

Popular Learning

Philippines



Regina Reyes

Organization type:

for profit

Budget:

< \$1,000

Website:

<http://www.optimusinnovations.com>

 SHARE

- [Adult education](#)
- [Business](#)
- [Communications](#)
- [Employment](#)
- [Economic development](#)
- [Labor](#)
- [Social enterprise](#)

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

The Popular Learning Project seeks to make quality training accessible to the public through popular prices. It offers short learning sessions conducted by local and international experts in various fields at very affordable prices. It is attended by thousands of professionals, employees, students, teachers, and NGO workers who want to take charge of their own learning.

About You

Organization:

Optimus Innovations, Inc.

[Visit website](#)

Section 1: About You

First Name

Regina

Last Name

Reyes

Website

<http://www.optimusinnovations.com>

Country

Section 2: About Your Organization

Is your initiative connected to an established organization?

Yes

Organization Name

Optimus Innovations, Inc.

Organization Phone

632.348.3734

Organization Address

31 Quirino Highway Novaliches Caloocan City

Organization Country

, XX

How long has this organization been operating?

1-5 years

Your idea**Country your work focuses on**

, XX

Innovation**What makes your innovation unique?**

It contributes to upgrading the competencies of the Filipino workforce by filling the competency gap of existing manpower and the requirements of industry.

Since the Philippines is a developing country, a substantial number of the population do not have access to education. Those who do manage to get a college degree find that what they learned in college are not enough to get them employed in a company. There is a mismatch between their knowledge, skills, attitudes and values as compared to the competencies needed in the workplace. Unfortunately, many of them do not have the resources to upgrade their competencies since education and training are very expensive in the Philippines. Only companies with training budgets can afford to send their employees for training. Those who are unemployed or not selected for training have no option to grow in their careers or professions.

In this light, the Popular Learning Project serves a felt need of individuals and organizations to be able to survive and thrive in their careers and businesses.

With the use of an innovative self-sustaining business model, the Popular Learning Project is able to make quality learning accessible to the Filipino workforce at a price that is very affordable.

In the Philippines, many manufacturing companies have made their products accessible to the lower income groups by providing smaller quantities of their products in inexpensive packaging such as "sachets" and making these available in mini-stores that are ubiquitous through the metropolis. The concept of Popular Learning is the same. We have packaged expensive training programs into "sachets" of learning and made these available in auditoriums, conferences centers in various schools and business districts after office hours from as low as US\$2 to US\$8 for local speakers and US\$15 to US\$30 for international speakers.

Do you have a patent for this idea?**Impact****Tell us about the social impact of your innovation. Please include both numbers and stories as evidence of this impact**

It has made an impact in changing the values and attitudes of the Filipino workforce. It has made them realize that learning is something that can change their lives for the better. As of to date, these learning events have reached over 15,000 free agent learners throughout the country who have used their certificates of completion for these learning sessions as stepping stones to the next level in their careers.

Problem: Describe the primary problem(s) that your innovation is addressing

Mismatch of competency profiles of existing workforce versus those required by industry. This means that a large percentage of the Filipino workforce do not have the workplace knowledge, skills, attitudes and values that will make them globally employable and valuable.

Actions: Describe the steps that you are taking to make your innovation a success. Include a description of the business model. What might prevent that success?

The business model is based on leveraging resources from the "haves" to the "have-nots" and ensuring that both parties have a win-win relationship. We have been able to provide quality learning at very low rates because of sponsorships of various companies and organizations who realize that those who take the trouble of going to a learning event is a much more receptive market to various products and services than those who attend non-learning events.

Results: Describe the expected results of these actions over the next three years. Please address each year separately, if possible

We hope to relaunch the popular learning event on the first year, build towards have a "popular learning university" on the second year and spread this project in key cities throughout the country on the third year.

How many people will your project serve annually?

More than 10,000

What is the average monthly household income in your target community, in US Dollars?

\$100 - 1000

Does your innovation seek to have an impact on public policy?

Yes

If your innovation seeks to impact public policy, how?

Usefully, with this project the government will institute measures that will exempt learning events from taxes

Hopefully, with this project the government will institute measures that will exempt learning events from taxes.

Sustainability

What stage is your Social Enterprise in?

Operating for 1-5 years

Does your organization have a board of directors or an advisory board?

Yes

Does your organization have a non monetary partnerships with NGOs?

Yes

Does your organization have a non monetary partnerships with businesses?

Yes

Does your organization have a non monetary partnerships with government?

Yes

Please tell us more about how partnerships could be critical to the success of your Social Enterprise

If it takes a village to raise a child, it takes the whole nation to educate its citizenry. This project will succeed on a tremendous scale if there are more partnerships forged in government, media, and civil society to make this sustainable.

We would like to learn more about how your initiative is financially supported. Please explain your business plan/revenue model

Initial outlay is internally funded and it is sustained through its own revenues.

The Story

What was the defining moment that led you to this innovation?

I wanted learning to be available beyond the usual boundaries of the school and so I sought to make it available through print, radio, TV and events.

Tell us about the person—the social innovator—behind this idea.

Books and learning are an integral part of my life. I consider myself a channel through which other people can grow and succeed in life. And the only thing that I could share (not having much financial resources) is learning.

How did you first hear about Changemakers?

Web Search (e.g., Google or Yahoo)

If through another source, please provide the information

Source URL: <https://www.changemakers.com/socialbusiness/entries/popular-learning#comment-0>