



KANDAMA SOCIAL ENTERPRISE



**LEADING FROM THE
FUTURE:
A GENERATIVE
APPROACH TO
ENSURING A FUTURE-
READY WORK FORCE
IN JULONGAN VILLAGE**

COMPLEX PROBLEMS IN JULONGAN VILLAGE

Assessing the Sustainable Development Challenges of the Cradle of Ifugao Culture

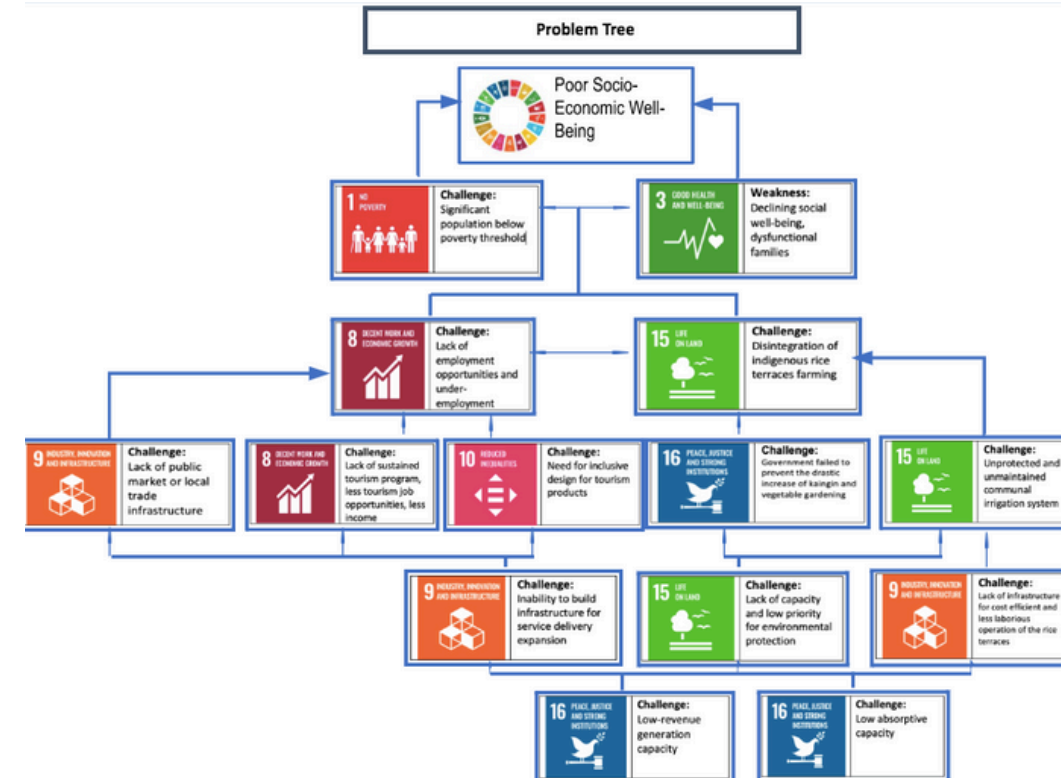
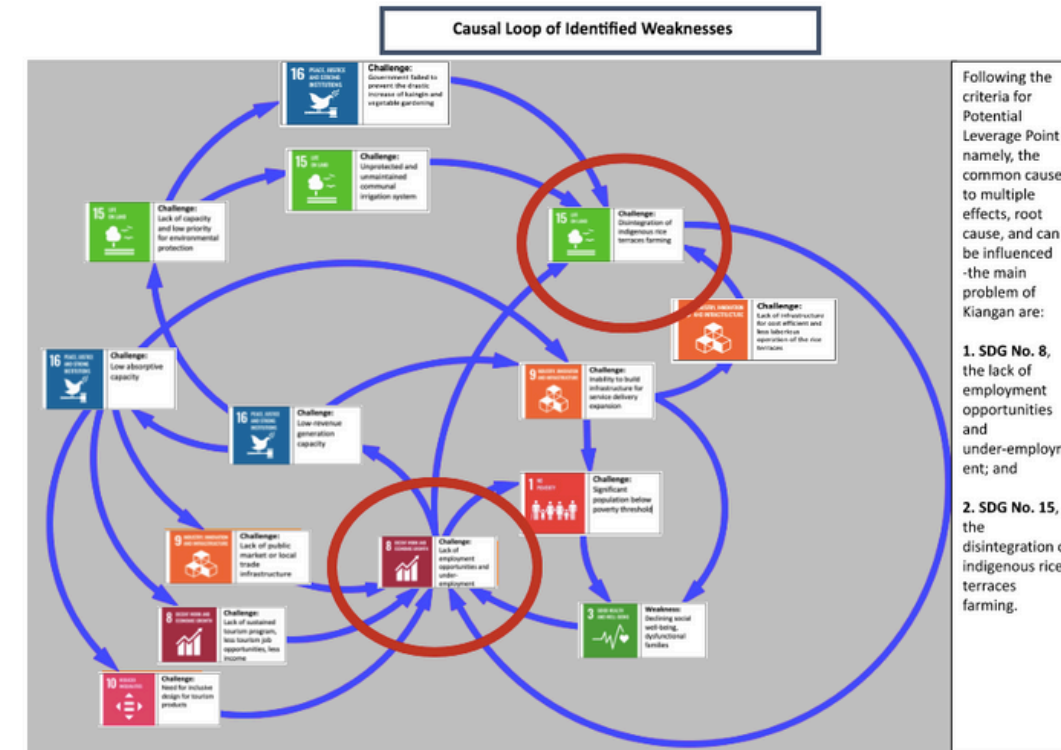
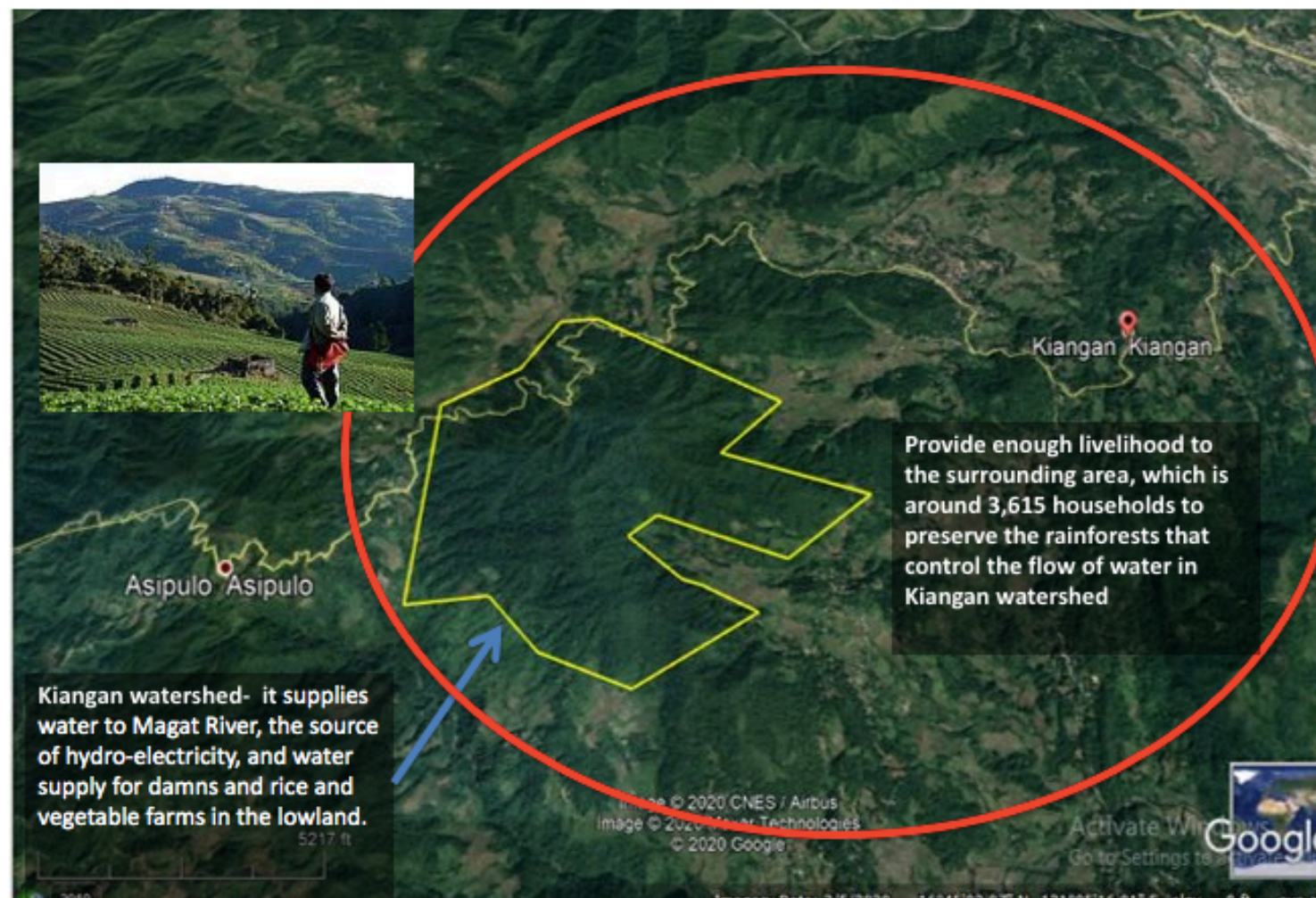
A Rapid Area Assessment of Kiangan, Ifugao

