



Service and Mission through Vocational Education

The Second Year of the Ateneo Shoe Academy

Prepared for:

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Executive Summary

Davao city, the southernmost urban hub in the Philippines, is the home of a diverse population of indigenous peoples living side by side with migrant communities from various region of the country. Davaoeños are composed of 11 ethnic Mindanao tribes, Muslims, and Christians. With the election of Davao's long-standing mayor to the highest office in the country, Davao has recently been perceived by investors as the new seat of Philippine power. An increase in economic expansion has been observed in the city in the past year.

Ateneo de Davao University is a private teaching, service, and research university located in the heart of Davao City. It runs a grade school, junior high school, senior high school, five undergraduate college-level schools, a graduate school, and a college of law. Proceeding *ex corde ecclesiae*, ADDU is a university engaged in excellent instruction and formation, robust research, and vibrant community service. Its mission espouses the promotion of communities of peace and human well-being, communities culturally resilient yet able to adapt to the modern world.

Consistent with the University's vision and mission, Ateneo de Davao University has launched the Ateneo Shoe Academy, the University's technical-vocational outreach program. The Ateneo Shoe Academy offers a 10-month shoe making course, and covers training in core competencies of shoe designing, manufacturing, and product costing in the academy's own shoe laboratory. The Ateneo Shoe Academy is the first of its kind in Mindanao.

The Ateneo Shoe Academy has been in operation since August 2016. It aims to establish a source of livelihood for Mindanawons, and produce footwear industry leaders, shoe designers, shoe crafters, and social entrepreneurs in the community, and in the Mindanao region. It commits to producing graduates who are not just equipped with the technical knowledge of shoemaking, but are also rooted in the Ignatian values of competence, conscience, and compassionate commitment to change.

With the financial assistance of the Foerdereverein Philippinenhilfe, e.V., the Ateneo Shoe Academy has been able to provide full scholarships to ten (10) students for the second batch of the Ateneo Shoe Academy. These students are also members of the Bagobo ethnic group, an indigenous community residing in Barangay Gumitan, Marilog District, Davao City. As members of one of the poorest ethnic groups in the country, the students have been motivated to learn shoemaking from Ateneo Shoe Academy, not for personal profit, but for them to give their knowledge back to their respective communities.

The financial assistance provided by the Foerdereverein Philippinenhilfe, e.V. has supported the living allowance, training and production materials, transportation and accommodation allowances, office supplies, and repair and maintenance expenses by the Ateneo Shoe Academy students.

Program Objectives

As the pioneering shoemaking training and production institution in Mindanao, Ateneo Shoe Academy envisions to:

1. Provide a shoe craftsmanship vocational course for interested members of the out-of-school youth and indigenous communities;
2. Implement shoe industry standards and quality assurance;
3. Execute an instruction strategy that will ground the Ateneo Shoe Academy scholars in Ignatian values in their practice of shoemaking;
4. Provide consultancy services to local shoemaking industry players;
5. Develop other related footwear programs to enhance learning and shoe production for supervised skills training; and
6. Provide social entrepreneurship training to Ateneo Shoe Academy's host community to capacitate them in executing a new community-led livelihood program.

Facilities and Equipment

The Ateneo Shoe Academy is located in Barangay Magtuod, Ma-a, Davao City. The Academy compound contains of a Workshop Building, where the students take their lectures, and a Shoe Laboratory Building, where the manufacturing of the shoes take place. The Shoe Laboratory Building also contains the living quarters of the students. Two dormitory rooms—one for male, and one for female—are also located within the Shoe Laboratory Building. A common room and a kitchen are also provided for the in-house students.

The Shoe Laboratory Building is furnished with several machines used to design and manufacture shoes: skiving machines (3 units), zig-zag sewing machine (1), single needle post type (25), double needle post type (5), clicking machine swing arm (1), bench type cutting machine (2), marking machine (1), insole press (1), toe lasting machine (1), side lasting machine (1), heel seat machine (1), guffing machine (1), sole press (1), sole stitcher (1), brushing and waxing machine (2), numbering machine (1) and last removing machine (1). The Academy also has two (2) shoemaster-CAD programs and a plotter cutter.

