



Business Opportunities in Social Development

24 September 2020

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BUSINESS
OPPORTUNITIES 

Overview

- Key Trends and Challenges
- Social Development in ADB
- Strategy 2030: Addressing Remaining Poverty and Reducing Inequalities (Operational Priority 1)
- Key Opportunities -- technical assistance and sample projects
- Social Protection Pipeline Projects 2021-2023

Key Trends and Challenges

Trends and Challenges	Covid-19
Remaining poverty and inequality 264 million people still live below the \$1.90 per day poverty line, and around 1.1 billion live on less than \$3.20 per day	Could push 70-100m into extreme poverty (WB) Could generate 176 million additional poor at \$3.20 and 177 million additional poor at \$5.50 in lower and upper middle income countries
Demographic transition: Asia and the Pacific is both the youngest and the fastest-aging region of the world.	Youth unemployment critical issue going forward “covid-generation” Covid-19 health impacts on older persons, loss of livelihoods
Disability. About 70% of the global population of people with disabilities (690 million persons) live in Asia and the Pacific	Lack of access to health and education services, impacts on livelihood opportunities
Migration and labor mobility: urbanization, regional and global migration, remittances	Impacts on remittances, access to care and other services for migrants, longer term employment
Rapid changes in technology	Coverage, affordability and accessibility
Informality of jobs and vulnerability	Lack of broad based and comprehensive social protection

Social Development in ADB

Social Development

A cross-cutting approach to development that promotes

- greater **inclusiveness** and **equity** in **access to services, resources, and opportunities**
- greater **empowerment** of poor and marginalized groups **to participate in social and economic life**
- greater **security to cope with chronic or sudden risks**, especially for the poor and marginalized groups

Poverty and Social Dimensions of Operations

- Inequality and exclusion
- Gender and vulnerable groups
- Participation
- Social risks
- Institutional capacity

Social Protection

- Social assistance
- Social insurance
- Labor Market Programs

Inclusive Business

Commercially viable business that generates high development impact for *base-of-pyramid* population as producers, suppliers, distributors, employers and/or employees

Adapting to aging Asia and the Pacific

- Aging and Elderly care
- Human Resources
- Life-long learning
- Inclusive and age-friendly design
- Financing

Other emerging topics

- Youth
- Migration
- Disability
- Resilience

Strategy 2030

Operational Priority 1

Addressing Remaining Poverty and Reducing Inequalities

- Strengthen Country Partnership Strategy (CPS), Inclusive and Sustainable Growth Assessment
- Seek new sources of partnership and financing
- One ADB: multisectoral interventions to improve access, affordability, participation, accountability, sustainability

