

*The SEEP Network Guidelines for Microenterprise  
Development in HIV & AIDS-Impacted  
Communities: Supporting Economic Security and Health*

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Working Group

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Global Youth Enterprise Conference  
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# *The SEEP Guidelines*

## What are the Guidelines?

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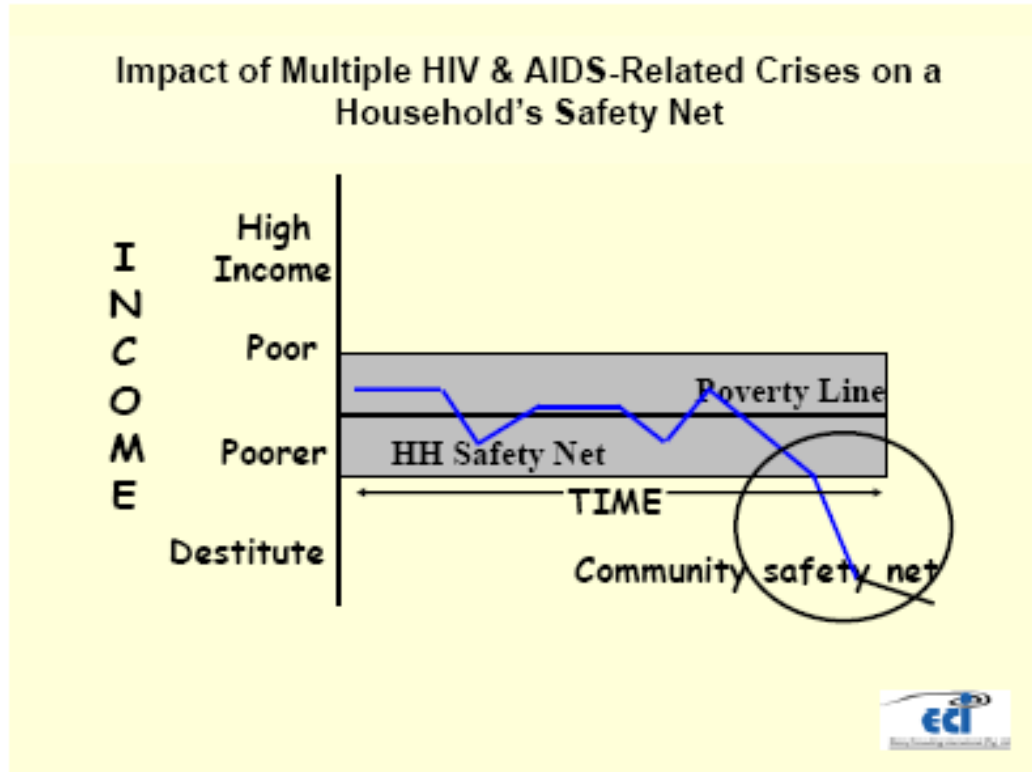
*The SEEP Guidelines* introduce strategies for cross-sector partnership and integrated programming for microenterprise development (MED) and HIV & AIDS communities. There are three books to serve the various actors involved in integrated programming:

- HIV and public health professionals
- Microenterprise development practitioners
- Policy Makers: donors, strategic planners, and advocates



# *The SEEP Guidelines*

## Why Integrated Programming?



Graphic from ECI Ebony Consulting International Pty



# *The SEEP Guidelines*

## Challenges

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- **Loss of skilled income earners to HIV & AIDS**
  - To include knowledge transfer, apprenticeships, mentorship, and skills development
- **Labor shortages and unemployment (especially important to OVC)**
  - To foster employment opportunities for youth
- **Stigma. People affected by HIV & AIDS may be discriminated against in a business.**
  - To educate and target according to economic circumstance, rather than HIV status.
- **Health challenges for PLWHA, who may require extra attention and resources.**
  - To address the need to grow nutritious food
  - To support emergency funds and insurance
  - To counsel clients to identify businesses with low labor demands
  - To find employees who can take up the labor burden
  - To encourage flexibility in case of illness or emergency.

