



FISCAL YEAR 2013

# The State of Advocacy

Habitat for Humanity International  
Government Relations and Advocacy

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# Foreword

It was an inspiring year for advocacy.

Habitat helped affiliates and other small nonprofit housing providers overcome one of the largest regulatory barriers to providing affordable housing credit by securing several key exemptions and preserving affiliates' ability to partner with banks. The Veterans Build initiative gained momentum by erecting seven house frames on the National Mall in Washington, D.C. Hundreds of supporters gathered in Washington to gain valuable skills and insights and to lobby their members of Congress during Habitat on the Hill. Habitat led an advocacy campaign to create a housing trust fund in South Dakota, which resulted in \$5 million in additional resources for housing. Training began on the Haiti Property Law Working Group's first manual on land rights. Habitat's research was bolstered with the annual Shelter Report, and invaluable capacity building tools such as the Global Advocacy Guide were made available to all Habitat national organizations.

Habitat's advocacy team, which now extends beyond the U.S. to include area office representatives, continues to produce extraordinary results and support successes across the ministry.

Advocacy has come a long way since it was first embraced by Habitat for Humanity International's board of directors in 2005. The tide to bolster advocacy within the ministry has never been greater. Our new strategic plan calls for, as an explicit objective in "House 2," to build sector impact through policy and systems change. This objective, the advocacy objective, accounts for one-third of the plan's overall impact.

Rising to the challenge, my team, with input from all corners of the ministry, has developed an exciting new advocacy initiative that will magnify Habitat's voice and help millions in need of adequate shelter. The plan seeks to drive institutional alignment around advocacy by building capacity, investing resources and technical assistance in strategic locations, and implementing issue-based advocacy campaigns. The initiative will be critical in helping achieve the strategic plan and will further establish advocacy as essential to fulfilling our mission.

I'm proud to present this collection of highlights, where you will see the depth and richness of the advocacy work taking place around the globe. As Habitat's advocacy work enters its seventh year, I want to thank you for helping us reach this moment — a tipping point for Habitat that would not be possible without your leadership.

In partnership,



Elizabeth K. "Liz" Blake

Senior vice president, advocacy, government affairs and legal

# Section 1:

## Advancing advocacy at Habitat



# Habitat's Global Advocacy Strategic Initiative

Chris Vincent

Director, congressional relations and international affairs

Habitat for Humanity's 2014-18 Strategic Plan will build sector impact by promoting policies and systems that advance access to adequate, affordable housing. The new strategic plan includes a target of benefiting 2 million lives through advocacy initiatives. To meet this target, the advocacy strategic initiative will work to support the global Habitat network in achieving this target. Without the advocacy strategic initiative, meeting the overall targets of the strategic plan will be very difficult. The global advocacy initiative will help millions of people in need of improved shelter by influencing systems, improving policies, and changing laws and behaviors that enable people to access housing.

## Habitat's approach

Although strategies will need to be tailored to each country, Habitat will share a common advocacy approach around the world that will be:

- **Housing focused:** Advocacy should be limited to those issues that have a direct impact on housing or Habitat operations.
- **Community centered and supported:** Although policies and systems might be set at national or global levels, local communities in need of adequate housing must be empowered to advocate on their own behalf and become the ultimate beneficiaries of policy change.
- **Informed by program:** Habitat is doing both advocacy and direct service. Advocacy and programmatic activities should be linked.
- **Evidence based:** Grounding advocacy in facts, research and data is critical.
- **Outcome oriented:** Simply conducting advocacy is not enough. Meeting with legislators, organizing community action, and developing policy positions or issue-based media campaigns must benefit individuals, neighborhoods and communities.
- **Volunteer friendly:** Involving volunteers in advocacy maximizes impact and increases Habitat's ability to engage and retain those volunteers.
- **Coalition engagement:** Coalitions, both informal and formal, are often necessary to cause change.
- **Mutually dependent:** Advocacy positions should not cause harm to other Habitat organizations.
- **Nonconfrontational:** Habitat is not confrontational in its advocacy. Habitat works to promote understanding using evidence and practical knowledge from programs around the world.
- **Nonpartisan:** Advocacy efforts should be issue-focused and must not promote candidates or specific political parties.

## Coordination

With affiliated organizations in more than 70 countries, Habitat has a tremendous opportunity to substantially reduce the housing deficit. To achieve this, coordination among area offices, national organizations and local affiliates is critical. Local and national experiences must inform regional and global advocacy to enhance global learning and best practices. To date, Habitat has advocated in the United States and other parts of its network, but this work has had little regional and global coordination. This strategy will build the tools and processes necessary to facilitate global coordination in order to increase the effectiveness and efficiency of Habitat's advocacy.

Three key objectives to implementing the Advocacy Strategic Initiative:

1. **Advocacy capacity building:** Advocacy capacity building will occur at all levels of the Habitat network: HFHI, area offices and national organizations, U.S. affiliates and state support organizations, and beyond.

HFHI's approach to advocacy capacity building support will include leveraging our existing resources, discerning capacity, building knowledge and skills, and cultivating a learning culture.

2. **Strategic investments:** HFHI will provide funding and technical assistance to select affiliated organizations to promote and incentivize innovative advocacy strategies. These investments will build capacity, drive alignment with advocacy campaigns, and offer creative and replicable responses to common challenges. HFHI will facilitate knowledge sharing and lessons learned between grantees and throughout the Habitat network.
3. **Advocacy campaigns:** HFHI will implement a global advocacy campaign. Learning from many of our peers who have implemented such campaigns, we will focus our campaign on one key barrier to housing globally. Working to address a single issue over a multiyear period in as many locations as possible will increase the efficiency, effectiveness and coordination of advocacy priorities worldwide and will enable HFHI to have an even greater impact on the global housing deficit. HFHI has begun outreach to all stakeholders regarding the selection of a global campaign issue. The goal is to launch the campaign in spring 2014.

## Build Louder advocacy Global Village trips

Jose A. Quinonez

Director, volunteer and advocacy engagement

### Nicaragua: July 21-29 and Dec. 1-9, 2012

We kicked off the year with two exciting trips to Nicaragua. The first one took place during the last week of July and included three father-child couples in addition to potential donors. This was the first adventure in making the Build Louder model not only an advocacy tool but also a resource development tool. During this trip, the participants were exposed to the realities of poverty housing in Nicaragua and the country's response with different housing models.

The group had lunch with a local mayor and discussed the housing and land tenure issues that he is confronting in his municipality.

This trip was organized under three themes: land, housing solutions and water. The group walked and met with leaders of the Amanecer settlement to learn about the land issues the settlements are facing. They also were shown the different housing products that Habitat Nicaragua offers to the settlements of this community and learned about PackH2O, a portable water-carrying solution for communities with no nearby access to water.

Based on the July experience, we felt the need to have a full advocacy trip to Nicaragua in December, where a selected group of "superadvocates" (those who take more than four advocacy actions online on behalf of Habitat per year) and newcomers could share experiences and immerse themselves in learning all about Habitat's work.

On the first weekend of the December trip, the team celebrated the International Day of Volunteerism by helping to build new housing in the settlement of Sol de Libertad in Managua. There, the team had the opportunity to work alongside an amazing family.



### El Salvador and Guatemala: January 2013

In January 2013, we expanded the offering of Build Louder trips to colleges and universities.

Elmhurst College in Chicago, Illinois, responded to this call by putting together the first college Build Louder trip. Twelve students and two faculty advisers participated in a trip to El Salvador under the theme of "housing, land and human rights." The students had the opportunity to visit some of the historic sites of the civil war and study the main factors that created that civil unrest. In El Salvador, the group met with Youth Against Violence, Youth without Housing and the Oscar Romero Center for Human Rights.

Parallel to this trip, Randolph Macon College in Virginia conducted a Global Village trip to Guatemala that incorporated Build Louder components, such as a walk through an informal settlement, where they learned about land issues, property registration and poverty housing. In addition, the team met with the local municipal authorities to discuss the lessons learned from the informal settlement visit.