Researchers:

Amos, Raffy Baguilat, Victor Caburian, Tisha Nunag, Emmer Rahim, Zaka

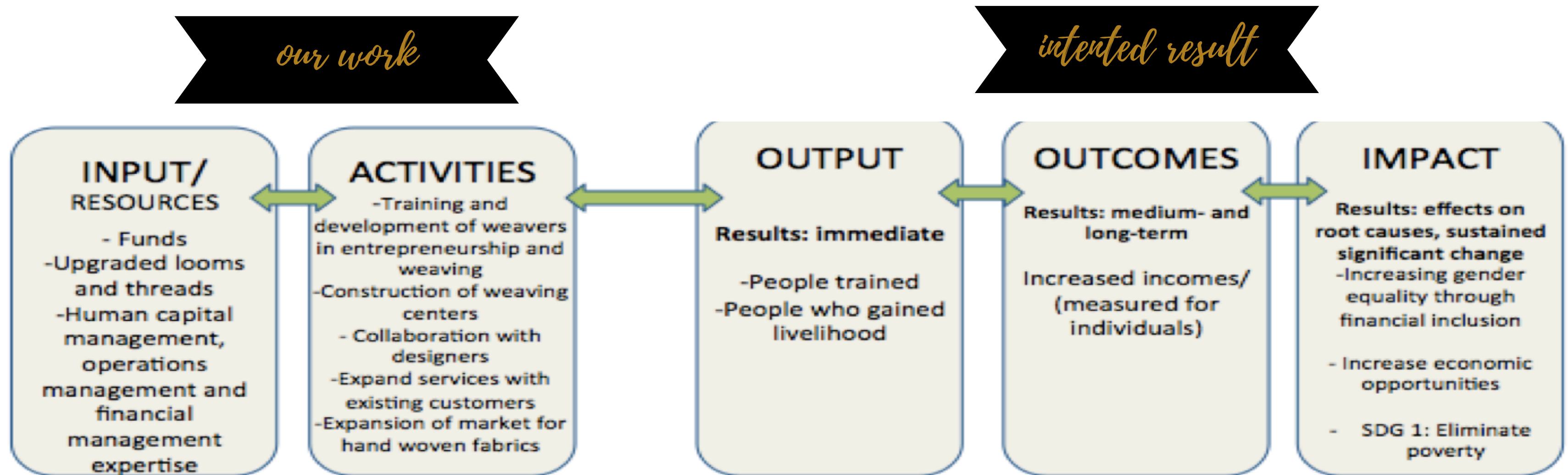
Quick Link

As a person of Ifugao heritage, my team from the Asian Institute of Management and I assessed the sustainable development challenges of Kiangan, Ifugao and we discovered the importance of weaving in preserving not only our culture but also in protecting the watershed and the rice terraces within the area.



LOGIC MODEL

Based on our research and assessment, in partnership with educational institutions, government agencies and NGOs, we have developed the following Theory of Change, which is our framework in achieving our sustainable development goals.



