Sustainability Plan Guide Book

JUNE 2026

For a more *resilient*, *inclusive*, and *environmentally responsible* future, while continuing to support *women-led economic activities*.

This Sustainability Guide provides the overall strategic direction for Purple Market's sustainability journey. It outlines the organization's sustainability vision, priorities, guiding principles, and long-term objectives. The guide should be used as a reference when making decisions, developing projects, and planning future activities.

Who is PATAMABA and What Is Purple Market?

PATAMABA (Pambansang Kalipunan ng mga Manggagawang Impormal sa Pilipinas) is a national network that has supported home-based workers in the Philippines since 1989. With 98% of its members being women, PATAMABA helps members develop enterprises, access training and social services, and participate in local decision-making. The organization is active across 12 regions, 34 provinces, and 276 local chapters.

Women in the informal economy often face challenges such as limited access to markets, sustainable income opportunities, entrepreneurial support, and climate adaptation resources. In response, Purple Market was established in 2020 as a platform to promote and sell products made by PATAMABA members.

Through market opportunities and capacity-building activities, Purple Market supports women home-based workers and small-scale entrepreneurs in generating income, strengthening their skills, and showcasing locally made products that meet the needs of Filipino households.

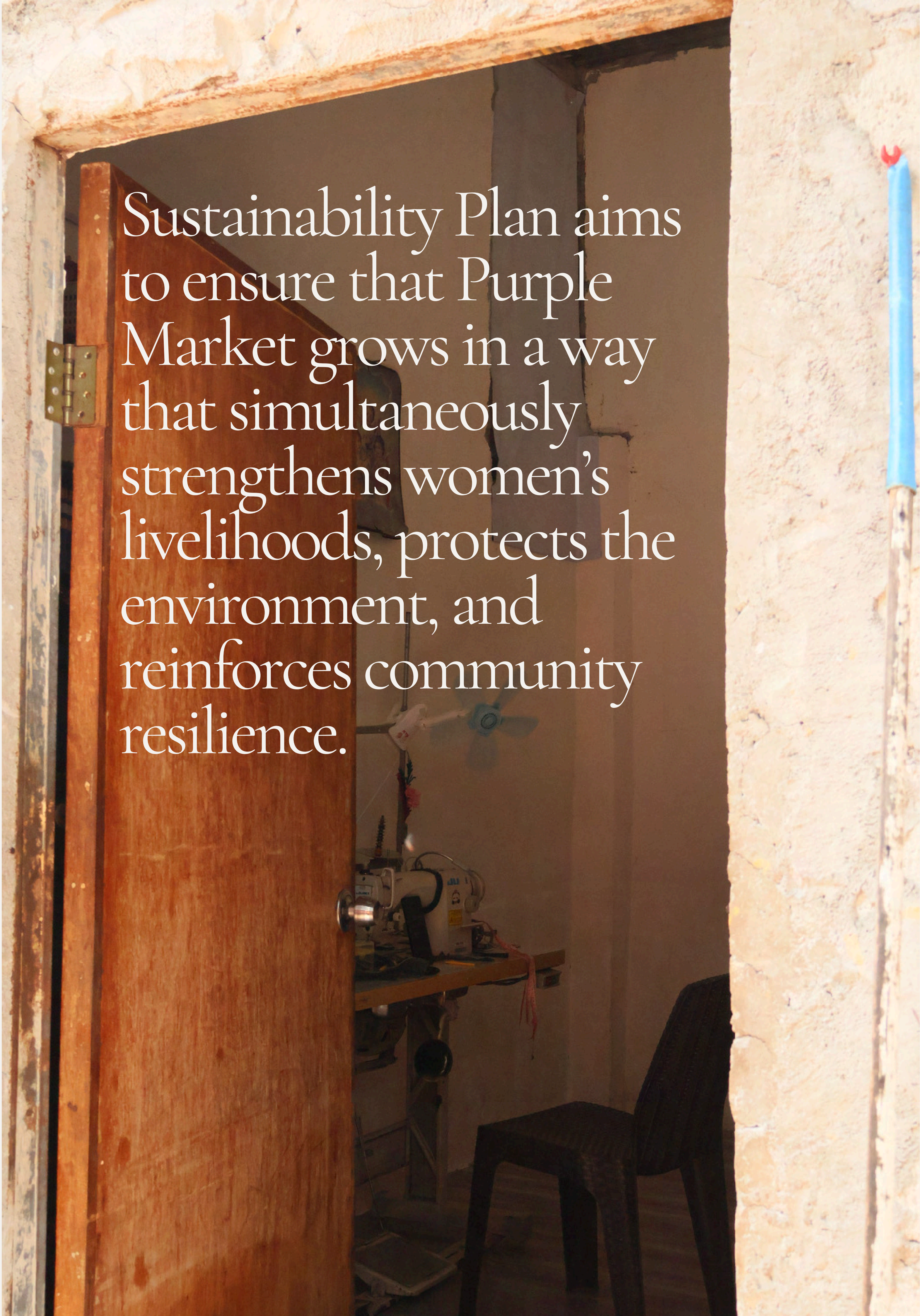
Key Objectives

The main objective of this Sustainability Plan is to support the long-term development of the Purple Market by embedding sustainability principles into its activities, decision-making processes, and strategic direction.

Through more intentional and sustainable practices, this sustainability plan aims to strengthen the visibility of the Purple Market and position itself as a responsible actor in environmental stewardship and women's economic empowerment.

This plan seeks to ;

- Promote sustainable and inclusive value creation across women-led Purple Market activities
- Strengthen organizational planning, coordination, and decision-making processes
- Enhance understanding of sustainability as a strategic opportunity for long-term growth
- Support the evolution of the business model toward a more resilient and future-oriented vision
- Provide practical tools to assess and improve products, processes, and activities
- Encourage actions that foster both environmental stewardship and community well-being