Strategic Operational Priorities

1 Human capital and social protection enhanced for all

2 Quality jobs generated

3 Opportunities for the most vulnerable increased

Operational Approaches



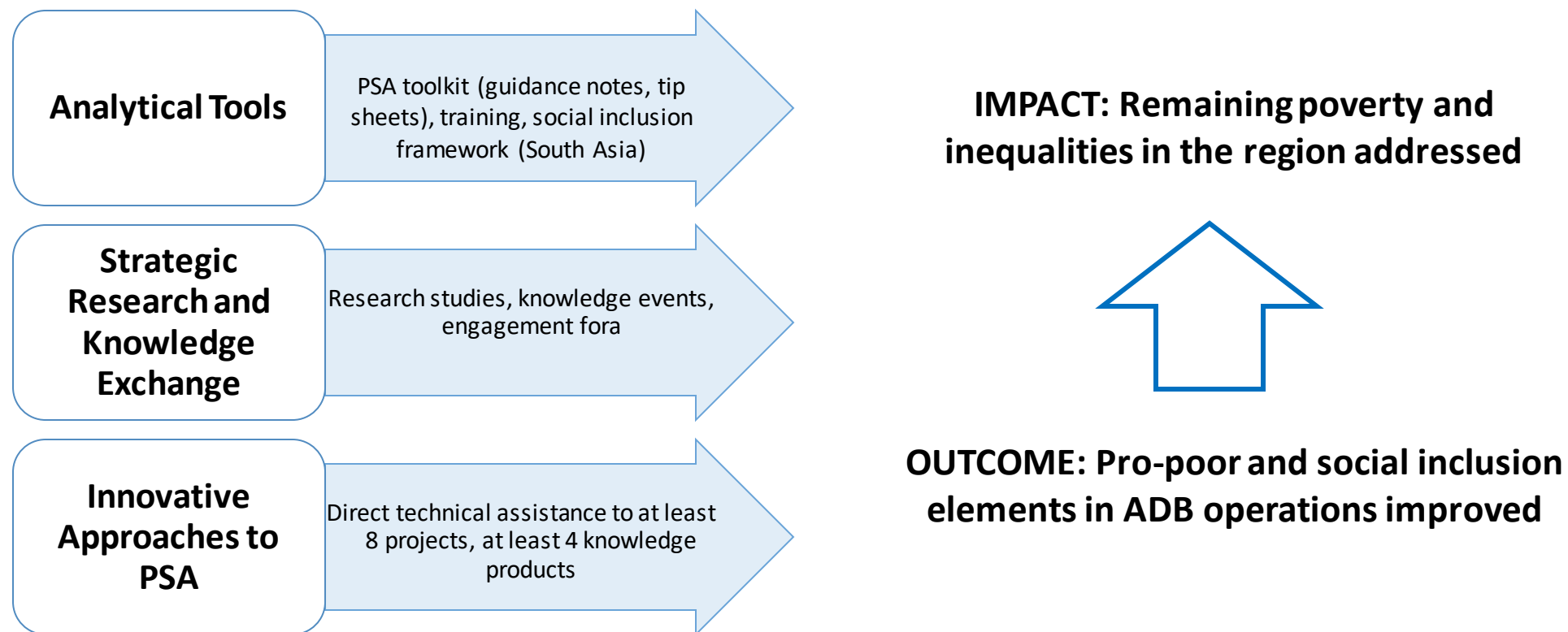
Sub-pillars

- Learning opportunities improved
- Access to health services improved
- Social protection systems strengthened
- Business environment improved
- Provision of business development services and the financial sector strengthened
- Labor standards and policies strengthened
- Provision of infrastructure services and finance to the poor and vulnerable improved
- Increased inclusiveness of regulatory, legal and institutional enabling environment

Poverty and Social Analysis

- Stronger focus on the “leave no one behind” agenda
- Better project selection, design, and impact

Technical Assistance: [Supporting the OP1 Agenda: Strengthening Poverty and Social Analysis \(2019\)](#)



Disability Inclusion

Disability remains a persistent vulnerability across the region and globally

1 in 7 people globally live with a disability
expected to rise to 1 in 5 by 2050 due largely to aging populations

Estimated **690 million persons** with disabilities
(PWD) **in Asia and the Pacific**

Many face extreme poverty because of lack of access, mobility and exclusion from opportunities

PWD are **2-6 times more likely to be unemployed** than those without disabilities

In some countries, **social protection measures** such as government-funded healthcare and disability benefits are **only able to reach around 28% to 30% of persons with disability**

S2030 highlights the importance of disability inclusion, particularly under the OP1, OP2 and OP4



Charter for Change

To ensure the rights, freedoms, dignity and inclusion for all persons with disabilities

- Cross cutting issue across sectors
- ADB made 9 commitments at the Summit: strategic framework, advocacy and partnerships, inclusive education, inclusive financial markets, social protection data, universal health coverage
- New partnerships: CBM Australia, Global Disability Innovation Hub



Ensuring Inclusiveness and Service Delivery for Persons with Disabilities Project (\$25m plus, \$2m JFPR)

PROJECT

The project aims to ensure access to services and employment for PWD to increase their autonomy and contribution to the economy and society

ISSUES

PWDs in Mongolia and their households represent a population subgroup with substantially higher incidence of poverty and lower human development indicators than the rest of the population.