### Trinidad and Tobago: May 12-20, 2013

Matt Dunbar

Associate director, government relations and advocacy, Habitat for Humanity New York City

This May, a team of Habitat NYC volunteers, advocates, board members and staff members participated in a Build Louder Global Village trip to Trinidad and Tobago as part of our tithe partnership with our sister affiliate in the

Caribbean. This trip was particularly special in that participants spent the week building homes alongside a Habitat family and learning about the systemic and structural housing issues facing the nation and hindering Habitat from serving more families.

Equipped with knowledge and building experience, the team joined Habitat Trinidad and Tobago in strategic meetings with elected officials, government agencies and nonprofit organizations to advocate for policies and support that would alter the country's housing landscape by providing low-income families with access to land title and safe, decent, affordable homes. One result of this advocacy is that the Ministry of the People and Social Development has agreed to provide all electrical and plumbing materials for Habitat homes.



## Habitat on the Hill 2013

Anne Shaffer Myers

Associate director, advocacy campaigns

Habitat for Humanity International's seventh annual legislative conference was a huge success! On the first day of Habitat on the Hill 2013, nearly 300 participants from 40 states attended plenary sessions and workshop trainings focused on how the mortgage world has changed, funding and regulatory changes important to affiliates, how to make an advocacy plan of action, and more. Conference speakers included Sen. Johnny Isakson of Georgia; Mara Liasson, political correspondent for National Public Radio; and Dan McCarthy, director of special projects for the Wounded Warrior Project.

On the second day of the conference, attendees met with 303 members of Congress and their staffs to educate them about our work and advocate for federal programs such as the Self-Help Homeownership Opportunity Program, or SHOP, and national service. Strong messages and themes emerged from the Capitol Hill meetings held by conference attendees that are helpful for all affiliates to keep in mind as they engage in federal advocacy:

- Many Congressional staffers believe in Habitat's mission, and personal connections run deep.
- Federal budgets are tight. Many offices cautioned about the looming sequestration and wanted to understand how it will affect Habitat's work. They also expressed appreciation for the impact Habitat programs are having locally.
- Education is critical. Many staff members are new to Congress but are eager to learn more about our priorities.
- Our veterans' initiative is strong. The diverse programs being implemented throughout the country really resonated on the Hill.
- Foreign aid reform is needed. Elevating shelter in U.S. foreign assistance piqued the interest of numerous offices.

Thanks to the great work of Habitat on the Hill attendees, a solid foundation was laid to continue Habitat's federal advocacy in the new Congress. Our efforts, however, don't end at the conference. The Government Relations and Advocacy office encourages all affiliates to invite their members of Congress — and their staffs — to their next home dedication or Habitat event. It's important to continue building relationships with federal legislators year-round, not just in Washington, D.C., but back home as well.



**Mara Liasson, National Public Radio's national political correspondent, speaks during the 2012 Habitat on the Hill legislative conference in Washington, D.C.**

# Global Advocacy Guide

Lisa Heintz

Manager, learning and organizational development

Habitat for Humanity's global strategic plan provides a framework to guide Habitat's global network through 2018. One of the objectives of the strategic plan is to "promote policies and systems to increase access to affordable housing." In fiscal year 2013, the government relations and advocacy team led the design and development of HFHI's first Global Advocacy Guide. This guide provides a framework and gives examples from the field for promoting policies and systems to increase access to affordable housing.

This guide is designed to support Habitat national organization staff members, volunteers and supporters in this objective. It provides information on advocacy strategies and supports national organizations looking to devise new strategies — or improve on existing ones — to promote policies and systems that increase access to adequate housing.

Advocacy work is no longer new to Habitat for Humanity. With each passing year, advocacy becomes more broadly embraced as being fundamental to creating a positive, lasting impact on the lives of those in need of decent shelter. The Global Advocacy Guide is the first step in building our organizational capacity for engaging in effective advocacy work to create a fairer and more enabling housing policy environment in every country we operate in.

The objectives of the Global Advocacy Guide are:

- To provide a common, global understanding of Habitat for Humanity's advocacy definition, goals and strategies.
- To provide all national organizations with a resource to guide their advocacy efforts.
- To provide all staff members in the Habitat network with information, tools and examples for implementing or enhancing their advocacy work.

The guide is designed to make advocacy work more accessible by providing steps for planning and launching an advocacy agenda. Chapters 1-3 focus on the theoretical underpinnings of advocacy. Chapters 4-5 focus on providing practical, simple steps for getting started with advocacy. And Chapters 6-7 focus on the measurement of advocacy outcomes and examples of advocacy initiatives.

In addition to the guide, many accompanying resources and frequently asked questions have been developed and are housed in the Advocacy Resource Center on [My.Habitat](#).

## Section 2:

# U.S. federal, state and local public policy



## Update on U.S. appropriations and Habitat's federal priorities

Elisabeth Gehl  
Associate director, federal relations

The final fiscal year 2013 appropriations — a Continuing Resolution that funded federal agencies through Sept. 30, the end of fiscal year 2013 — was signed into law in late March. The measure funded nearly all Housing and Urban Development programs at the prior year's budget level and included a 5 percent sequestration cut that took effect March 1. Therefore, all HUD programs in fiscal year 2013, including HFHI's legislative priorities such as the Self-Help Homeownership Opportunity Program, or SHOP; Section 4; Community Development Block Grants; and the Home Investment Partnerships Program, or HOME, received cuts of approximately 5 percent. SHOP was funded at \$12.825 million, down from \$13.5 million, and Section 4 was funded at \$33.25 million, down from \$35 million.

Among national service programs, the Corporation for National and Community Service, the agency that oversees the AmeriCorps National and VISTA programs, was similarly funded at the FY2012 level minus a 5 percent cut to all programs.

Looking forward, the Obama administration's FY2014 budget request is also a mixed bag for Habitat. From a housing standpoint, all of the programs that Habitat steadfastly supports received a decrease in funding. The CNCS, however, received a slight increase. The budget requested \$1.061 billion for CNCS, an increase of \$12.2 million over the FY2012 funding level. Before the president's budget request was issued, the House and Senate had already passed fundamentally different fiscal year 2014 budget resolutions, directing House and Senate funding priorities and spending limits for FY2014.

The president's budget request again proposed eliminating SHOP in favor of encouraging up to \$10 million in self-help funding within the HOME funding account. It also proposed that Section 4 be moved to a separate capacity building account. The budget recommends that up to \$10 million be used for SHOP, a significant reduction from the FY2012 level of \$13.5 million. The decision to include SHOP in the HOME funding account appears to be a thinly veiled attempt to eliminate the program, as the administration has sought (unsuccessfully) to do in previous budgets. The administration also proposed additional reductions in funding for HOME, CDBG and Section 4.

On the Hill, both the Senate and House FY2014 Transportation-HUD bills failed to clear the Senate and House floors. The Senate T-HUD bill proposed higher funding levels than did the House bill for Habitat's priorities, including SHOP, Section 4, HOME and CDBG, but final spending levels for FY2014 will most likely be allocated through another series of continuing resolutions, meaning that no funding increases will be possible.

With regard to national service funding, the Senate Appropriations Committee did pass the FY2014 Labor, Health and Human Services appropriations bill, which included \$1.06 billion in funding for the Corporation for National and Community Service, the same level requested in the president's budget and a 1 percent increase over FY2013 (presequester). The House Labor, Health and Human Services, and Education Subcommittee has not yet considered its FY2014 Labor, Health and Human Services appropriations bill.

As the end of the year draws near, all appropriations measures remain at a standstill. Congress appears most likely pass a short-term Continuing Resolution until December to avoid a government shutdown and allow additional time to negotiate final spending levels for FY2014. HFHI's Office of Government Relations and Advocacy will continue to work closely with Habitat affiliates and supporters on the Hill to maximize funding for priority programs for the next fiscal year.