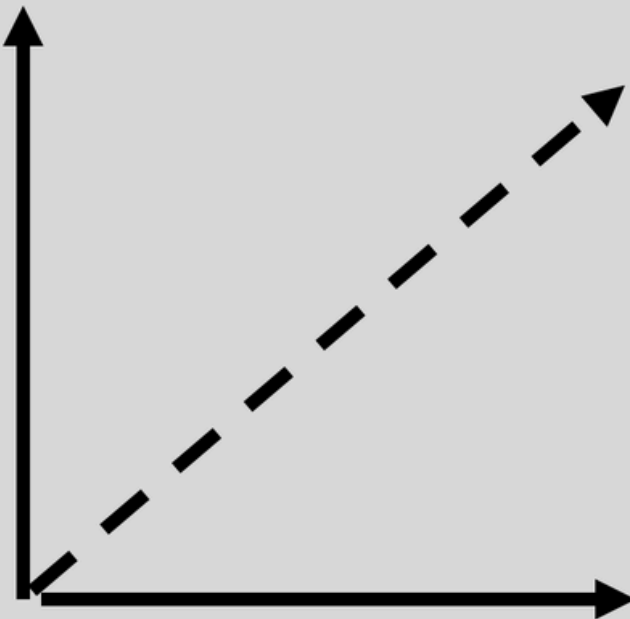
NOTE: The definition of impact, outcomes and output are base on Ainoor Ebrahim V. Rangan's "A Framework for Measuring the Scale and Scope of Social Performance".

Three Types of Complexity

Dynamic complexity:

Cause and effect are distant in space and time

⇒ **Whole system approach**



Generative complexity:

Disruptive patterns of innovation and change

- solution not known
- problem not able to be defined/may change as you go
- don't know actors to convene in early stages

Social complexity:

Actors have different views and interests

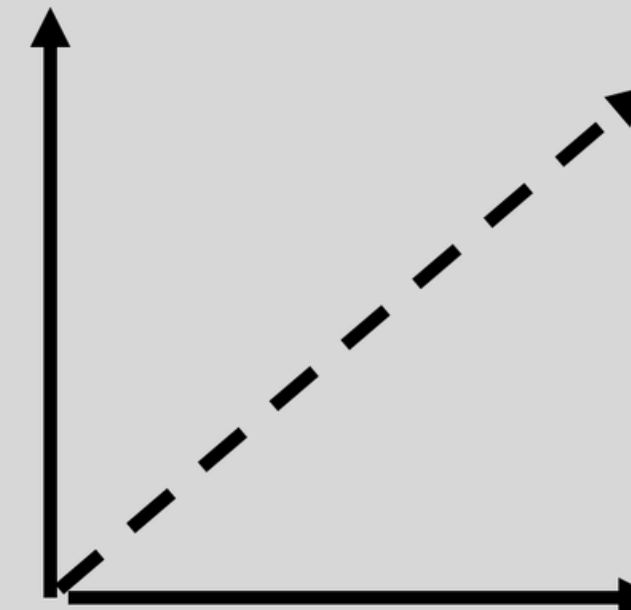
⇒ **Multi-stakeholder approach**

Three Types of Complexity

Dynamic complexity:

Cause and effect are distant in space and time

⇒ **Whole system approach**



Generative complexity:

Disruptive patterns of innovation and change

⇒ **Sensing and presencing approach**

Social complexity:

Actors have different views and interests

⇒ **Multi-stakeholder approach**

Two Sources of Learning, Two Learning Cycles

A. Learning by reflecting on the experiences of the past

act - observe - reflect - plan - act

B. Learning from the future as it emerges (presencing)

Sense-connect to highest future potential/possibility

Presence – bring the future into the now

Four Levels of Responding to Change

Manifest
action

1. **Reacting:** quick fixes

Process,
structure

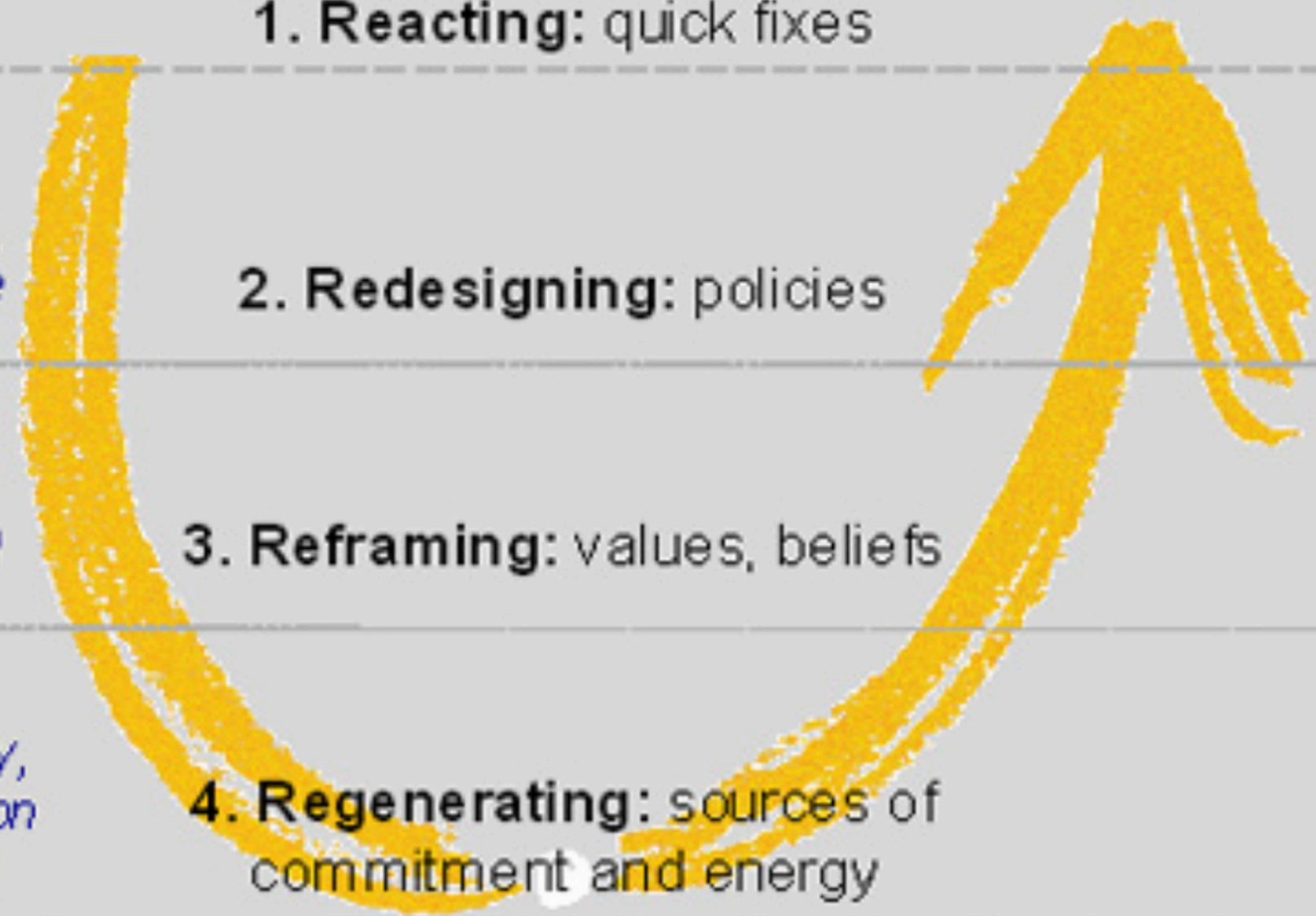
2. **Redesigning:** policies

Thinking

3. **Reframing:** values, beliefs

Source
of energy,
inspiration
and will

4. **Regenerating:** sources of
commitment and energy

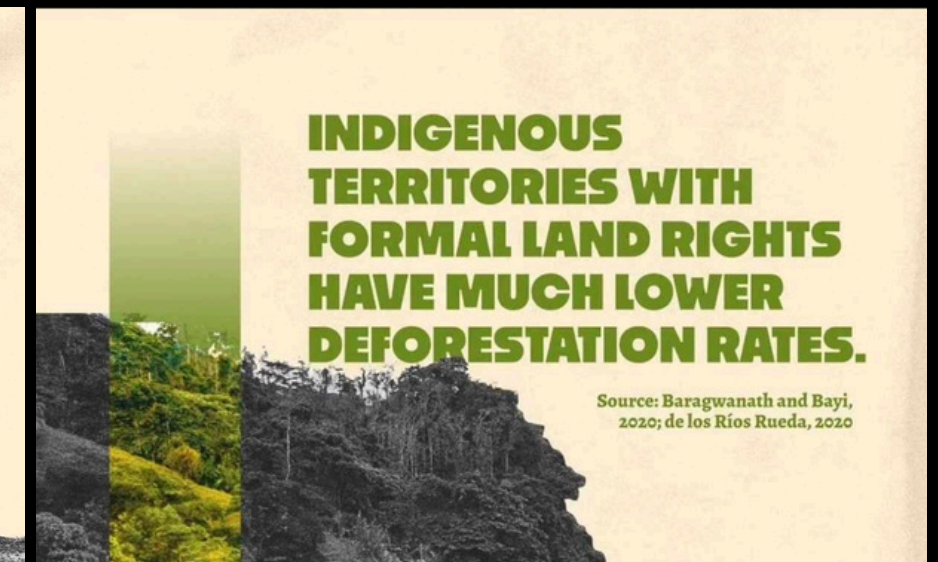


Tree planting

Ban deforestation

Ego system to Eco system

Anthropocentric to Eco-centric



LEARNING BY REFLECTING ON THE EXPERIENCES OF THE PAST

LEARNING FROM THE FUTURE AS IT EMERGES



Meeting with the LGU of Kiangán, Ifugáo



Meeting with DTI Provincial Director of Ifugáo



Meeting with Kiangán Municipal Treasurer



Meeting with coffee growers in Julongan Village, Kiangán, Ifugáo