- 42% of households with PWDs live in poverty compared with 18% of households without PWDs,
- 28% of PWDs aged 15–59 years are in the labor force compared with 69% of those without disabilities,
- 43% of children with disabilities (CWDs) aged 6–18 years are unable to read compared with only 4% for those without disabilities



INNOVATION

- **First fully focused disability inclusion project for ADB.**
- Comprehensive, multisectoral, lifecycle

Demographic Transition: Adapting to Aging

Asia

STAGES OF AGING

YOUNG

<7% of population is aged 65 or older

AGING

7–13% of population is aged 65 or older

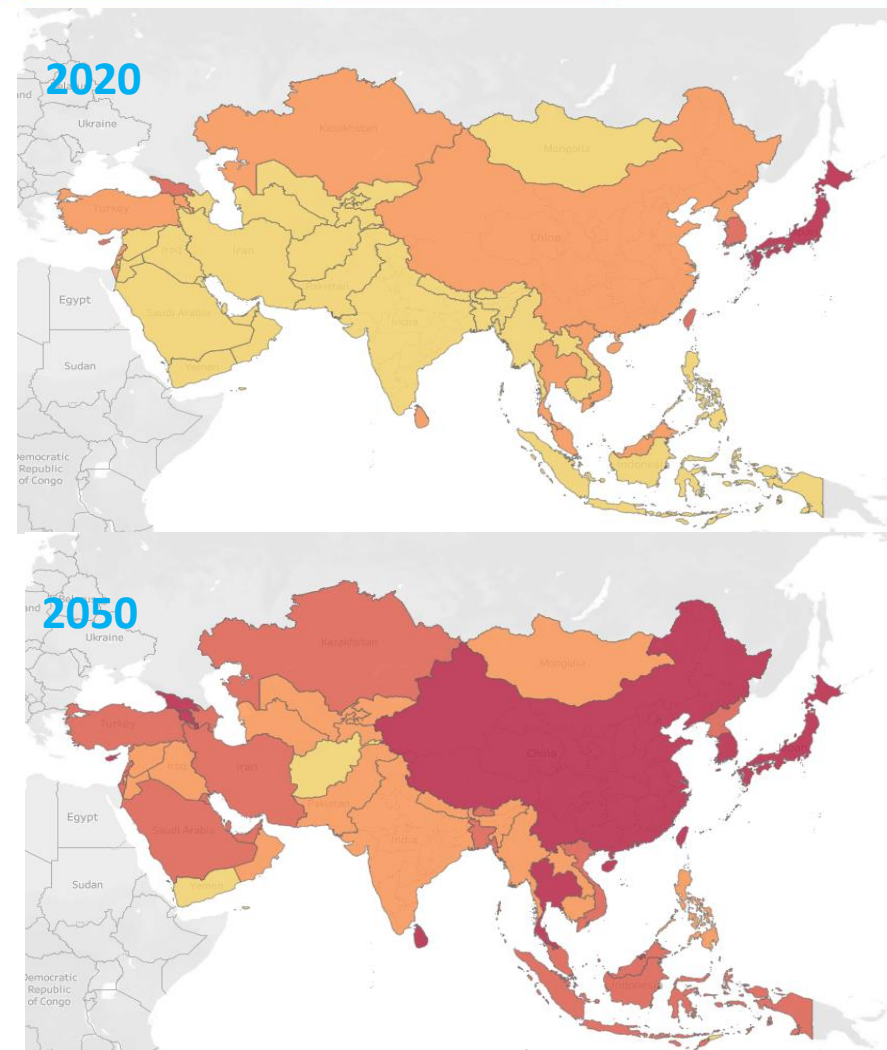
AGED

14–20% of population is aged 65 or older

SUPER AGED

≥21% of population is aged 65 or older

- Major social and development challenge for Asia and the Pacific: S2030
- Next 15 years is critical time to adapt
- New business opportunity with potential for large job creation where ADB can add value across sectors: social protection, health, education, urban, finance, private sector, NGO, ERCD, ADBI
- Policy development is happening quickly, but strategic planning and clear ideas on how best to adapt are lagging
- Demands a One ADB approach with multisectoral teams. Many entry points for lending.



Source: AHWIN, "Data on Aging," www.ahwin.org/data-on-aging; compiled based on United Nations, Department of Economic and Social Affairs, Population Division, *World Population Prospects: The 2019 Revision, Key Findings and Advance Tables* (2019).