# Building sector impact through regulatory affairs and state relations

Frankie Berger  
Associate director, state and local relations

## Mortgage regulations

In fiscal year 2013, HFHI's Government Relations and Advocacy office focused advocacy efforts on the federal Consumer Financial Protection Bureau's qualified mortgage rule, which as proposed had the potential to effectively terminate the Habitat mortgage model and threatened to hinder the work of all U.S. Habitat affiliates. The GRA office established strong relationships and worked closely with the bureau and key members of Congress regarding concerns that Dodd-Frank rules would be harmful to the Habitat model and other small nonprofit housing providers. Bureau Director Richard Cordray personally met with HFHI CEO Jonathan Reckford to assure him that the bureau will continue to work to ensure its rules adequately anticipate Habitat's unique model. By ultimately securing several key regulatory exemptions, GRA helped affiliates and other small nonprofit housing providers overcome one of the largest potential regulatory barriers to providing affordable housing credit and homeownership opportunities to underserved people.

Generally, nonprofit organizations meeting all of the following criteria are exempted from meeting the most onerous requirements of the qualified mortgage rule:

1. Designated as a 501(c)(3) nonprofit organization.
2. Extends credit no more than 200 times annually.
3. Provides credit only to low- to moderate-income consumers.
4. Follows its own written procedures to determine that consumers have a reasonable ability to repay their loans.

GRA also successfully worked to include Habitat's model in the bureau's definition of small servicers and to ensure that small servicers can continue to donate loan servicing for small nonprofits, including Habitat affiliates, in the final mortgage servicing rules.

Because of these exemptions, U.S. Habitat affiliates are able to proceed as mortgage originators and servicers in the new regulatory environment, and, better yet, other small nonprofit housing providers can continue expanding access to affordable housing.

## SAFE Act

This year, the Conference of State Banking Supervisors implemented the recommended use of standardized GRA-created procedures for all nonprofits working with their state banking regulators toward receiving a bona fide nonprofit exemption from SAFE Act requirements. GRA also worked with the Consumer Financial Protection Bureau to successfully ensure that new federal SAFE Act rules did not hinder Habitat's work or existing state-level exemptions for nonprofits.

## Capacity building to operate with excellence

Despite securing exemptions from the most onerous provisions of the Dodd-Frank Act's new rules, affiliates are still required to comply with numerous new mortgage regulations that have been issued as a result of the act. As co-leaders of the Mortgage Procedures and Regulations Initiative with the Legal and Finance teams of HFHI, and in partnership with pro bono law firms and banking industry groups, GRA has developed and delivered trainings and materials, provided technical assistance, and issued guidance and resources to build the capacity of all U.S. affiliates to meet new regulatory requirements. These measures will help ensure that Habitat mortgages are among the best in the industry and will allow affiliates to continue their important partnerships with banks and housing finance agencies.

## State and Local Resource Center

In partnership with HFHI's Learning and Organizational Development team, GRA was able to take the State and Local Resource Center live on My.Habitat with five initial core topic areas. The issue-based SLRC facilitates peer-to-peer learning and exchange of subject matter expertise. Affiliates can find universally accessible policy explanations and guidance focusing on commonly identified advocacy needs of habitat affiliates; model legislation on major policy issues; case studies highlighting the policy work of affiliates; best practice summaries; and fifty-state matrices of existing policies. The SLRC has recently been expanded to include more U.S. state and local topics, and is providing the model for other GRA online resource centers including the Advocacy, Federal and National Office resource centers.

## Measuring the impact of state advocacy initiatives

Fiscal year 2013 saw many successful state-level advocacy initiatives that underscore the importance of HFHI's partnership with state support organizations. Highlights include:

- **South Dakota's** state support organization led a successful statewide advocacy campaign to create a state housing trust fund resulting in \$5 million per year in affordable housing, including \$1.75 million for Habitat affiliates for the first two years.
- **Oregon's** state support organization led a successful advocacy effort to recover a \$500,000 revolving loan funding agreement that had been cut by the governor.
- **Indiana's** state support organization led a successful advocacy campaign with IN Builders Association to stop a fire sprinkler bill in a state legislature committee, saving IN affiliates \$975,000 per year.
- **Kentucky's** state support organization led a successful advocacy campaign and testified in state legislature committee hearings to improve the state housing trust fund, resulting in \$1.3 million in additional FY2013 funding to affiliates.
- **GRA** identified several key state policy issues and budget challenges and provided technical assistance and guidance around state-identified initiatives. GRA, working with state support organizations and Frank Gorman, developed a process to collect data on the financial impact of state support organizations' advocacy work. This process will be implemented to collect this data annually as part of state support organizations' reporting requirements.

## Veterans Build meets critical needs

Christopher Ptomey  
Director, federal relations

Veterans Day 2012 marked the public launch of HFHI's U.S. Veterans Build initiative, through which Habitat affiliates are providing housing solutions and volunteer and employment opportunities to veterans, service members and their families. In the past year, approximately 750 veterans have become homeowners or had their houses repaired in partnership with Habitat affiliates, and thousands more have been employed by or volunteered with affiliates.

Following are just a few examples of how veterans and communities around the U.S. are benefiting from Habitat's work with veterans.

- **Repair Corps:** 81 Habitat affiliates provided repairs to more than 200 veteran homeowners with the support of a grant from The Home Depot Foundation.
- **Veterans Corps:** VISTA national service members served with HFHI and approximately 10 affiliates around the country.
- **HFHI/VeteransPlus partnership:** More than 20 affiliates are providing veterans with personalized, veteran-to-veteran financial education and counseling services.
- **Veterans Day 2012:** More than 20 U.S. affiliates hosted veteran-focused build days.
- **Martin Luther King Jr. Day 2013:** Veterans Corps affiliates hosted veteran-focused builds and events.
- **Veterans Build on the Mall:** HFHI constructed seven house frames on the Washington Monument grounds to highlight veterans' housing needs and the opportunities being provided for them through Veterans Build.
- **San Fernando/Santa Clarita Habitat:** Received a \$25 million grant from CalVets to apply a supportive housing model to a self-help homeownership neighborhood for low-income veterans.

With more than 200 affiliates around the country working with veterans in some way, these examples represent a small fraction of the impact being observed nationally. There is great potential for Veterans Build not only to increase significantly the number of veterans served by Habitat each year but also to increase the number of nonveterans served by Habitat.

In an exciting recent development, U.S. Army Lt. Col. David Gilkeson has been hired as director of Veterans Build. Gilkeson will apply his extensive strategic planning experience, both with the Army and with Conner Partners (an HFHI consultant), to the Veterans Build vision and build on the foundation of the Repair Corps and VeteransPlus programs. In the coming year, he will focus on recruiting affiliates to enroll in Veterans Build and on building partnerships to ensure its effectiveness and sustainability.

## Veterans Build on the Mall honors and engages those who serve

Phil Kloer

Senior writer/editor, communications

The Washington Monument loses a bit of its visual impact when surrounded by scaffolding from top to bottom as it undergoes repairs. But it still provided an inspiring backdrop for Habitat for Humanity International's first Veterans Build on the Mall in Washington, D.C.

On June 2-5, dozens of veterans, AmeriCorps members and Habitat volunteers framed seven houses on the Mall, which runs from the U.S. Capitol to the Lincoln Memorial. The homes will be delivered to build sites in the D.C. metro area for completion later this summer. The Home Depot Foundation, Bank of America and MASCO Corp. sponsored the event.

AmeriCorps member and Vietnam War veteran Neal Pointer spoke with the D.C. Fox TV affiliate, which did a live report from the build against the usual Habitat backdrop of constant hammering. "It's an emotional experience for me, particularly because of the way Vietnam veterans were treated when we

returned from the war," Pointer said. "To have the honor of being in this place that we consider hallowed, it's just an unbelievable experience to finally feel like our services were appreciated."

Word of the build spread quickly. One of the local guides who conducts Segway tours led his group past the Washington Monument and stopped to give a well-researched explanation of what Habitat was doing. Veterans who stopped by were moved by the build, which is part of HFHI's national Veterans Build initiative.

"We're really trying to engage veterans in every way that Habitat engages the public, offering them not only homeownership opportunities, but volunteer and employment opportunities," said Christopher Ptomey, HFHI's director of federal relations.