Facilities and Services

The training programs and services of the Ateneo Shoe Academy are summarized below:

- I. Education and Training
 - a. Basic Shoe Craftsmanship Courses
 - i. Basic Design and Pattern Development
 - ii. Cutting of Leather and Non-Leather Materials for Shoe Uppers
 - iii. Upper Making
 - iv. Component Making
 - v. Hand Last and Machine Lasting Training
 - vi. Sole Attaching
 - vii. Finishing
 - b. Future Certificate/ Diploma Courses to be offered:
 - i. Shoe Design and Pattern Making
 - ii. Shoe CAD
 - iii. Last Engineering
 - iv. Sole Engineering
 - v. Footwear Entrepreneurial
 - vi. Shoe Design and Merchandising
- II. Consultancy Services
 - a. Product Design and Development
 - b. Production Management
- III. Manufacturing
 - a. Shoe Production
 - b. Die Cut Servicing
 - c. Pattern Development and Prototyping

Established Partnerships

In 2016, the Ateneo Shoe Academy has received funding assistance from Mensche Fur Andere for the acquisition of the software Shoe CAD Design, and twenty (20) industrial sewing machines. It has also received donations from various individual benefactors to aid in subsidizing the living expenses of the Academy's students.

In 2017, the Ateneo Shoe Academy has established institutional linkages with various partners to help the Ateneo Shoe Academy provide better employment opportunities for its graduates.

The Ateneo Shoe Academy is currently processing its accreditation to become one of the Training Centers of the Technical Education and Skills Development Authority (TESDA). With this accreditation, the ASA graduates would be able confer National Certifications to its students, in order to enhance their employability in shoe production companies.

The ASA has also partnered with Ateneo de Davao University's School of Business and Governance. The School of Business and Governance has committed to teach classes on social entrepreneurship to capacitate the ASA students in social entrepreneurship and marketing.

The ASA has also partnered with the Department of Trade and Industry through the government agency's Shared Service Facilities Program. Through this program, the Academy has secured funding to purchase one (1) Sole Attaching Machine, one (1) Goodyear Welt Machine, and one (1) Insole Making Machine. Funding for such machines are estimated at 3,500,000.00PHP (54,526.60PHP). Such machines will allow the Ateneo Shoe Academy to produce more shoes, and to accommodate orders from local government units and private companies. Currently, the ASA is trying to secure orders for shoes of policemen and security guards in time for the graduation of its current batch of students.

Experiences of Students

Last October 20, 2017, the Ateneo Shoe Academy has begun its second year of training out-of-school youth in a ten-month shoe production course. For its second year, the ASA has recruited ten (10) students from the indigenous communities of the Bagobo ethnic group in Barangay Makatabo, Calinan District, and Barangay Gumitan, Marilog District, Davao City. The indigenous peoples of the Philippines are the most socially and economically vulnerable sector of the Philippine Society. They are further pushed to the margins by the government's own neocolonial policies of aggressive human resettlements and unjust economic regimes.



This current batch of Ateneo Shoe Academy scholars is from the indigenous communities of the Bagobo people residing in Barangay Makatabo in Calinan District, and Barangay Gumitan in Marilog District. Both communities lie in the outskirts of Davao City.

As members of one of the poorest ethnic groups in the country, the students have been motivated to learn shoemaking from Ateneo Shoe Academy, not for personal profit, but for them to give their knowledge back to their respective communities. The abject poverty in their respective communities has often motivated the Academy's students to seek an opportunity for a better future as shoemakers.

In an interview with some of the Academy's students, Maribel Lacay (pictured below) described her community in Barangay Gumitan as poor and underdeveloped. Barangay Gumitan is situated two hours away from a national highway, and only a motorcycle can access the rough roads leading to the community. The community's only source of livelihood is farming, but Maribel shares that what her family earns from farming is not enough to support her family of ten. Maribel has finished Grade 11 before she stopped schooling to work as a housekeeper. Maribel is currently grateful that she is afforded with the opportunity to make her own shoes, and to sell her own creative work.



L-R: Students Maribel Banayao, cutting out her shoe patterns; Samson Abing, stitching shoe uppers; and Crisante Banayao, lasting shoe uppers into soles.

