



**I. General Anlysis of the situation - STARBUSTING**



- The strongest typhoon ever recorded
- 6300 casualties
- Zamboanga violent internal conflict
- 2.5 mln in a need of humanitarian help
- WASH crisis

- High vulnerability to disaster
- Poor housing
- No resilience
- Flood contaminating the water
- Primary sources of livelihood destroyed
- Infrastructure destroyed

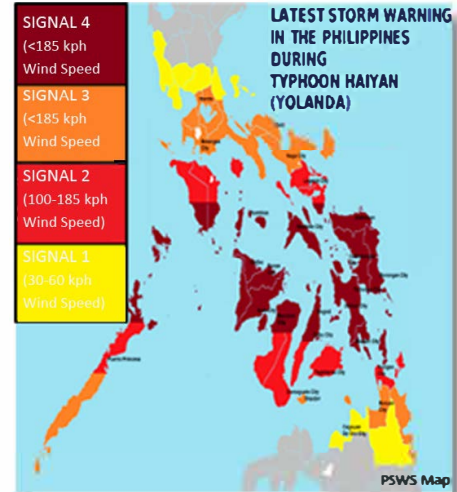


- Poverty
- Weak Early Warning System
- Very strong typhoon

- Visayas
- Mindanao

- Philippine Government and its local units
- 673 000 IDP's and 11,3 mln people affected
- INGO'S
- International organisations
- Local NGO's
- Other countries (US, UK, Japan)

- November 2013
- Change from summer monsoon to winter monsoon



**II. SWOT Analysis for Cash Transfer in Philippines**

<p><b>OXFAM</b></p> <p><b>SWOT Analysis &amp; Strategies</b></p>	<p><b>STRENGTHS</b></p> <ol style="list-style-type: none"> <li>1. Financial stability (diverse and long term sources)</li> <li>2. Long experience in this region and acceptance by population and government</li> <li>3. Experience with cash-transfer (since early 1990s)</li> <li>4. Skilled staff</li> <li>5. Local partners and government</li> <li>6. Longterm participation in clusters</li> </ol>	<p><b>WEAKNESSES</b></p> <ol style="list-style-type: none"> <li>1. Lack of objectivity because of long term work in this region</li> <li>2. Too many and ambitious activities - hard to prioritize and create unity</li> <li>3. The complex approach makes it difficult to react fast and local</li> <li>4. Volunteer &amp; Employee safety concerns</li> <li>5. Financial dependence (almost 45% of money from governments and institutional donors).</li> <li>6. Lack of monitoring system</li> </ol>	
<p><b>OPPORTUNITIES</b></p> <ol style="list-style-type: none"> <li>1. Strong local market</li> <li>2. Government and 45 agencies using cash-transfer in Philippines</li> <li>3. Entrepreneurial Philippines culture</li> <li>4. Well developed private sector</li> <li>5. The Visayas have agricultural economy, so, inserting money will impact directly the food security and livelihood of the population</li> <li>6. Cash transfer provides opportunities to reorganize and reintegrate the local community</li> </ol>	<p><b>SO: Maxi-Maxi Strategy</b></p> <ol style="list-style-type: none"> <li>1- S3+S6+O2+O1 = Use the possible synergy of our knowledge and the experience of agencies and government to coordinate and apply a successful cash transfer program</li> <li>2- S5+S2+O6 = Oxfam local partners, long experience and acceptance in the region facilitate the culture-appropriate and rapid answer and helps to reorganize and reintegrate the local community</li> <li>3- S5+O5 = Strong local network combined with the agricultural background in Visayas help us to rapidly overcome the food security issue.</li> </ol>	<p><b>WO: Mini-Maxi Strategy</b></p> <ol style="list-style-type: none"> <li>1- W1 + O1+O4+O5 = To cope with our lack of objectivity we can use the experience, culture and knowledge of key local actors</li> <li>2- W6 + O2 = To face Oxfam lack of monitoring system we can use or adapt already long-term working government's monitoring system</li> <li>3- W3 + O1+ O2+O4 = The Philippines solid background with cash transfer facilitates our reaction regardless to our complex approach</li> </ol>	<p><b>III. Overview</b></p> <p>In a result of the Haiyan Typhoon, Philippines's economy is largely affected and people are pushed to further poverty with no possibility to earn an income. Therefore, cash transfers are a great solution to recover the economy and empower people to take responsibility for themselves.</p>
<p><b>THREATS</b></p> <ol style="list-style-type: none"> <li>1. High expectations of stakeholders from our work</li> <li>2. Donors worries about accountability for cash-transfer and the competitive environment can lead to less amount of donation</li> <li>3. Data sensitivity and protection</li> <li>4. Violent internal conflict in Zamboanga</li> <li>5. Probability of a second Typhoon</li> <li>6. Hyper inflation</li> </ol>	<p><b>ST: Maxi-Mini Strategy</b></p> <ol style="list-style-type: none"> <li>1- S1 + T2 = To overcome the donors mistrust in the beginning of the project, we can use our own resources to start the intervention.</li> <li>2- S2+S4+S3+T1 = We can answer the high expectations of the stakeholders with our long experience in the region and cash transfer as well as our high skilled staff</li> <li>3- S2+S5+T4 = Oxfam can access the conflict areas in Zamboanga due to the acceptance of the population, government and local partners</li> </ol>	<p><b>WT: Mini-Mini Strategy</b></p> <ol style="list-style-type: none"> <li>1- W4+T4+T5 = Analysing the staff safety, we developed contingency plans: selecting staff experienced in complex situation, evacuation plan, communication campaign about our neutrality and actions</li> <li>2- W1+W2+W3+T1+T2 = Knowing Oxfam lack of objectivity, wide range of activities, high standards and complex approach we assume a negative impact on our accountability, so we developed a simple and trustful action plan</li> <li>3- W5+T2+T3 = Assuming that we depend on major donors who expect high accountability, Oxfam recognise the problem with sensitivity data protection. We create a clear categorization of shared data</li> </ol>	<p>The SWOT analysis provides us with positive strategies to follow in order to implement successful cash transfer program. Mini-mini strategies allowed us to see the hypothetical problems we may face and prepare adequate contingency plans.</p>

## SOURCES

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