The seven houses framed on the Mall represent each branch of the military, the National Guard and Reserves, plus national service programs including AmeriCorps National and VISTA. In addition, crew members built three wheelchair ramps to be installed at veterans' homes as part of the Repair Corps project sponsored by HFHI and the Home Depot Foundation.





## Weatherization legislation that benefits nonprofits is introduced in the Senate

Christopher Ptomey  
Director, federal relations

After years of engagement and negotiations with stakeholders, including HFHI, Democratic Sen. Chris Coons of Delaware introduced legislation to create a federal weatherization program for nonprofits. HFHI's Office of Government Relations and Advocacy worked closely with Coons to develop the bill and build support for it on the Hill and in the advocacy community, and it will continue to urge the Senate to act on the bill during this session of Congress.

Since HFHI secured a \$3 million Weatherization Innovation Pilot Program grant from the Department of Energy in January 2011, the GRA staff has engaged in an ongoing effort to build on and sustain the success of that grant by advocating for the creation and passage of a new competitive grant program that would allow nonprofits to compete for DOE weatherization funds.

Coons was joined by Republican Sen. Susan Collins of Maine and Democratic Sen. Jack Reed of Rhode Island in introducing the Weatherization Enhancement and Local Energy Efficiency Investment and Accountability bill (S. 1213), which extends the Weatherization Assistance Program, or WAP, and the State Energy Program, or SEP, for another five years. The bill further enhances these programs by creating a complementary, competitive grant program for nonprofits. It also revises current WAP and SEP standards and requires that the DOE establish strong, achievable weatherization standards.

S. 1213 authorizes the framework, guidelines and accountability measures of the new competitive grant program for national nonprofit groups with proven track records in energy efficiency, and dedicates a percentage of future WAP funding to support it. If passed by Congress, the legislation would give HFHI the opportunity to apply for future weatherization grants and significantly expand the number of homes provided with weatherization services.

HFHI's experience with weatherization thus far has proved that the self-help/volunteer model can retrofit homes at a much lower cost through the use of volunteer labor, donated materials and private leverage. The new bill shows that this message is resonating on Capitol Hill.

HFHI will continue to prioritize weatherization in our advocacy work in the coming year, with the goal of not only moving the Weatherization Enhancement and Local Energy Efficiency Investment and Accountability bill forward in the Senate, but also having a House companion bill introduced in the near future.

# Section 3:

## International priorities and global affairs



## Global Housing Indicators: Contributing to the policy dialogue

Jane Katz

Director, international affairs and programs

Beginning with the launch of the Global Housing Indicators website in June 2012, this has been a busy year for participating in or convening policy forums, creating learning events, and developing studies and analyses using the GHI as a platform and framework. In 2013, the GRA office also developed a new business plan that would lay the groundwork for building capacity and expanding the GHI. The GHI assessment has now been conducted in more than 25 cities.

The Global Housing Indicators is a policy assessment tool developed to measure what national and local governments are doing to provide a supportive housing environment. The GHI tool makes access to better housing and services possible for more people. With housing's role in the development of children, communities and sustainable cities, it's crucial to understand the policy environment as it relates to the processes of housing and to compare and measure changes of these policies in countries around the world. The data the GHI generate is the first step toward establishing standards for an enabling and fair housing policy environment for every country. In our new growth strategy, the GHI assessment will be one of the tools that national organizations must undertake to gain a better understanding of the housing sector and to enable them to develop advocacy strategies to promote policies and systems that advance access to affordable housing.

The following are some of the efforts undertaken this past year to contribute to the housing policy dialogue:

- HFHI's GRA office and the Inter-American Development Bank, or IDB, held a panel discussion at the World Urban Forum in Naples, Italy, on Sept. 4, 2013. The session titled "Enabling Good Housing Policies Informed by Evidence-Based Research" brought together experts from UN-HABITAT, the IDB, Habitat Hungary, Lincoln Land Institute and Brazil's Ministry of Cities. The session was moderated by the head of the Department of City and Regional Planning of the University of Pennsylvania. HFHI board member Renee Glover participated as a key panelist. Solly Angel, who helped design the GHI tool, was a surprise participant. In the session, representatives from public and private organizations demonstrated how they have been using evidence-based indicators for advocacy, design and monitoring of urban and housing policies and engaged in a dialogue with various institutions that sponsor housing and urban indicators.
- GRA and Habitat Latin America/Caribbean held a workshop with the IDB, UN-HABITAT, nongovernmental organizations and researchers titled "Global Housing Policy Indicators – GHI: Linking Housing Policies, Program Guidelines and Advocacy" at the Habitat Latin America/Caribbean Regional Forum for Adequate Housing in Bogota, Colombia, in September 2012. The session highlighted key lessons on how the GHI process and results can be used as tools for different goals: advocacy, policy process, institutional program design, research, dialogue, social audit and others. Case studies and evidence from Colombia and Chile were presented. A GHI working group was formed with participants who will look at creating a global indicators platform on housing policies and conditions. An agreement was signed by partners with the intention of launching a regional platform for sharing research, strengthening dialogue, and exchanging information.
- GRA was invited to present at the World Bank's learning event on a housing panel on "Inclusive and Resilient Cities" in February 2013. This was the first time we were asked to share our work with a mostly internal World Bank audience. The presentation on GHI emphasized the value of having a transparent, comparative and standardized tool for measuring the housing policies globally.
- Working with the IDB, GRA helped sponsor and develop a joint paper, "Using Evidence-Based Global Housing Indicators for Policy Evaluation of Rental Housing and Vacant Properties," which was presented at the World Bank's Land and Poverty Conference. The study provided an initial snapshot of the enabling

environment for rental housing in five major Latin American cities profiled in the Global Housing Policy Indicators platform. In Latin America, the rental housing sector has remained underdeveloped, in part because of decades of homeownership-focused regulations and subsidies. Analysis of the indicators, situated in additional city-specific studies and data, confirmed a persistent policy bias toward new homeownership in the subsidy programs, regulations and institutions affecting housing in the five cities.

GRA coordinates a global indicators working group with UN-HABITAT, World Bank, IDB, academics, USAID, HUD and other groups to develop a common platform for urban and housing indicator efforts. We also continue to work with partners such as the International Federation of the Red Cross on specific issues, such as using the GHI for detecting policies related to disaster risk reduction and how they affect disaster response, and with the Global Land Tool Network on building out specific land indicators for secure tenure efforts.

## Habitat and the Post-2015 Agenda: Efforts to date

Dan Petrie, associate director, congressional relations

Chris Vincent, director, congressional relations and international affairs

The Millennium Development Goals expire in 2015, and a lively discussion about the future of global development has accelerated in recent months with the release of a report by a United Nations advisory group called the High Level Panel. Although the High Level Panel acknowledges that “cities are where the battle for sustainable development will be won or lost,” this idea is reflected only slightly in its draft goals and targets. Estimates from the U.N. predict 3 billion people will be living in slums by 2050, a 200 percent increase from today’s levels. The U.N. officially states that the current Millennium Development Goals target on slums has been achieved, but this “success” discounts that slum populations are increasing dramatically. This was a major miss by the High Level Panel and should be addressed directly by the U.N. Habitat has tracked the Post-2015 process for more than a year and has advocated for a greater focus on housing, slums and an urbanizing world.

### Sample of Habitat actions to date

Influencing Post-2015 processes:

- An HFHI position paper on the Post-2015 Agenda has been developed.
- Habitat’s United Kingdom national organization sent a letter to Prime Minister David Cameron and received a response affirming his commitment to land tenure and property rights.
- A letter was sent to Kadir Topbas, mayor of Istanbul, Turkey.
- A meeting was held with John Norris, adviser to John Podesta, chair of the Center for American Progress.
- A white paper was developed to argue for a universal target on shelter.
- HFHI CEO Jonathan Reckford made a statement on the High Level Panel report.
- A position paper was developed for the Open Working Group on Sustainable Development Goals.