Maribel's case is similar with Samson Abing's experience. Though he lives in a different barangay, Samson (pictured above) also describes his community as one where there is rampant underdevelopment and underemployment. Samson used to work in a palm and banana plantation in Kapitalong, Davao del Norte. When his health started to deteriorate due to the heavy demands of the plantation, he moved back home to farm his own land for cacao and coconuts. He says that the hours his community spends toiling under the sun is not commensurate to the measly amount they receive for their hard labor.

Samson has only finished Grade 5, and he admits that he stopped schooling because he did not consider it important back then. However, he now considers his scholarship at the Ateneo Shoe Academy as his chance to redeem himself. He now focuses with his studies in the Academy as a way to pay his dues for not applying himself more to school in the past. He hopes to become a shoemaking teacher in his community in the future, so that he can help provide more employment opportunities for his community.

The students are currently housed at the Ateneo Shoe Academy compound, where they are provided with free accommodations and meals during school days. The Ateneo Shoe Academy has a dedicated cook that provides the students lunch. The students are also provided with the free use of their dormitory's kitchen in order for them to cook their own meals for breakfast and dinner. Once a month, they are also provided with a transportation allowances that they use to return to their respective families and communities.

Since October 2017, the students have been learning about the fundamentals of footwear, and pattern making. As of April 2018, the students have started their shoe production, where they get hands-on training on how to stitch and solder leather and shoe insoles. The shoe production is expected to last four (4) months.

The second graduation of the Ateneo Shoe Academy is slated on August 2018.



Victor Cawayan (left) stitches his pattern into shoe uppers (center). The shoe uppers are then nailed to lasts (right) for them to assume the shape and form of a shoe.

Liquidation of Expenses

The Ateneo Shoe Academy has received around 1,500,000.00PHP from the Foerderverein Philippinenhilfe, e.V. to financially support the second batch of shoemaking scholars. Below is the breakdown of the expenses incurred by the Ateneo Shoe Academy for the past six months of its operations for the second batch of shoemaking scholars.

As of April 2018, the Ateneo Shoe Academy is yet to spend 689,417.18PHP (10,774.76EUR), which is already earmarked for the expenses on the shoe production training expected to run from April 2018 to August 2018.

Living Allowance		
<i>Particulars</i>	<i>Amount in PHP</i>	<i>Amount in EUR</i>
Student Meals	181,687.00	2,839.55
Rice	31,200.00	487.62
Cooking Expenses	31,000.00	484.49
Student Transportation	25,723.00	402.02
Groceries and Toiletries	31,060.00	485.43
Clothing Allowance	11,700.00	182.86
Total	312,370.00	4,881.97
Production Training Expenses		
<i>Particulars</i>	<i>Amount in PHP</i>	<i>Amount in EUR</i>
Production Materials	96,944.41	1,515.12
Honoraria for Shoe Laboratory Instructors	350,000.00	5,470.08
Total	446,944.41	6,985.20
Office Expenses		
<i>Particulars</i>	<i>Amount in PHP</i>	<i>Amount in EUR</i>
Office Supplies	2,146.75	33.55
Office Meeting	1,212.75	18.95
Transportation Allowance	1,464.96	22.90
Internet Connection	3,734.00	58.36
Christmas Thanksgiving	15,000.00	234.43
Miscellaneous Expenses	2,034.95	31.80
Total	25,593.41	399.99
Repairs and Maintenance		
<i>Particulars</i>	<i>Amount in PHP</i>	<i>Amount in EUR</i>
Cleaning Services	13,675.00	213.72
Grass Cutting	3,500.00	54.7
Compressor	6,650.00	103.93
Repair Fees	1,850.00	28.91
Total	25,675.00	401.27
Grand Total	810,582.82	12,668.82

The Ateneo de Davao University, and the scholars of the Ateneo Shoe Academy, would like to thank the Foerdderverein Philippinenhilfe, e.V. for their generosity in providing financial support to ADDU's program of service and mission through vocational education.

Danke schön!

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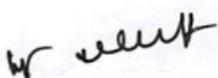


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