

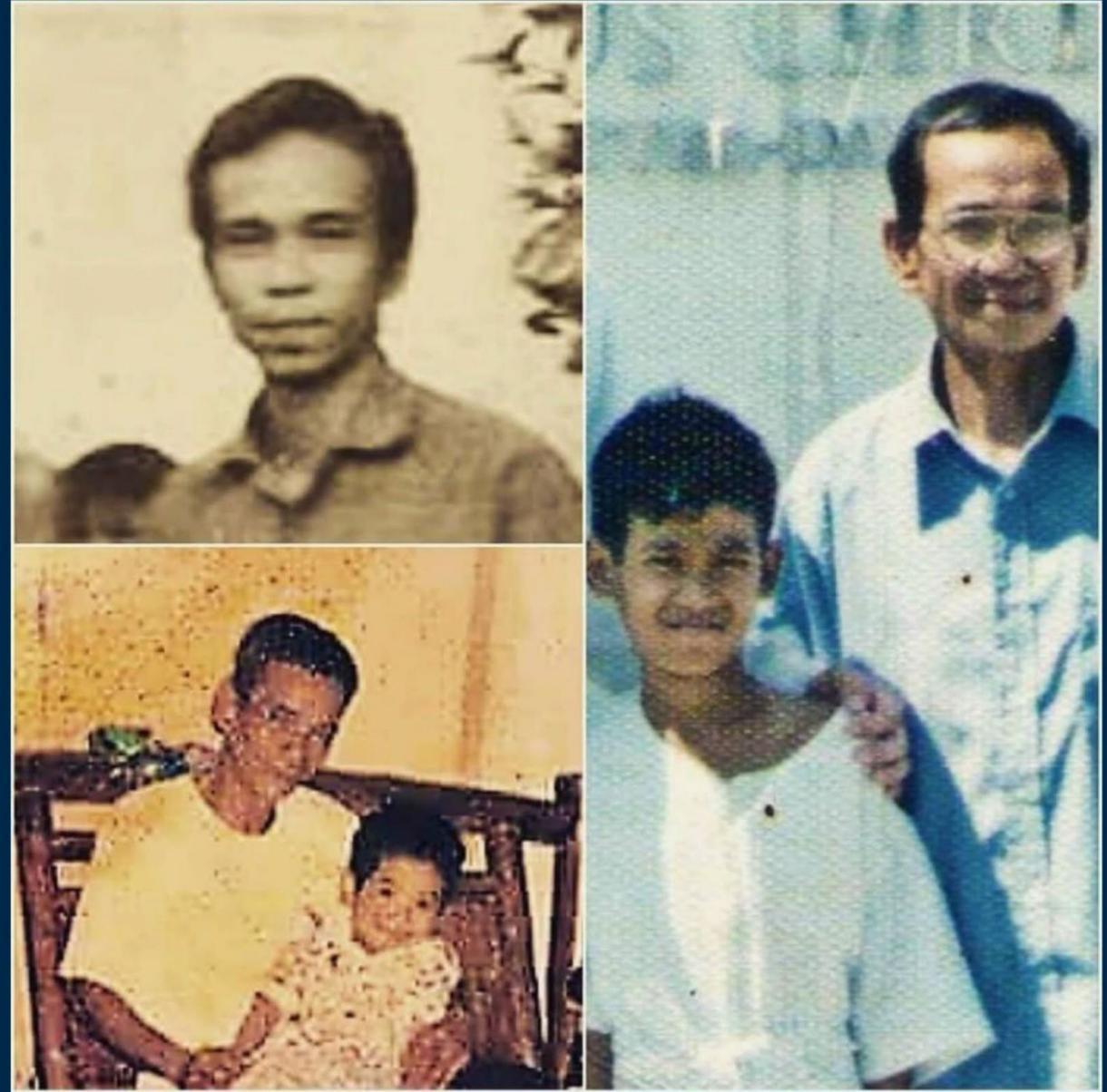
This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

# Rising Above :

**From Safety Nets to Resilience Pathways: Transforming Social Protection into Climate-Resilient Livelihoods for Farmers, Fisherfolk, and Rural Youth**

Presented by Elvin Laceda





RICEUP FARMERS INC.

# The Challenge

## Challenges Facing Rural Communities

### Intensifying Disasters

Increasingly severe typhoons, floods, and droughts directly threaten the livelihoods of farmers and fisherfolk, causing devastating losses and heightened vulnerability.

### Livelihood Losses

Farmers and coastal communities face significant income reductions due to climate impacts and leading to market exclusion, which further exacerbates their economic risks.

Data: 50-70% income loss due to fragmented supply chain

### Youth Departure

The persistent challenges drive rural youth to seek opportunities elsewhere, resulting in a decline in workforce sustainability and potential loss of traditional knowledge.

Example: Thailand - 62 years old, Philippines - 57 years old



RICEUP FARMERS INC.





# The RiceUp Solution

**From Safety Nets to Resilience  
Pathways**

**Social Protection**

**→ Organization of Producers**

**→ Financial Literacy**

**→ Climate-Smart Livelihoods**

**→ Direct Market Access**

**→ Stable Income & Resilience**

**Facilitated through farmer-led social  
enterprise platforms (e.g., Sakahon  
Marketplace)**

The Sakahon Marketplace connects farmers directly with the market, enhancing climate-smart livelihoods and providing stable income.

# Applicable Across Contexts

## Adaptable Solutions for Diverse Communities

### Farmers and Fisherfolk

The RiceUp model is effective for both **farmers and fisherfolk**, addressing their unique challenges and ensuring that interventions are relevant and impactful across different livelihoods.

### Coastal, Upland, and Island

This approach is successful in **coastal, upland, and island** communities, adapting interventions to fit local environmental conditions and ensuring sustainability in diverse ecosystems.

### Southeast Asia and Pacific

The model is particularly relevant for **Southeast Asia and Pacific** regions, leveraging local knowledge and practices while integrating with government programs to strengthen community resilience.







April





February 2024



**August**



April 2025



# Lessons Learned

## Insights on Successful Implementation

### Market Access

Ensuring **market access** prior to scaling production allows farmers to secure buyers for their crops, reducing waste and enhancing profitability in their communities.

### Community Organization

Building **strong community organizations** before introducing financing fosters trust and collaboration, empowering local actors to take charge of resources and support their peers effectively.

### Women and Youth

Engaging **women and youth leadership** accelerates the adoption of innovative practices, ensuring that diverse perspectives drive resilience strategies within rural communities, leading to sustainable outcomes.



# Enablers and Scaling

## Key Factors for Sustainable Growth

### Local Government

Local government alignment ensures that community needs are prioritized, facilitating tailored support that strengthens resilience and builds capacity within rural areas facing climate challenges.

### Private Sector

Private sector buyers play a crucial role in ensuring demand for products, creating stable markets that empower farmers and fisherfolk to invest in sustainable practices and production.

### Financial Institutions

Financial institutions expanding access to capital provide essential resources for farmers and communities, enabling them to invest in resilience strategies and adapt to changing climate conditions.



# #RiseUp

## **Elvin Jerome Austria Laceda**

Founder, RiceUp Farmers

Co-founder, Sakahon Marketplace Inc

National President, Young Farmers

Challenge Club of the Philippines

Email: [elvinlaceda@gmail.com](mailto:elvinlaceda@gmail.com)

Phone Number: +639567720554