Meeting with the Municipal Planning and Development Coordinator of Kiangán, Ifugáo



Meeting with Kiangán Municipal Treasurer



Meeting with Kiangán Municipal Treasurer



Meeting with Kiangán Municipal Treasurer



PREVIEW.PH
Meet the Local Designer Who Brought Ifugáo Weaves to Paris Fashion Week | Preview.ph

**SENSING:
CONNECTING TO
HIGHEST
FUTURE
POSSIBILITIES**

**RE-IMAGINED
WEAVES USED AS
TABLE RUNNERS
INTO COUTURE
GARMENTS**

**PRESENSING:
BRING THE
FUTURE INTO
THE NOW**

**CONNECTING
IFUGAO WEAVERS
TO A GLOBAL
MARKETPLACE**



ITALY

FEATURED DESIGNER AND STYLIST IN VOGUE ITALIA WITH PIA WURTZBACH
SHOWCASED IN MAJOR FASHION PLATFORM: PARIS FASHION WEEK



NORTH AMERICA

FEATURED IN SAY MAGAZINE (THE BIGGEST LIFESTYLE MAGAZINE IN NORTH AMERICA)



CANADA

NOMINATED AT INDIGENOUS ARTS AND FASHION AWARDS AS INTERNATIONAL DESIGNER OF THE YEAR IN 2020



UNITED STATES

SHOWCASED IN MAJOR FASHION PLATFORMS: NEW YORK FASHION WEEK (TWICE)



AUSTRALIA

SHOWCASED IN MAJOR FASHION PLATFORMS: MELBOURNE FASHION WEEK, MELBOURNE FASHION FESTIVAL (THRICE)