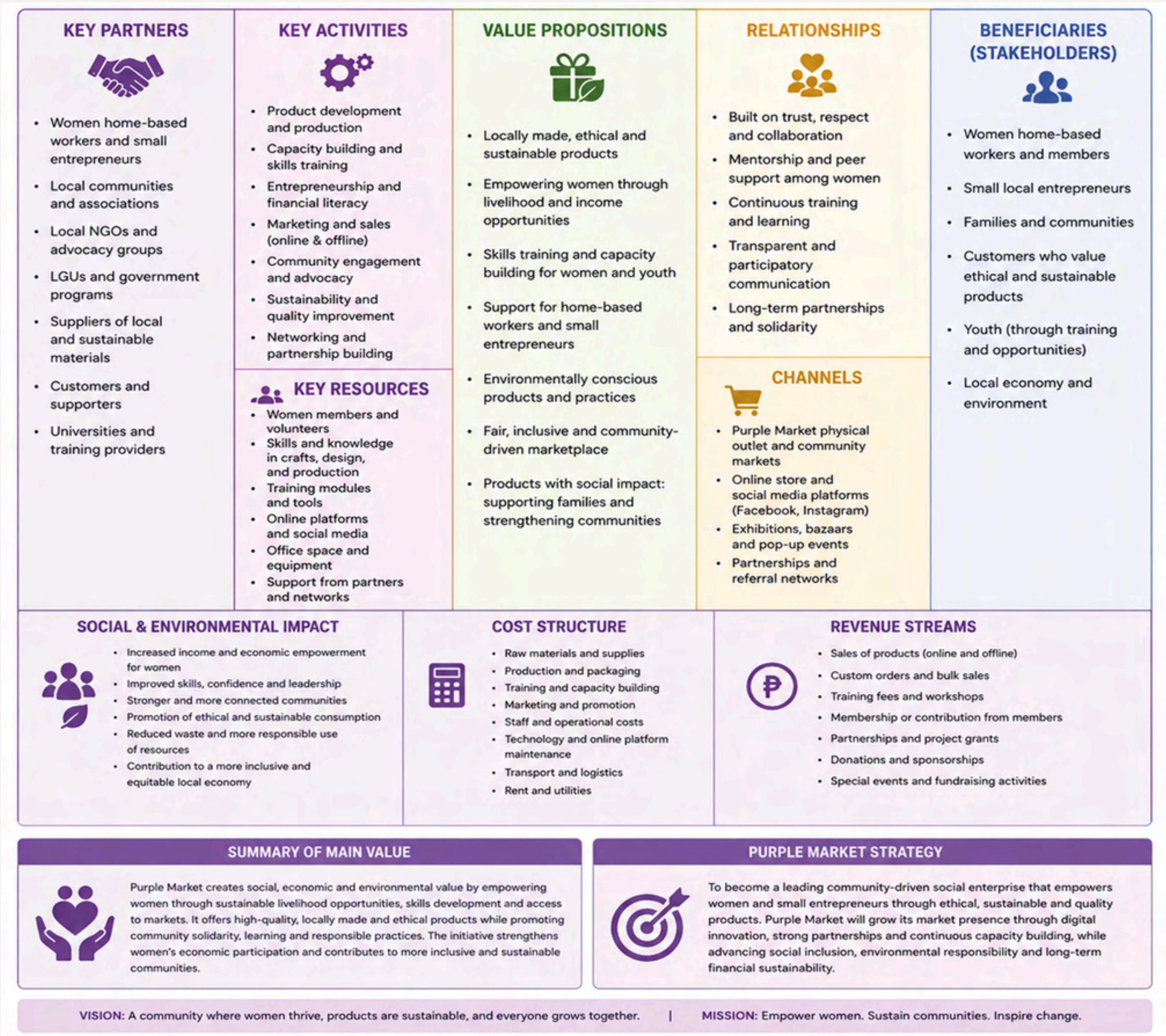


Sustainability Plan aims to ensure that Purple Market grows in a way that simultaneously strengthens women's livelihoods, protects the environment, and reinforces community resilience.

Purple Market Business Plan

Purple Market creates social, economic, and environmental value by providing women home-based workers and small entrepreneurs with opportunities to generate income, develop skills, and access markets through locally made, ethical, and sustainable products. This business plan emphasis the importance of combining income generation (economic pillar) with capacity-building activities such as entrepreneurship training, digital literacy, product development, and sustainability awareness (socio-environmental pillar). Here are some strategic priorities :

- Strengthening women's livelihoods and income opportunities
- Promoting sustainable and locally sourced products
- Building partnerships with local organizations and advocacy groups
- Increasing visibility through social media and community engagement
- Supporting knowledge-sharing and training for women and youth



Sustainable Development Goals (SDGs) Alignment

Sustainable Development Goals (SDGs) were identify to helped clarify the organization's current contribution to sustainability and highlight priority areas for future impact. Sustainable Development Goals (SDGs) already reflected in Purple Market's current activities and those they aim to strengthen moving forward. On one hand, several SDGs are already partially embedded in Purple Market's operations:

- **SDG 3** – Good Health and Well-being, linked to safer products and improved community conditions