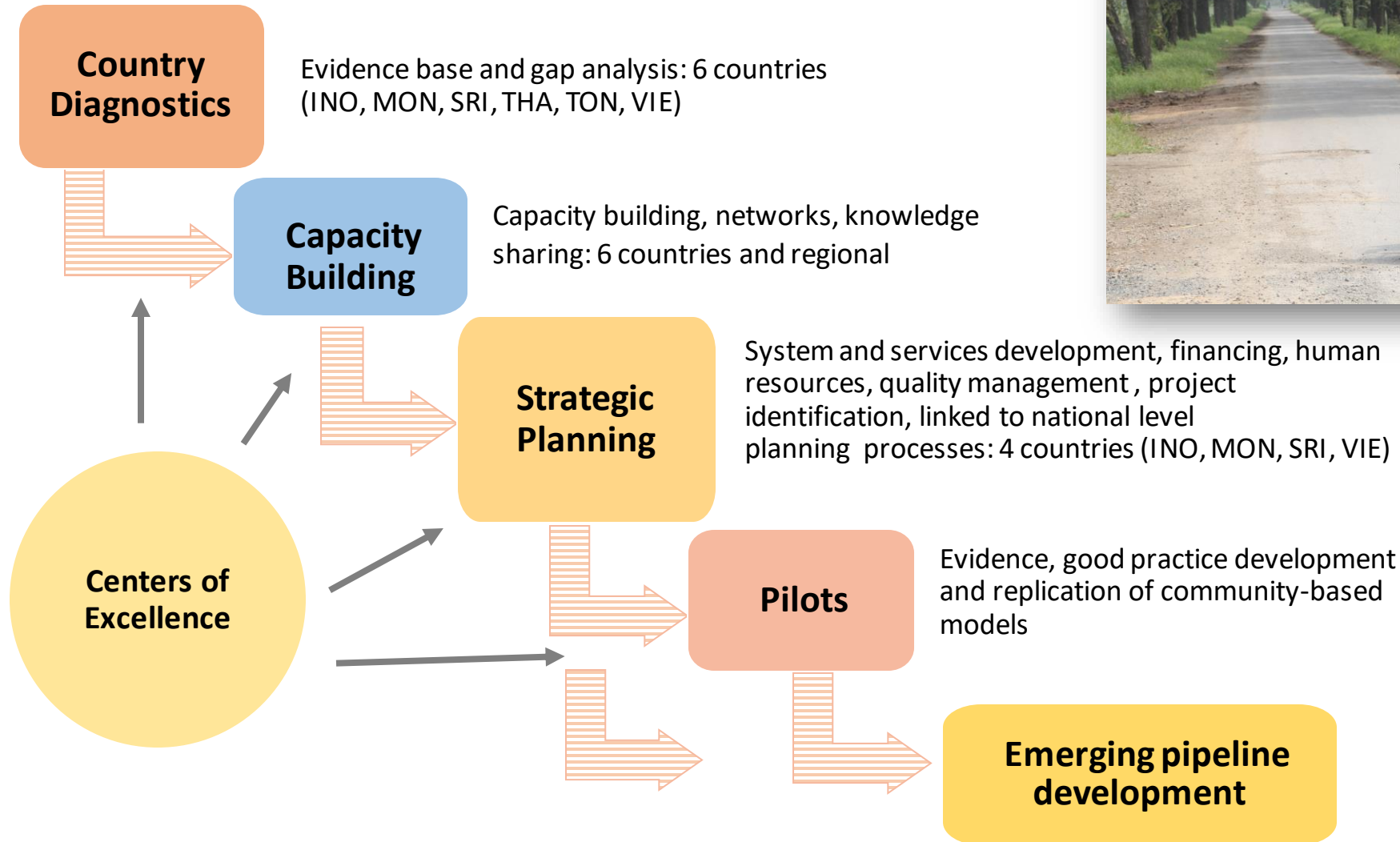


Addressing the Need to Develop Long term Care in the Region



TA 9111:
Strengthening
Capacity for
DMC's in
Elderly
Care

TA 9928:
Developing
Innovative
Long term Care
Systems and
Services



- Indonesia
- Mongolia
- Sri Lanka
- Viet Nam



PRC Hubei Yichang Comprehensive Elderly Care Demonstration Project 2018 (\$150 million)

PROJECT

Develop a three-tier system of elderly care services (residential, community, home)

APPROACH

Cross-sector approach with the following components:

- (i) Home- and community-based care
- (ii) Dementia care
- (iii) Geriatric hospital
- (iv) EC-ICT platform
- (v) Human resources
- (vi) EC system development

INNOVATIONS

TA – Strategic Plan – PPP Project – Public Sector Project

- (i) address unmet urgent needs, i.e., care for elderly with **dementia**; (ii) **digital smart link** to agency providers and beneficiaries by fully leveraging **Yichang Smart City**; (iii) mobilize **private sector's** knowledge, innovation, and financing for
 - Scale of demand – residential care
 - Gap in supply – between medical and long-term care





Hebei Elderly Care Development Project (\$100 million)



Elderly Care systems and services development : \$100m.

