

About Swan Yi Masks

We produced 'Swan Yi' masks this International Women's Day *in celebration of Myanmar women's resilience and bravery, especially their tenacity in weathering the ongoing pandemic and political crisis in the country.*

The eight masks in this box are made with different ethnic pattern fabrics representing eight main ethnic groups in Myanmar: Kachin, Kayah, Kayin, Chin, Myanmar, Mon, Rakhine, and Shan.

These masks are sewn by a group of women empowered by 'Swan Yi' program. 'Swan Yi', meaning 'Competence' in English, is funded by The Coca-Cola Foundation to NGO Pact Myanmar, to economically empower women across Myanmar.

The picture on this box is the image of a women wearing Thanaka.

Thanaka is the unique symbol of Myanmar women. It is distinctive feature of the culture of Myanmar and seen commonly applied to the face of women and girls.

About Swan Yi

'Swan Yi' (Swan Yi can be generally translated as 'Competence' in English) is the women economic empowerment program was launched in partnership with Pact Myanmar in 2012. Total **US\$ 6 million** was funded by The Coca-Cola Foundation for this program. It is consistent with The Coca-Cola Company's 5by20 goal which seeks to break down barriers to women's entrepreneurial success by providing access to business skills training courses, financial services and support networks.

Swan Yi helps women learn to save money and improve their families' financial health through various trainings and savings groups. By providing educational training in areas such as financial literacy, entrepreneurship, and business management, the program gives women the knowledge and tools to start their own businesses and plan for their financial futures. 'Swan Yi' helped linking these small-to-medium-enterprise (SME) approach with hands-on workshops to enable the transition from informal business activity to the formal sector, ultimately helping women support themselves and their families.

In addition, the program also involves two other critical areas for community development - WASH and Community Waste Management –implementing water access, sanitation and hygiene-related activities as well as educational workshops to raise awareness on the importance of recycling and proper waste management.

During the first wave of the pandemic in 2019, COVID-19 related updates and precautionary measures were shared via mobile messages and virtual mask sewing workshops were conducted for Swan Yi women.

Ma Thin Thin Hlaing & group are among Swan Yi empowered women who participated in the free mask sewing workshop conducted virtually in 2019 and they started making masks for their families and also able to sustain their income by selling them.

Impact:

- This program has reached and benefitted more than 40,000 women in Myanmar during the program's eight years of implementation from 2012 through 2021.
- Helped 3,600+ women to establish or strengthen their enterprises.

About Swan Are

The COVID-19 pandemic and challenging situations in Myanmar threatens to undo the economic progress of recent years and further exacerbate existing vulnerabilities and inequalities. It will reduce the country's economic growth and disproportionately affect rural areas and vulnerable populations.

To address ongoing challenges to equitable growth and the impact of the COVID-19 pandemic, we are launching a new program named 'Swan Are'. (Swan Are can be generally translated as 'Power/Energy' in English)

Swan Are is a 1.5-year program launched in December, 2021 together with Pact Myanmar, and is funded US\$1 million by The Coca-Cola Foundation.

This program will promote economic resilience and recovery from the negative impacts of the COVID-19 pandemic, as well as the economic empowerment of vulnerable persons (women, youth, people living with disabilities, and migrants and their families).

Swan Are will furthermore scale community WASH and waste management activities to encourage the creation of safe, clean, and productive communities that promote health and livelihood outcomes for rural and vulnerable populations.

Swan Are will deliver an advocacy curriculum rooted in empowerment principles that will educate vulnerable community members on topics important to their success as business owners and members of their respective communities to address three objectives:

- economic recovery, resilience, and empowerment;
- WASH and COVID-19 prevention, and
- community waste management.

This program targets to touch lives of vulnerable people from 150 villages from Mon state and aimed to empower:

- **3,750 women**
- **1,500 youths** (age 15-24 years)
- **300 people living with disabilities**