Coordination with experts:

- We are working closely with the International Housing Coalition on U.S.-based Post-2015 advocacy.
- We have spoken with a number of key players in the development of the original MDGs, including Mark Hildebrand, former manager of Cities Alliance and advocate for Goal 7: Target 11.
- We have conducted policy discussions on the Post-2015 Agenda at Habitat Latin America/Caribbean and Europe/Central Asia Housing Forums, InterAction’s Forum, and others.

Informing/activating the Habitat for Humanity network:

- A global HFHI sign-on letter with more than 50 signatories was sent to U.N. special adviser Amina Mohammed.
- Ongoing guidance is being provided to the global Habitat network on how to influence the Post-2015 process.
- A template letter has been developed for Habitat national organizations to send to U.N. representatives.

## 2013 Shelter Report

Dan Petrie  
Associate director, congressional relations

In February, Habitat for Humanity released its fifth annual Shelter Report, “Keeping Faith: Affordable Housing and Strong Communities.” The report makes the case for continued investment in affordable homeownership, which is critical to our short-term economic recovery and the long-term health of our communities. Collaboration among the public, private and social sectors is necessary if more families are to realize the American dream.

Habitat’s Shelter Report highlights many of the success stories of key federal housing programs that have made important strides in combating poverty housing and have helped organizations such as Habitat. It also urges lawmakers to continue to support policies that will help create paths for affordable housing for families in need.

The 2013 Shelter Report was launched during a panel discussion at the offices of the National Association of Realtors. With the U.S. Capitol as a backdrop, experts from the National Community Reinvestment Coalition, Realtor University and the University of North Carolina Center for Community Capital talked about affordable housing after the Great Recession. Copies of the report and video of the launch event can be found at [habitat.org/gov/public\\_policy/Research\\_resources\\_default.aspx](http://habitat.org/gov/public_policy/Research_resources_default.aspx).

Development of the 2014 Shelter Report, “Step by Step: Supporting Incremental Building through Housing Microfinance,” is well underway. The report will highlight Habitat’s MicroBuild fund and is expected to be released this fall.



## The Haiti Property Law Working Group's accomplishments and activities

Lisa Heintz,  
Manager, learning and organizational development

With continued leadership from HFHI's international advocacy team, the Haiti Property Law Working Group, composed of nearly 100 stakeholders, has been convening every four to six weeks since June 2011. It has developed clear goals, objectives and priorities and has completed the first in a series of three land transaction manuals designed to support the understanding, focus and capacity of Haiti to deal with long-standing land issues.

The first volume, "A How-To Guide for the Legal Sale of Property in Haiti," was made possible in part by a grant from the Digicel Foundation. It received full participation in and endorsement of USAID, the government of Haiti, the Canadian International Development Agency, the French Embassy, the IDB, the World Bank and many others. It was presented and distributed at the September Clinton Global Initiative meeting in New York and was shared at the United Nations meeting of NGOs that week, hosted by Haiti's Prime Minister Laurent Lamothe. Lamothe held up the report in front of the meeting and praised it as a great example of public-private cooperation. The manual has been in demand in connection with possible purchases and sales of property for commercial and housing development. Because of updates and additional sign-offs, the French version was finalized around third anniversary of the earthquake, Jan. 12, 2013.

Creating the manual involved a nuanced and inclusive process of that lasted more than a year. To ensure the manual's accuracy, drafts were circulated for comments and regional stakeholder meetings were held in Port-au-Prince, Cap-Haïtien, Les Cayes and Léogâne to solicit feedback. Stakeholder meetings included national and local government officials, notaries, surveyors, nongovernmental organizations, bilateral and multilateral agencies, and the Haitian financial and insurance sectors. Initial training materials based on the first manual have been developed in French, English and Creole. Subject to funding, the training on the use of the manual and the general principles of Haitian customary law involved in buying and selling land will be made available throughout the country to a broad range of stakeholders, professionals, government officials, members of the public and other interested parties. The working group is eager to support wide dissemination and training on the first manual; to have the manual included in the "Haiti is Open for Business" program; to have associations of lawyers, surveyors, notaries and others trained; to have the government officials who are part of the process, including municipalities, the Direction Generale Des Impots and judges trained; and to have information about the manual made known to the public through radio, forums and even TV talk shows.

A second manual, "Regularizing and Formalizing Informal Rights on Third-Party and Government Land: Land Transactions Manual, Volume 2", is under development. A working subgroup has begun substantive meetings and research on the formalization of land rights on government and third-party land. This will include ownership, leasehold, rent-to-own and other rights (for example "*petit prescription*"). The working group will be looking at public and private government land and land that is held by private citizens or entities. The scope will include urban and rural areas, and the report will address adverse possession and property subdivision due to inheritance and by agreement. This would help provide a legal blueprint for addressing the issues and rights related to squatters, resettlements and other situations. Members of the working group overlap with members of the various resettlement groups, and the working group is taking steps to make sure its work is aligned and complementary. The second manual will have a much bigger potential impact and should help with securing tenure for informal settlements existing before the earthquake, resettling camp dwellers, establishing housing programs after the quake and supporting housing and land as collateral down the road for housing microfinance.

Other important aspects of secure tenure and land rights in Haiti will be addressed as appropriate in the second manual or in future manuals, including land disputes and eminent domain.

The working group has developed and is implementing training to educate all interested parties about the first manual and to promote its adoption and use. Training materials are available in French, Creole and English, and include a series of face-to-face workshops for public officials, private citizens, domestic and international investors, lawyers, notaries, surveyors, and others throughout the country.

The working group is now coordinating with the Presidential Advisory Council on Economic Growth and Investment, or PACEGI, as it drafts new legislation on land tenure. PACEGI, co-chaired by former President Clinton and Gregory Mevs, asked the working group to help propose revisions to the property law of Haiti going forward, including “quick wins” identified by the working group from its work on the first manual. PACEGI is supporting the work of Patrick Rouzier and the newly formed Unité de Construction de Logements et de Bâtiments Publics, or UCLBP, and is expected to contribute to these efforts. PACEGI is proposing a new ecosystem for land tenure with new decrees and laws based on the first manual (Volume 1) and the research underway for the second manual (Volume 2). The first manual was presented at a PACEGI meeting in late September 2012 at the Clinton Foundation and was very well received. Subject to funding, the working group will be able to support proposing amendments to the law, including some easy fixes to make the existing customary and written laws and regulations work better.



# World Urban Forum VI, Naples, Italy

Jane Katz

Director, international affairs and programs

The sixth session of the World Urban Forum was held in Naples, Italy, on Sept. 2-6, 2012. Participation was close to 8,500 attendees from more than 150 countries from various sectors: civil society, governments, private sectors, parliamentarians, research and academia, multilaterals, and financial institutions. This was the most productive World Urban Forum that we have attended to date. Habitat for Humanity organized, participated in or moderated panels with partners at more than six networking and training sessions; had major presenter roles at the gender assembly and roundtable, youth assembly, civil society roundtable and world urban campaign event; and participated for the first time as members of the Global Land Tool Network, Global Housing Strategy to the Year 2025 and Global Network for Sustainable Housing. Habitat for Humanity was represented at the forum by a delegation from headquarters and representatives from the Latin America/Caribbean, Europe/Central Asia and Africa/Middle East area offices; two national offices; and HFHI board member Renee Glover. Liz Blake, senior vice president of government relations, advocacy and legal, represented Habitat for Humanity as a member of the U.S. government's official delegation.

Although the timeframe was shorter than in previous years, Habitat staff had a packed agenda, fruitful meetings, high-level visibility and good participation with a number of new organizations. We are currently planning for World Urban Forum VII, which will be held in Medellin, Colombia, in April 2014. Some key messages and outcomes are included below.

## Key messages from the forum

- The need for social inclusion in cities, including inclusive planning and empowering the marginalized.
- Advocating for national urban and housing policies to address the negative effects as well as the opportunities of urbanization.
- Redefining, strengthening and formalizing relations between the urban poor organizations and local authorities.
- Legal and regulatory frameworks aimed at giving access to land for the urban poor should be based on a clear understanding of how urban land markets work.
- A new approach is required in providing adequate and affordable housing.