- **SDG 5** – Gender Equality particularly through the empowerment of women and community participation
- **SDG 7** – Affordable and Clean Energy, reflected in discussions around cleaner production and resource use
- **SDG 13** – Climate Action, through emerging awareness and environmentally conscious practices

On the other hand, participants expressed a clear intention to expand Purple Market's impact across additional SDGs:

- **SDG 1** – No Poverty and SDG 2 – Zero Hunger, by strengthening livelihood opportunities and economic resilience of women
- **SDG 8** – Decent Work and Economic Growth, through improved income generation, fair work opportunities, and skills development
- **SDG 11** – Sustainable Cities and Communities, by reinforcing the role of Purple Market as a community-based, locally rooted initiative promoting sustainable consumption and production patterns

Purple Market Sustainable Strategy

Sustainability is closely connected to the mission of PATAMABA and the objectives of the Purple Market. As a social enterprise initiative of PATAMABA, Purple Market contributes directly to the organization's vision of empowering women in the informal economy while promoting inclusive, resilient, and environmentally sustainable development. The sustainability strategy of Purple Market is therefore designed to support PATAMABA's broader organizational goals by strengthening women's livelihoods, building leadership and entrepreneurial capacities, promoting environmentally responsible products and practices, and ensuring the long-term viability of the initiative.