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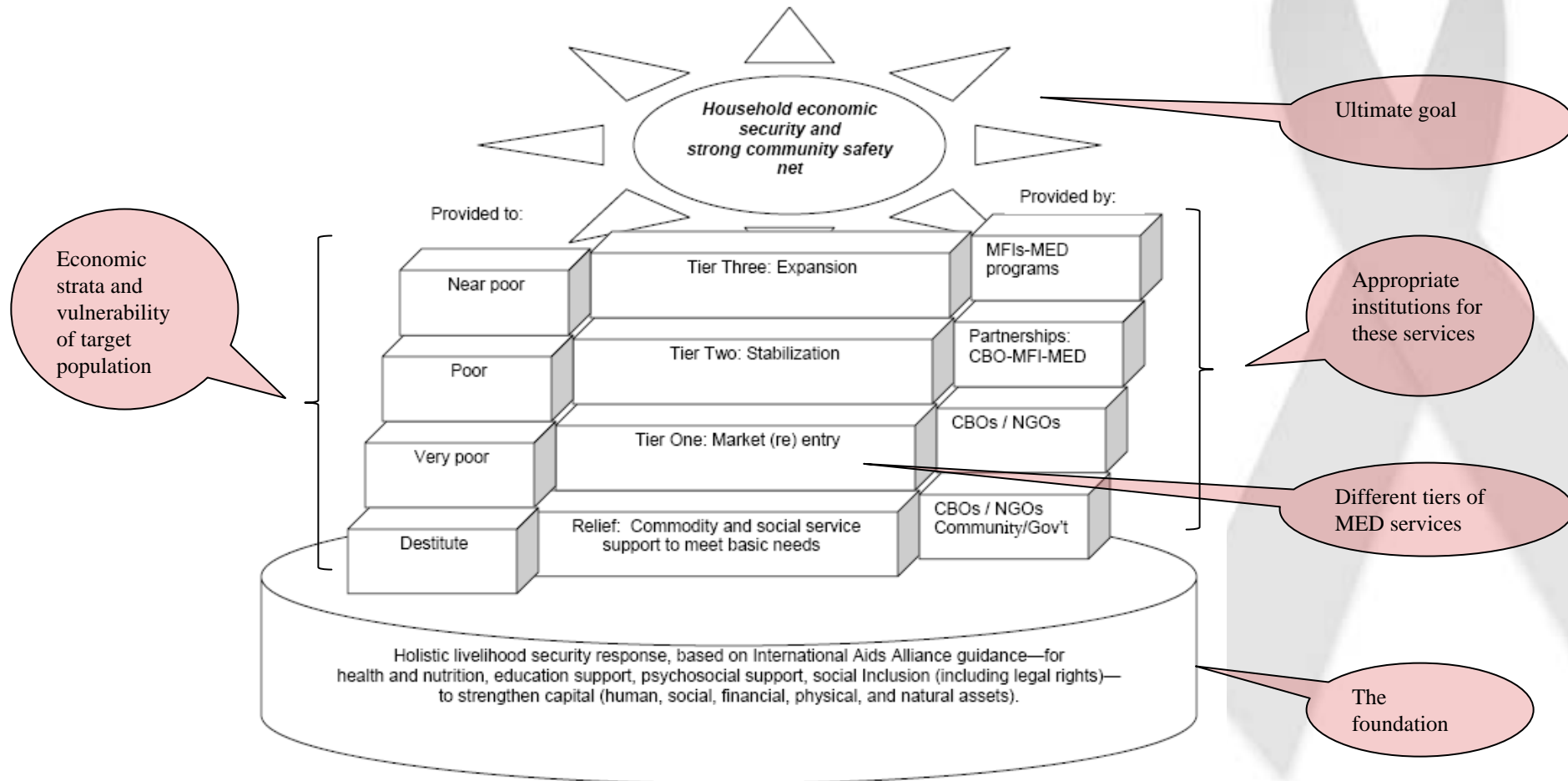
## Challenges

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- **Rapidly changing economic circumstances for people affected by HIV & AIDS.**
  - To diversify MED services to address the fluid client needs and conditions
- **Gender discrimination. (Similar to OVC).**
  - To create a gender action plan to ensure equity and promote women's empowerment,
  - To consider targeted programming with attention to the needs of mothers with small children,
  - To incorporate or separately target young women with appropriate services,
  - To coordinate MEDs with social services and legal rights initiatives, and integrate succession planning and/or legal assistance into programs.
- **Pressure on community safety nets (extended family and community members) for the most vulnerable populations (including OVC).**
  - MEDs should explore building client capacity to manage emergency funds.