## Outcomes from the forum

- A significant outcome for Habitat was agreement that a new global partnership — a memorandum of understanding — will be developed between Habitat for Humanity and UN-HABITAT. As part of the agreement, we will collaborate with UN-HABITAT and work together in the following areas:
  - Leveraging Microbuild and Habitat Resource Centers.
  - Integrating national organizations into national/ country committees aligned with the Global Housing Strategy
  - Instituting joint planning and programming in selected countries (including Global Housing Indicators, youth and gender issues)
  - Instituting the Global Housing Indicators and the Regional Housing Forums.
- As a member of the steering committee of the World Urban Campaign (led by UN-HABITAT), HFHI was re-elected to the standing committee representing civil society organizations and was appointed to be on a new working group on the Third United Nations Conference on Housing and Sustainable Urban Development, or Habitat III, to develop a new urban strategy.
- As a new member of the Global Land Tool Network, we plan to test and implement a new tool called the Social Tenure Domain Model for enumeration, especially in Haiti and Colombia.

- Other high-level agreements included:
  - Working with the International Federation of Red Cross and Red Crescent Societies to develop a global memorandum of understanding supporting going forward to co-sponsor all regional Habitat for Humanity housing forums, and working on a new model for community responders
  - Working with the Lincoln Land Institute on training for public authorities in five municipalities in Bolivia.

# Advocacy initiatives around the globe

Jane Katz

Director, international affairs and programs

## Asia/Pacific area office

Robin Shell, area programs adviser

### Habitat for Humanity Cambodia

The increasing demand for land in Cambodia has accompanied rapid economic expansion over the past decade, leading to land tenure insecurity for many of the country's poor. Despite the adoption of a new land law in 2001, tenure problems have increased because of the lack of enforcement or implementation of the law, along with poor land governance and a rising demand for land as an economic asset.

Habitat Cambodia developed a "Social Land Concession Advocacy Project" with the goal of improving the social and economic conditions in Battambang by promoting secure tenure with governmental and nongovernmental partners. The project, funded by World Bank until June 2013 and by Habitat for Humanity Australia/AUSAID since July 2013, focuses on land tenure for women, children, the extremely vulnerable poor and the landless poor.

Known previously as Strengthening Civil Society and Government Partnerships to Deliver Secure Land Tenure, the project focused on facilitating the provision of land tenure certificates and solving land tenure disputes on an area provided by the government of Cambodia. This area had to be converted from public state land to private state land, and the main challenge Habitat Cambodia faced was in working with the provincial-level authorities to provide land tenure certificates.

At the moment, everyone is on "soft title," in which land is registered at the local level only and not at the national level; it is technically possession status, not ownership. Eventually, beneficiaries will receive social land concession certificates instead of soft titles. All land will be registered at the Ministry of Land Management Planning and Cadastral office. The social land concession certificate indicates that the government recognizes the occupants as formal possessors of the land instead of squatters on public land.

Families need to prove residence by being there for five years, after which they will be given soft title. The national government, represented by the Ministry of Land Use Management Planning and Cadastral together with the provincial authorities, agreed to this to prevent families from selling the property. They will get the full title after 10 years. The project is considered a model. The Battambang government is looking at other informal settlements in the city to see how secure land tenure can be provided through land-sharing arrangements and other options that may be discussed by the stakeholders.

The social land concession project has already reached 5,000 families in both rural and urban areas, and the project aims to reach an additional 5,000 direct and indirect beneficiaries.

### Habitat for Humanity Philippines

Habitat Philippines worked to change a provision in the housing law that had been on the books since 1992. The Republic Act 7279 has been the basis of the housing program in the country for the past 20 years and includes an article pertaining to socialized housing, which has been the primary strategy in providing shelter for the underprivileged and homeless. The House of Representatives passed legislation to amend a section to strengthen the "Balanced Housing Development" provision in the law covering vertical development (condominium units).

Habitat Philippines recognized that the law was deficient in three areas:

1. The basis for the 20 percent computation of condominium units did not clearly state whether the percentage is based on the size of land or the floor area.

2. As a mode of compliance to the law, joint ventures with NGOs or nonprofit organizations were not stated; the draft only mentioned joint ventures with another private developer. This would make Habitat and other NGOs ineligible for this source of funds for socialized housing.
3. There is no provision to include cash donation to an accredited NGO as part of compliance with the law, but in fact this is included in the current Implementing Rules and Regulations of RA7279 under the tax incentives of the Board of Investments of the Philippines for condominiums.

After learning that public hearings would be held in the Senate to tackle the proposed House bill, Habitat Philippines arranged a meeting with the chair of the Committee on Housing in the Senate and was able to present a draft document with the changes. The chair agreed with the points and invited Charlie Ayco to be a resource person to the Senate committee hearing on the draft House bill in September 2012. Habitat joined in the Technical Working Group, which is tasked with formulating the final draft of the amendment to the law, and Habitat participated in the first meeting with the working group. Our position has been accepted on the first part of the law, and another meeting was called to discuss the succeeding provisions.

A new congressional term began in July 2013, and a new bill has been refiled to amend the Urban and Housing Development Act. Habitat Philippines supports this but will still introduce additional amendments.

This year, Habitat Philippines is also working with key government agencies on the resettlement of about 100,000 families living in the danger zones and waterways of Metro Manila covered under the Supreme Court Mandamus. Their job is to help create a model to accelerate the implementation of this program. Habitat Philippines is advocating to the government to take on project equity investment in the relocation projects, representing the cost of land and site development. The benefiting home partners will pay only for the cost of the building, which shall be built on the land owned by the government under a usufruct agreement. The families will have an option to buy the land in the future. The whole purpose is to make it affordable to the home partners to pay for their condo units.

### **Habitat for Humanity Nepal**

Existing normal construction technology is not affordable to everyone in need of housing. Sixty percent of the clients of well-established microfinance institutions in Nepal — and 80 percent of the clients of village savings groups — are in need of housing.

It is generally acknowledged that low-income families in developing countries acquire shelter through the process of incremental housing; housing microfinance is uniquely tailored to match the building and financing patterns for the majority of the world's housing-deprived population. Therefore, Habitat for Humanity Nepal researches and promotes less-expensive local housing technology and advocates with microfinance institutions to add housing finance loans to their lending portfolios.

Habitat Nepal is working on transforming the lives of 36,562 families as part of the 100,000 housing campaign by 2016 by initiating cost-effective technology and promoting housing microfinance among 32 partner institutions. It is also advocating for government agencies to minimize red tape and thus improve the effectiveness of community organizations working to reduce Nepal's housing deficit.

Through its advocacy efforts, Habitat Nepal is persuading the government to add a new regulation ensuring more funding for affordable housing. The government has agreed but has not yet formally written it into monetary policy. Microfinance Development Banks are financed by Rural Microfinance Development Centers, along with commercial banks and finance companies, under the Deprived Sector Lending scheme. This scheme's mandatory lending obliges commercial banks (class "A" financial institutions) to lend at least 3 percent of their portfolio to the deprived sector, while class "B" development banks and class "C" finance companies are obliged to lend 1.5 percent to the deprived sector. The commercial banks charge 3 to 6 percent interest on wholesale loans to wholesale lenders and microfinance institutions, and this interest rate might be moving up.

The new regulation would earmark 1 percent of that 3 percent Deprived Sector Lending requirement to go to microfinance institutions that could use it for housing products. The influence of Habitat Nepal through its partners

will result in Rural Microfinance Development Centers formally adding housing as a new product. The centers have informed Habitat Nepal and its partners that they will officially announce this policy next January.

### **Europe, Middle East and Africa area office**

Gyorgy Sumeghy, advocacy manager

Anita Ebersohn, associate general counsel, legal and advocacy

After a recruitment process, Gyorgy Sumeghy, former national director of Habitat Hungary was hired to the new position of advocacy manager and started work in January. Anita Ebersohn, legal counsel at the Pretoria office, was asked to dedicate one day per week as the advocacy contact for countries in the former Africa/Middle East region. Lucija Popovska, EMEA program director, supports this advocacy team. The communications, organizational learning and program departments also support the team on a regular basis.