Guided by these objectives, Purple Market seeks to create economic, social, and environmental value simultaneously, ensuring that growth and income generation are achieved in a way that benefits women, communities, and future generations. This creates a clear bridge between PATAMABA's organizational strategy and the Purple Market sustainability strategy, which is exactly what this sustainability plan is about. Based on the SBMC workshops, Purple Market's sustainability strategy is;

to position itself as a community-driven social enterprise that empowers women through sustainable livelihood opportunities, ethical entrepreneurship, and environmentally responsible products.

This strategy also addresses the main goals of sustainability ;

Social sustainability by supporting women home-based workers, strengthening community participation, and creating inclusive economic opportunities.

Environmental sustainability by encouraging locally made products, responsible sourcing, waste reduction, and more sustainable production practices;

Economic sustainability by diversifying revenue streams, strengthening market access through online and physical platforms, and improving long-term organizational resilience.

Guiding Principles of Sustainability

The guiding principles for Purple Market will serve as the operational bridge between the SDGs and the organization's activities. They will help ensure that sustainability is not only understood as a set of global goals, but also as concrete ways of working, across governance, production, community engagement, and capacity building.

Principle 1: Environmental Responsibility Across its Operations

Purple Market commits to reducing its environmental footprint by integrating sustainable practices into its operations, including responsible resource use, waste reduction, and consideration of environmental impacts in production and sourcing decisions, while progressively strengthening climate change adaptation.

Principle 2: Gender Equality and Women's Empowerment

The organization promotes gender equality and prioritizes the economic empowerment of women and young women through equitable access to opportunities, resources, and decision-making spaces.

Principle 3: Inclusion and Rights-Based Approach

Purple Market ensures inclusive participation, transparency, and respect for rights, recognizing the value of informal work and promoting safe, equitable, and participatory processes.

Principle 4: Knowledge Sharing and Capacity Building

The organization supports the development and transfer of knowledge across members and generations, including youth engagement and strengthening organizational learning systems.

Principle 5: Climate Resilience

Purple Market integrates climate risk considerations into planning and operations and promotes adaptive practices to strengthen the resilience of women's livelihoods and the organization.

Principle 6: Accountability and Continuous Improvement

The organization ensures that sustainability actions remain practical, measurable, and adaptable through continuous monitoring, feedback mechanisms, and iterative improvement.

Implementation

The implementation roadmap for Purple Market translates the Sustainability Plan into a phased and realistic action plan over a one-year horizon. The roadmap is structured around four pillars: governance, capacity building, social inclusion, environmental sustainability, and economic resilience.

- **In the short term (0–5 months)**, priority is given to establishing governance structures, defining roles and responsibilities. Product assessment should be conducted using the Product Sustainability Evaluation Criteria Tool developed as part of this Sustainability Plan. These actions ensure that the organization has the internal systems needed to operationalize the Sustainability Plan.
- **In the medium term (5 months–1 year)**, the focus shifts toward strengthening internal capacities, particularly through knowledge transfer to youth, development of training tools, and reinforcement of women's participation in decision-making processes. During this phase, the organization also begins to actively explore funding opportunities and strengthen its financial sustainability.
- **In the long term**, Purple Market aims to consolidate its sustainability practices across all dimensions and strengthen its financial independence through diversified funding sources and improved market positioning. The feasibility of the plan is based on a progressive approach, ensuring that low-cost and high-impact actions are prioritized. Further details regarding implementation activities can be found in the Implementation Roadmap and Monitoring Tracker accompanying this report.

Supporting Tools and Templates

The Sustainability Plan is supported by a set of practical implementation tools developed for Purple Market. These tools are designed to help staff, members, and leadership integrate sustainability considerations into daily operations, planning, and decision-making processes. The six (6) following supporting documents accompany this Sustainability Plan:

- Product Sustainability Evaluation Criteria Tool (Excel)
- Implementation Roadmap and Monitoring Tracker (Excel)
- Guide for Environmentally Responsible Office Management (PDF)
- Social Business Model Canvas, Strategy Map and Balanced Scorecard
- Purple Market Sustainability – Exploration Form

These tools are referenced throughout the Sustainability Plan and should be used as operational documents. All tools should be regularly updated as the Purple Market evolves, particularly during annual reviews or strategic planning sessions. They are intended to remain flexible and practical, allowing the organization to adapt them to changing needs and realities.