# The SEEP Guidelines

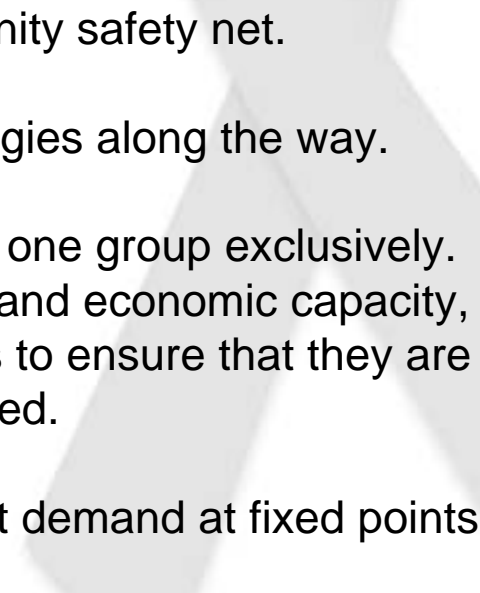
SEEP MED Model for Poverty Eradication



# *The SEEP Guidelines*

## Core Principles

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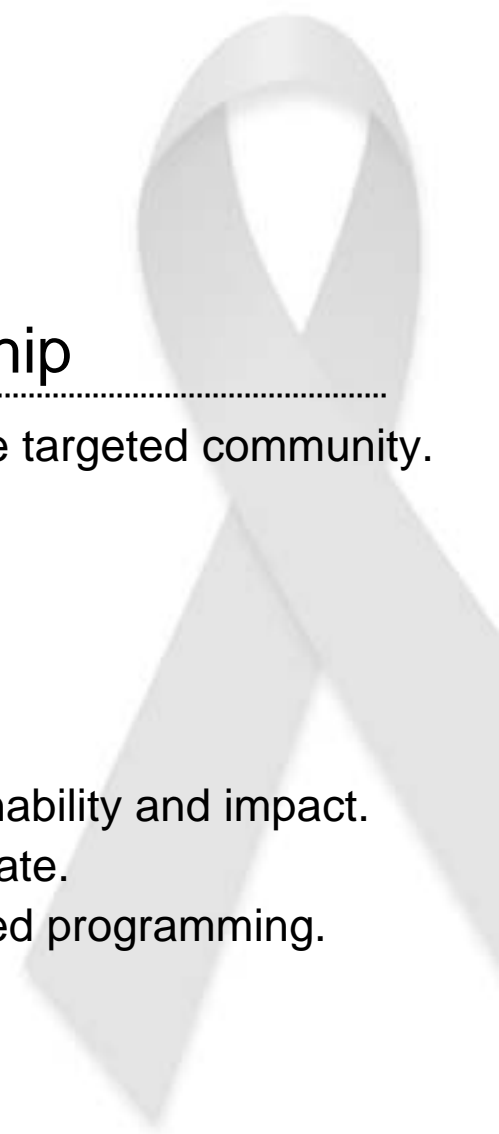
- The goal is household economic security and a strong community safety net.
  - A holistic response (through partnership) is required.
  - Customize dynamic solutions to build stronger livelihood strategies along the way.
  - Partnership is key.
  - Services to be tailored and demand-driven but need not target one group exclusively.
  - Services to be targeted at people based on their poverty level and economic capacity, rather than their HIV status. Programs can adapt their services to ensure that they are
  - open to HIV-affected households and have the flexibility required.
  - Ensure that a range of services is available.
  - Design for transition (as opposed to matching services to client demand at fixed points in time).
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# *The SEEP Guidelines*

## Principles to Facilitate Cross-Sector Partnership

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1. Support holistic, specialized services that meet the needs of the targeted community.
2. Match the support.
3. Target appropriately.
4. Use a cross-sector approach with open dialogue.
5. Adapt MED to HIV & AIDS context.
6. Build capacity through partnership for integrated programming.
7. Develop demand-driven, market-based interventions for sustainability and impact.
8. Identify indicators to measure outcomes and monitor and evaluate.
9. Apply good practice principles from relevant sectors to integrated programming.

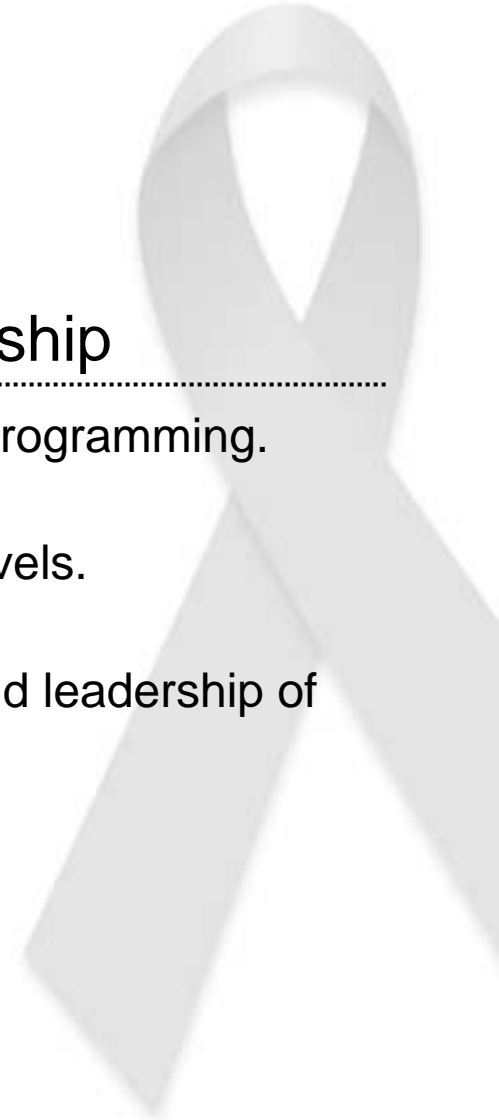


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## Institutional Challenges Cross-Sector Partnership