### **Capacity building**

The main job of the advocacy team is capacity building: supporting national organizations in strategy development, getting funding through various grant applications, developing our knowledge base through research, and joining networks and coalitions to strengthen our influence.

Regional initiatives included:

- Serving as regional contributor, along with four other regional players, in the “Civil Society Report to the EU Commission on the Implementation of National Roma Integration Strategies and Decade Action Plans in Eight Countries.”
- Holding in the second ECA Housing Forum in Geneva in partnership with UN-HABITAT, IFRC, United National Economic Commission for Europe and the U.N Development Programme, and with participation by leading European housing researchers and housing lobby groups.

Contributions to global Habitat for Humanity advocacy initiatives, included:

- The U.N. Civil Society Consultation in Geneva on Population Dynamics/Urbanization with regard to the Millennium Development Goals, which succeeded in getting HFHI’s slum reduction target into the final recommendations.

Contributions to global Habitat organizational learning included:

- Integrating advocacy into programs within the framework of the new EMEA Strategic Directions.
- Launching the Residential Energy Efficiency for Low-Income Households, or REELIH, project funded by USAID to combine demonstration projects with advocacy

### **Habitat Malawi**

The housing policy in Malawi is not fully developed. Habitat Malawi participated in policy discussions on housing with the government.

### **Habitat South Africa**

Habitat South Africa performed research on various policies, guidelines and strategic imperatives of HFHI in order to guide them in developing context-specific and relevant advocacy objectives for South Africa. It made advocacy part of its new strategy.

### **Habitat Zambia**

Working with the Civic Forum on Housing, Habitat Zambia led a conference composed of academia, housing rights organizations, nongovernmental organizations, government agencies and representatives of the private sector to focus on advocating for improved shelter access in Zambia. Issues included land rights, housing construction, construction

standards and technology, gender and social issues, and housing microfinance. During the conference, Habitat Zambia developed a position paper and conference resolutions. It also included advocacy as part of its new strategy.

### **Habitat Bulgaria**

For the second consecutive year, Habitat Bulgaria has been elected as a member of the National Council on Ethnic and Integration Issues with the Bulgarian Council of Ministers. As a member of the council, Habitat Bulgaria supported extending the special legal regime of “tolerance” of illegally built Roma residences, which originally expired in October 2012. A formal proposal was submitted to the Bulgarian Parliament, and the regime was prolonged, thus postponing the legal ground for demolishing thousands of illegally built Roma homes.

Habitat Bulgaria has been elected to represent the Bulgarian social NGOs in the Thematic Work Task Force on Regional Development. Habitat Bulgaria’s focus areas on the task force, which are included in the regional development program for 2014-2020, include:

- Supporting the transition to a low-carbon economy in all sectors.
- Improving the energy efficiency of the housing stock.
- Encouraging the social inclusion and fighting of poverty.

Habitat Bulgaria proposed particular amendments providing that investment in construction of social houses be included in the documentation of the Regional Development Program for the next programming period. The proposal was accepted, and respective amendments were made.

Habitat Bulgaria is very active in several other government committees and NGO coalitions. The European Economic Alliance awarded Habitat Bulgaria a grant contract for the establishment of a National Poverty Fighting Coalition.

### **Habitat Hungary**

Habitat Hungary was selected as a pilot/investment country within the framework of HFHI’s Growth Strategy as the only Habitat country program focusing on advocacy. One of the flagship projects is the development of the social rental sector by introducing a new model called the Social Rental Agency. The Soros Foundation, or OSI, gave US\$177,000 for an 18-month period to do the research, develop a complex recommendation package for the national government, build a coalition, and lobby for the introduction. Metropolitan Research Institute did most of the research, and the recommendations were presented at different workshops. Several meetings took place with government officials and other high-level stakeholders, and the Social rental Agency is on the media agenda on a regular basis.

For the first time, Habitat Hungary published an annual report on poverty housing in July 2012, reaching 6 million people and earning a good reputation among housing experts, NGOs and policymakers. A second annual report was published in May 2013, reaching 6.5 million people.

Habitat Hungary was on the editorial board for the “Interim Civil Society Report on the Implementation of National Roma Integration Strategies and Decade Action Plans” for Hungary and was contracted by HFHI to review the housing chapters of shadow reports for Bulgaria, Romania, Slovakia, Macedonia, Spain, Serbia and Albania. All reports were submitted to the European Commission by the Decade of Roma Inclusion and Open Society Foundation.

In March, the housing platform national workshop was held with the participation of about 30 NGOs related to poverty housing. Habitat Hungary is very active in networking with several government ministries, local governments and other important stakeholders. It has been invited to several government consultations on various policies.

Among the opinions and policy positions Habitat Hungary published this year are:

- Developing a Roma settlement rehabilitation program (€4.8 million was allocated to the program).
- Supporting housing investments in segregated neighborhoods.

- Reducing the deteriorating socioeconomic processes of the depopulating locations.
- Supporting community-building programs in residential communities of blocks of flats.
- Developing services related to the families in arrears on their rent and utility bills.
- Elaborating on the new urban development strategy of the capital, Budapest.

Habitat Hungary also provided expert input to City is For All, an organization to advocate for homeless people, for a shadow report on the Hungarian government's housing-related policies, which will be submitted to the U.N. rapporteur on adequate housing, Raquel Rolnik. A report on hypothermia deaths was prepared. By the request of the commissioner for fundamental rights, Habitat Hungary's information and opinion on hypothermia deaths was published.

A photo exhibition on the different types of poverty housing in Hungary was organized in Budapest for World Habitat Day. Habitat Hungary's total media reach this year, including the two annual reports mentioned before, is 17,585,000. In February, a professional blog was launched with the title "Home for Everybody!"

Habitat Hungary also submitted eight advocacy-related grant proposals (several times as the main partner of Habitat Europe, Middle East and Africa), three of which won US\$62,000.

Other contributions to HFHI advocacy initiatives include representing HFHI at several international conferences and contributing to organizational learning about advocacy.

By the end of FY2013, Habitat Hungary had established a three-member team for advocacy supported by a communication agency, thus having the strongest advocacy capacity in the Habitat network outside the Government Relations and Advocacy office.

### **Habitat Macedonia**

Advocacy issues are based on the experience of some key field projects (This is a bottom-up approach). Through these projects, Habitat Macedonia developed an expert reputation in both the national and local governments, so that it now is being consulted on several housing-related issues regardless of its field projects.

Grants from the EU and the Soros Foundation allowed Habitat Macedonia to implement various projects aiming to empower Roma communities by facilitating dialogue between local governments and the local Roma community and contributing to the legalization of Roma housing by giving legal assistance and microloans to cover the costs of legalization. Through a wide, multistakeholder, consultative process on both the local and national levels, a Social Inclusion Index was developed in cooperation with the Ministry of Labor and Social Policy.

A grant from USAID helps Habitat Macedonia run pilots in energy efficiency for low-income households and base policy recommendations on those pilots. Memorandums of understanding have been signed with four municipalities, declaring the intention of the mayors to get involved in residential energy efficiency improvements through local government legislation and adequate funds allocation. Issues have been identified and formulated, and draft amendments for the Housing (condominium) Law have been submitted to the government, aiming to facilitate the decision-making process among the homeowners in collective apartment buildings.

Habitat Macedonia also participated in the committee of experts assigned by the government to draft the Social Housing Law, participated at the regular coordination meetings for Roma inclusion, and presented two key projects — Legalization of Roma Housing and Energy Efficiency for the Housing Sector — during the ECA Housing Forum in Geneva. It also contributed to the advocacy part of the new Global Metrics Tool and the Habitat for Humanity Global Guide on Advocacy.

