWN staff/members: Lance Velasco, Mary Joy Barcelona, Masako Ono, Gilda Mosatalla, Rosalie Akase, Celia Tribunal, and Esther Abao.



SINAG (akebono or yoake in Japanese) means *dawn* or *daybreak*. It is the quarterly publication of the Development Action for Women Network (DAWN), a non-government organization devoted to issues concerning migrant women returnees and their children/youth.

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Australian Embassy features DAWN in its official FB account



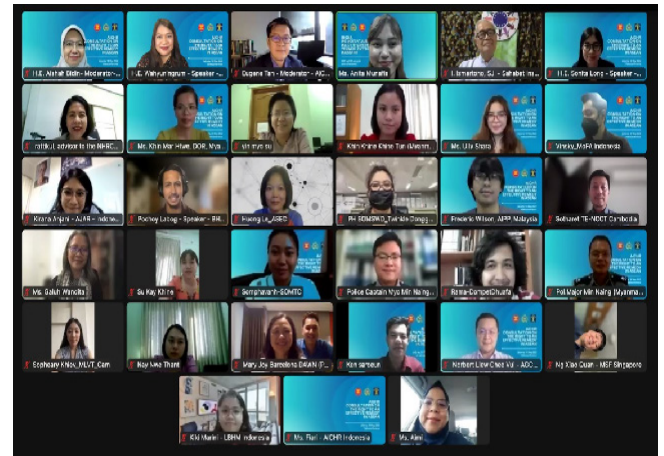
DAWN attends AICHR Indonesia Consultation

by Mary Joy E. Barcelona

On May 18, 2022, DAWN attended the ASEAN Intergovernmental Commission on Human Rights (AICHR) Consultation on the “Right to an Effective Remedy in ASEAN” (Article 5 of the ASEAN Human Rights Declaration) through a video conference via Zoom.

The said consultation aims to generate a discussion on the kind of effective remedy in addressing victims the right to truth, justice, reparation and guarantees of non-recurrence. It also serves as a platform for sharing experiences and learning from each other to provide effective remedies for the victims. Through the discourse, AICHR provided a framework of principles for the Recommendation of the Article 5 of the ASEAN Human Rights Declaration (AHRD) related to the effective remedies. This would also help the sectoral bodies to clarify the content of the right to an effective remedy.

The event ended with the closing remarks of Ms. Yuyun Wahyuningrum, AICHR Representative of Indonesia and a group photo opportunity.



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