SPAIN

FEATURED IN A FASHION MAGAZINE IN SPAIN



NIGERIA

MISS EARTH NIGERIA, FINALE AND NATIONAL COSTUME COMPETITION JUDGE



SEOUL, S.KOREA

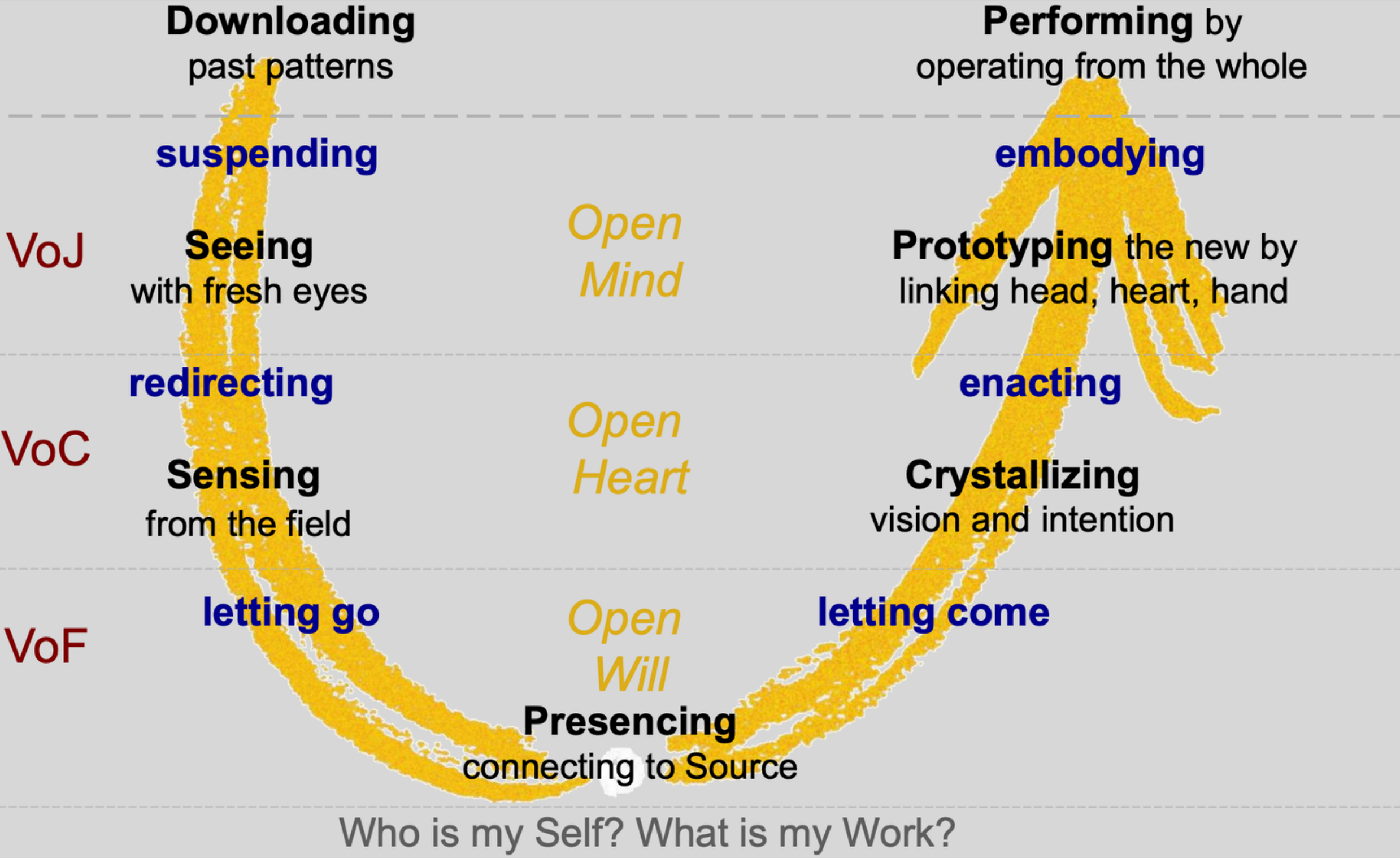
SEOUL, FASHION WEEK



FRANCE

PARIS FASHION WEEK, CANNES ARTS AND FASHION FESTIVAL DURING CANNES FILM FESTIVAL

Theory U



CURRENTLY PROTOTYPING: KANDAMA TOURS

CONNECTING SUSTAINABLE FASHION TO SUSTAINABLE TOURISM



THE JULONGAN RICE TERRACES : Among the rice terraces clusters connected to UNESCO Heritage Sites, the Julongan cluster is the less visited and exposed to mass tourism.



THE KANDAMA WEAVING CENTER : Situated at the heart of the heritage site and home to the skilled ifugao weavers behind the sustainable fashion brand, Kandama, the center houses the traditional equipment and methods that produces the brand's Indigenous Clothing Collection .



THE MUMNGUBUG FALLS : A towering natural wonder along steep slopes of lush vegetation fill the majestic rivers, streams and fresh forest water systems across the heritage area .

KANDAMA EXPERIENTIAL TOURS 

KIANGAN, IFUGAO HERITAGE TOUR

3N/2D MAIDEN TRIP ON SEPTEMBER 6 - 8, 2024

Be a KANDAMA model for a day and experience Ifugao nature and culture.

**UPSKILLING OUR WEAVERS AS TOURIST GUIDES,
HOMESTAY OWNERS, ETC.**

Results:

What



Process:

How



Source:

Who

Blind Spot: Inner place
from where we operate/
the level of consciousness

**“The success of an intervention
depends on the interior condition
of the intervenor.”**

William O'Brien,
former CEO of the Hanover Insurance Company



THANK YOU!



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