### **Habitat Poland**

Advocacy has become an integral part of Habitat Poland's strategy. This first year was mostly about capacity building: hiring and training a full-time advocacy coordinator, developing strategies, submitting grant proposals to fund advocacy, starting intensive networking, developing new communications tools, and re-establishing a former NGO coalition. Habitat Poland's partnership with the Social Re-adaptation Center was featured in nationwide

media, thus reaching more than 3 million people. Habitat Poland organized a photo exhibition about poverty housing for World Habitat Day 2012 in Warsaw, and the advocacy coordinator began taking part in the Parliamentary Committee of Infrastructure on poverty housing-related issues. Habitat Poland also created a team of housing experts to prepare research on the housing sector in Poland, creating a basis for developing policy positions.

### **Latin America and Caribbean area office**

Maria Luisa Zanelli, advocacy/partnership outreach manager

A comprehensive approach called urban interventions of high impact, which bundles the three houses of Habitat for Humanity's new strategic plan and establishes issue priorities, was approved by the Housing and Human Settlements Department in the LAC office within its Strategic Plan for 2014-18. In this way, advocacy is likely integrated into urban interventions and program design.

An advocacy manual on disaster risk reduction was developed, responding to the issue priority of the LAC office's FY2013 plan. The manual was validated with a national organization.

A pilot initiative among issue program specialists, advocacy and communications developed articles and infograms that were disseminated through social media, following a schedule of international observances or holidays attached to specific dates, such as World Water Day. This resulted in a significant increase of people visiting Habitat LAC social media sites.

The Regional Forum on Adequate Housing in Latin America and the Caribbean, titled, "Building Shared Solutions for Inclusive Cities," was held in Colombia in September 2012 in partnership with the IFRC, UN-HABITAT and Minuto de Dios Corp., and with the participation of civil society networks, NGOs, international agencies and others.

### **Habitat Bolivia**

The Women's Leadership Network promoted by Habitat developed a supplementary proposal to the Urban Property Owner Regularization Law from a gender-focused perspective, which was presented to the Plurinational Assembly and incorporated into the final version passed by President Evo Morales Ayma on June 5, 2012. The additional provision indicated: "In the case of marriages and free or proven unions, the legal title to the urban property destined for housing will be emitted and registered in favor of both spouses and partners, mandatorily consigning with complete names."

In this way, the law not only guarantees property rights for women in about 300,000 households, but also gives women the possibility of exercising land rights within the framework of equality, a historic achievement that will establish precedent and jurisprudence for future struggles for the rights of women to urban land and housing.

### **Habitat Colombia**

Habitat Colombia and other national organizations are part of the National Organizer Committee of the World Urban Forum VII, to be held in Medellin, Colombia.

### **Habitat El Salvador**

The United Nations Program for Human Settlements, UN-HABITAT El Salvador, and the Department of Housing and Urban Development invited Habitat for Humanity El Salvador to be part of the National Habitat Committee. This committee will work toward the Third United Nations Conference on Housing and Sustainable Urban Development, or Habitat III, to be held in 2016, and will be a reference for the World Urban Forum to be held in 2014.



**Habitat Honduras**

An international forum titled Public Policies and the Right to Adequate Housing was held May 10, 2013, with the participation of the mayors and local authorities of 40 municipalities nationwide, along with the Homebuilders Solidarity Network, or REDVISOL; the Honduran Council on Housing Solidarity, or COHVISOL; and the media. The Declaration of San Pedro Sula, an agreement among all stakeholders on guidelines to strengthen collective action, was signed at the end of the forum.

Five new municipal housing policies were approved, and 18 municipal policies that were approved in previous years incorporated the risk management issue.

## HFHI and IHC continue strategic partnership on international advocacy

Bob Dubinsky

President and CEO, International Housing Coalition

The International Housing Coalition's relationship with Habitat for Humanity International has been integral to the IHC's success since it was founded by HFHI, the National Association of Realtors and the Canadian Real Estate Association in 2005. This year, Susan Hill and Anjali Bean became staff members of HFHI. This arrangement has allowed the IHC to take part in the HFHI benefits plan and further strengthens the ties between our closely aligned organizations.

HFHI has provided substantial financial support to the IHC since its founding and continues to be one of its most active members. The IHC advocates on behalf of more than 30 members, including private companies, professional associations, research institutions, universities and NGOs on issues related to poverty housing and urbanization around the world. It also continues to produce high-quality research and education materials.

Throughout the year, the IHC collaborated with HFHI on many issues, including federal budget appropriations, water and sanitation funding, USAID's upcoming urban policy, and the future of the Millennium Development Goals. Representatives from the IHC participated with HFHI advocates in meetings on Capitol Hill during the Habitat on the Hill legislative conference.

Highlights from IHC's work this year:

- The IHC actively worked with USAID to develop a USAID Urban Services Delivery Policy. The policy will be released in fall 2013 and will help encourage USAID field staff to focus more attention and resources on urban areas, particularly slums in the developing world.
- The IHC continued its strong support for funding water and sanitation projects that improve access of the poor to clean water and basic sanitation. It supports the Sen. Paul Simon Water for the World Act, which was recently introduced in Congress and will enhance the U.S. government's water and sanitation initiatives.
- The IHC worked on several publications this year. Papers were published on the challenges of creating housing associations in Eastern Europe, the issue of gender and property rights, and the future of the Millennium Development Goals and what new targets might look like when current goals expire in 2015.
- The IHC continued to educate decision-makers in Washington about issues related to urbanization, slums and housing. With strategic partners, it sponsored several events to highlight these issues. Looking forward, the IHC anticipates a close partnership with HFHI as it seeks to elevate housing and shelter issues as a development objective and in the Post-2015 Development Agenda.

The IHC is thankful for HFHI's continued support and looks forward to continuing to work together in the next year.

# Section 4:

# Looking forward



# Advocacy: Looking forward

Chris Vincent

Director, congressional relations and international affairs

The new strategic plan and the global advocacy initiative will help propel Habitat for Humanity forward in the years to come. Advocacy events and activities are already taking shape well into 2014. Here is a brief snapshot of key activities to look forward to:

## Global advocacy campaign

In 2014, HFHI will work to launch the first Habitat for Humanity global advocacy campaign. The campaign will focus on a key barrier to adequate housing and strive to have an impact on lives all over the world. By joining together around a common issue, the Habitat network will be able to have greater focus, efficiency and effectiveness as it meets the housing needs of families around the world.

## Advocacy strategic investments

In FY2014, HFHI will implement a series of grants to local Habitat organizations — one for each of the four area offices.

## Advocacy capacity building

HFHI will work to build the capacity of all Habitat actors through such programs and initiatives as a housing policy resource center — an online collection of key information related to strategic policy priorities of affiliates, state support organizations and national organizations. Habitat will also pilot a new system to mobilize the network around key issues, including advocacy campaign priorities.

Mortgage Procedures and Regulations (MPAR)

Consumer Finance Protection Bureau mortgage origination and servicing rules are going into effect in January 2014. The MPAR initiative has created extensive training, tools and guidance to support U.S. Habitat affiliates, and in 2014 it will seek to train all U.S. affiliates on mortgage compliance issues and other federal regulations affecting their operations.

## 2014 Shelter Report launch

In November 2013, HFHI will launch its next shelter report, which focuses on financing incremental shelter. The global launch will take place in Washington, D.C., around a MicroBuild board meeting. HFHI expects to partner with the Overseas Private Investment Corp. and others in an effort to push the critical information of the report out to key decision-makers in Washington and in the global development community.

## Habitat on the Hill

Already, HFHI has secured Charlie Cook as a keynote speaker for Habitat on the Hill 2014. Cook, a well-respected political analyst, follows Mara Liasson's well-received keynote speech at the 2013 conference. Additionally, the conference will give new focus to the Advocacy Strategic Initiative and look to propel U.S. Habitat affiliates and state support organizations forward in implementing impactful advocacy strategies.

## World Urban Forum 2014

In April 2014, HFHI will send a delegation to the World Urban Forum in Medellin, Colombia. The delegation will work to influence the overall direction of UN-HABITAT and the new global housing agenda taking shape.



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