Services and systems development in 5 urban and rural sub-projects and **1 center of excellence for HR development in elderly care (EC) with Yanshan University.**

Integrated service model linking three tiers of care (residential, community, home) in urban and rural areas
Development of new service and skill areas: rehabilitation, dementia, palliative, home and community based services

Human resources development program to support improved quality and the development of new elderly care job areas:

Yanshan University: Whole of University Approach

- EC Management,
- ICT and Assistive technology
- Geriatric counseling
- Nursing and caregiving

Social Protection

Strategic technical assistance support to strengthen social protection systems in countries

- **Developing the evidence base:** supporting original data collection and analysis and **enhance policy dialogue** with government agencies to help identify options and prioritize social protection programs
- **Building capacity:** in developing member countries and within ADB
- **Supporting pipeline development** and design and implementation of operations



Strategies for Financing Social Protection to Achieve SDGs in DMCs (\$1.5 million, 2017/2018): Assessment of gaps in financing to achieve SDG 1.3 on social protection in 6 countries (AZE, CAM, INO, MYA, TIM, UZB), development of strategic frameworks to finance expansion of sustainable social protection programs, capacity building (in collaboration with OECD and ILO).



Enhancing ADB's Support for Social Protection to Achieve the SDGs (\$2 million, 2018): Support to operations to develop pipeline: capacity building in DMCs and ADB, development of a network of partnerships and specialists in the region, funding the next round of the Social Protection Indicator. Combines short- and long-term approach.



Quality Jobs and the Future of Work (\$1.5 million, 2020): Jointly implemented by the SDTG and the Education SG, the TA aims to strengthen capacity in DMCs to facilitate access to quality jobs, factoring in major disruption caused by the COVID-19 pandemic.



Social Protection: Pakistan: Benazir Income Support Program

Issue

Reduce income poverty by providing unconditional cash transfer (UCT) to the female head of poor families.

Approach

Around 5.6 million households (17% of population) are receiving UCT under the program. UCT is complemented with financing from World Bank and DFID for a conditional cash transfer (CCT) scheme to send children to schools. Additional financing supports continuation of UCT and capacity development of BISP administration and policy research. This support is aligned to the government's Ehsaas poverty alleviation program

EHSAAS POLICY

Objective is to reduce inequality, invest in people, and lift lagging districts.

Pillar I

Addressing Elite Capture and
Making the Govt System
Work for Equality

Pillar II

Safety Nets

Pillar III

Human Capital
Development

Pillar IV

Jobs & Livelihoods





Quality Jobs: Agenda for all

- Optimize the role all sectors play in quality jobs creation
- Promote learning and employability (Education)
- Improve evidence base for labor market demand (AI, Digital) Bangladesh
- Strengthen employment potential of investments in infrastructure (Transport)
- Leverage infrastructure investments with skills development (Mongolia, Pakistan)
- Improve business environments
- Promote inclusive business to support inclusion, access, and job creation
- Leverage youth initiatives to focus on quality jobs
- Develop new areas for priority jobs (Health)
- Focus on opportunities to develop green jobs (Energy)





Social Protection Projects 2021-2023

Central and West Asia

PAK	2021	Integrated Social Protection Development Program (Ehsaas)	300.00
TAJ	2023	Improving Science, Technology, Engineering and Mathematics Education Project	30.00
UZB	2022	Secondary Education Investment in STEM Project	50.00
UZB	2023	Secondary Education Investment in STEM Project (Additional financing)	46.39

East Asia

MON	2021	Second Shock Responsive Social Protection Project	70.00
MON	2023	Education Sector's Response to the Demographic Bubble Program	30.00
PRC	2021	Shanxi Technical and Vocational Education and Training Development Demonstration	100.00