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- Need broader goals to provide stronger incentives to joint programming.
- Collaborate funding sources with joint objectives.
- Institutionalize incentives to collaborate at all stages and levels.
- Adapt appropriate implementation models.
- Support the on-going research, communities of practice, and leadership of integrated programming.

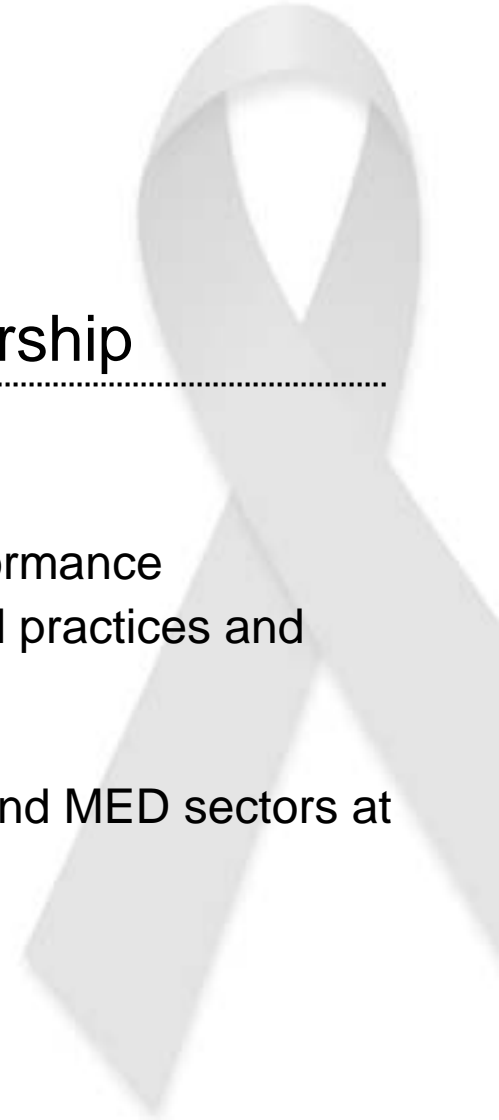


# *The SEEP Guidelines*

## Technical Challenges to Cross-Sector Partnership

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- Different targeting strategies
- Different terminology
- Risk to MFI, social enterprise, or market development performance
- Need for focus and technical specialization to achieve good practices and results.
- Small scale of market development
- Need to engage technical experts from both public health and MED sectors at all stages of the program



# *Interested to learn more?*

Join the **Microenterprise & HIV** Community of Practice:  
<http://communities.seepnetwork.org/hamed/user/register>

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**If you or your organization are a SEEP Network member, join the  
HIV & AIDS AND MICROENTERPRISE DEVELOPMENT (HAMED)  
Working Group!**

Email Kristen Eckert: [kristen\\_eckert131@yahoo.com](mailto:kristen_eckert131@yahoo.com) to join!

# *Still interested?*

**ADDITIONAL RESOURCES INCLUDING THE PROMISING PRACTICE SERIES AND A BIBLIOGRAPHY ALSO ON OUR WEBSITE  
AT: <http://communities.seepnetwork.org/hamed/resources>**

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Resources include:

- [Making Insurance Work for Microfinance Institutions: A Technical Guide to Developing and Delivering Micro-insurance](#)
- [A review of household and community responses to the HIV/AIDS epidemic in the rural areas of sub-Saharan Africa](#)
- [African Microenterprise AIDS Initiative: Preventing the Spread of HIV/AIDS by Empowering Women in Africa.](#)

***ANNOUNCING!***  
***ON-LINE CONFERENCE ON OVC***

**SEPTEMBER 24<sup>TH</sup> – OCTOBER 1<sup>ST</sup>**

**ON THE MICROENTERPRISE & HIV WEBSITE:**

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**<http://communities.seepnetwork.org/hamed>**

**We will continue the GYE discussion on OVC through our virtual dialogue. We anticipate surpassing the number of participants (200+) from our launch on-line conference in June.**

**Join us!! Spread the word!! Further information will be made available before the weekend on the website.**