Pacific

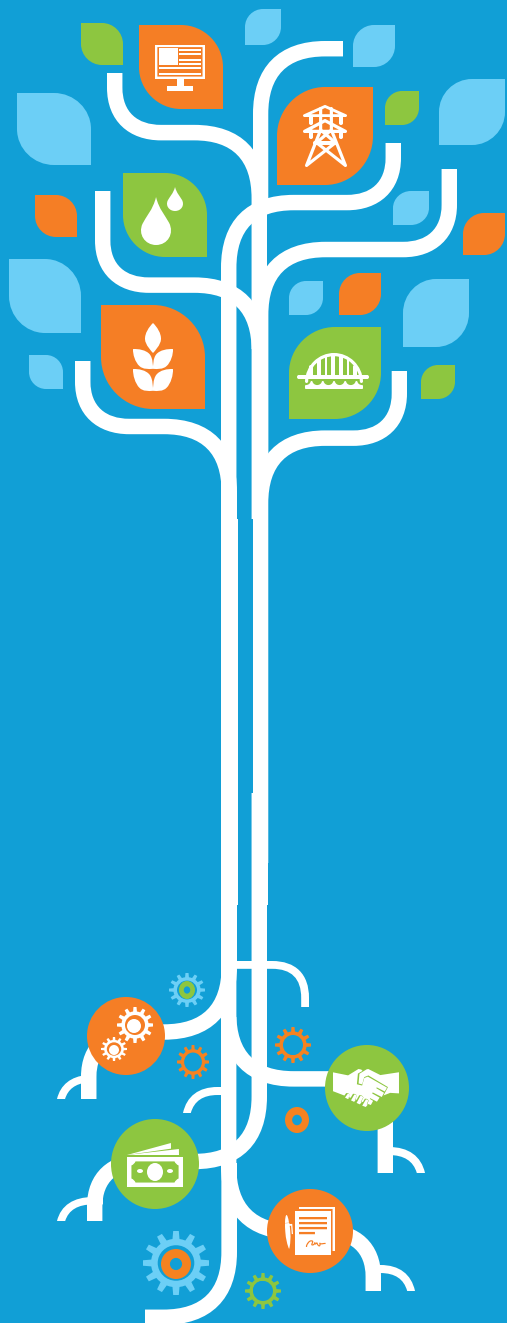
PAL	2021	REG: COVID-19 Respose Project for Affected Vulnerable Groups in the Pacific (FIJ, VAN, PAL) [Early Recovery for the Poor and Vulnerable Affected by COVID-19 (FIJ, VAN, PAL)]	1.25
PNG	2022	Improved Technical and Vocational Education and Training for Employment	50.00
VAN	2021	REG: COVID-19 Respose Project for Affected Vulnerable Groups in the Pacific (FIJ, VAN, PAL) [Early Recovery for the Poor and Vulnerable Affected by COVID-19 (FIJ, VAN, PAL)]	3.33

South Asia

BAN	2021	Second Skills for Employment Project Phase 1	300.00
BAN	2023	Second Skills for Employment Project Phase 2	200.00
BHU	2021	Transformative Approaches to Skills Development Project (TVET)	30.00
BHU	2023	Strengthening Institutional Capacity for Innovation and Digital Transformation (TVET)	20.00
IND	2021	Assam Skill Development Project	112.00
IND	2021	Social Protection for the Poor (Program 3)	500.00
NEP	2021	Improved Access to Skills for Productive Employment Project	45.00
NEP	2021	Strengthening Systems for Women's Protection and Upliftment	12.00
SRI	2022	Second Skills Enhancement Program	200.00
BAN	2021	Mitigating Medium and Long Term Economic and Social Impact of COVID-19 (Subprogram 2)	200.00

Southeast Asia

PHI	2022	Support for Business Development and Skills	400.00
CAM	2021	Greater Mekong Subregion Healthy Border Special Economic Zones Project	26.06
CAM	2022	Skills for Future Economy Investment Program	100.00
CAM	2022	Skills for Future Economy Investment Program, MFF	300.00
LAO	2023	Skill Development for Inclusive and Sustainable Growth Project	56.00
VIE	2022	Second Skills and Knowledge for Inclusive Economic Growth Project	100.00
INO	2021	Boosting Productivity and Human Capital Program, Subprogram 1 (PBL)	500.00
INO	2023	Boosting Productivity and Human Capital Program, Subprogram 2 (PBL)	500.00
PHI	2021	Facilitating Youth School-to-Work Transition, SP3	400.00



THANK YOU!

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