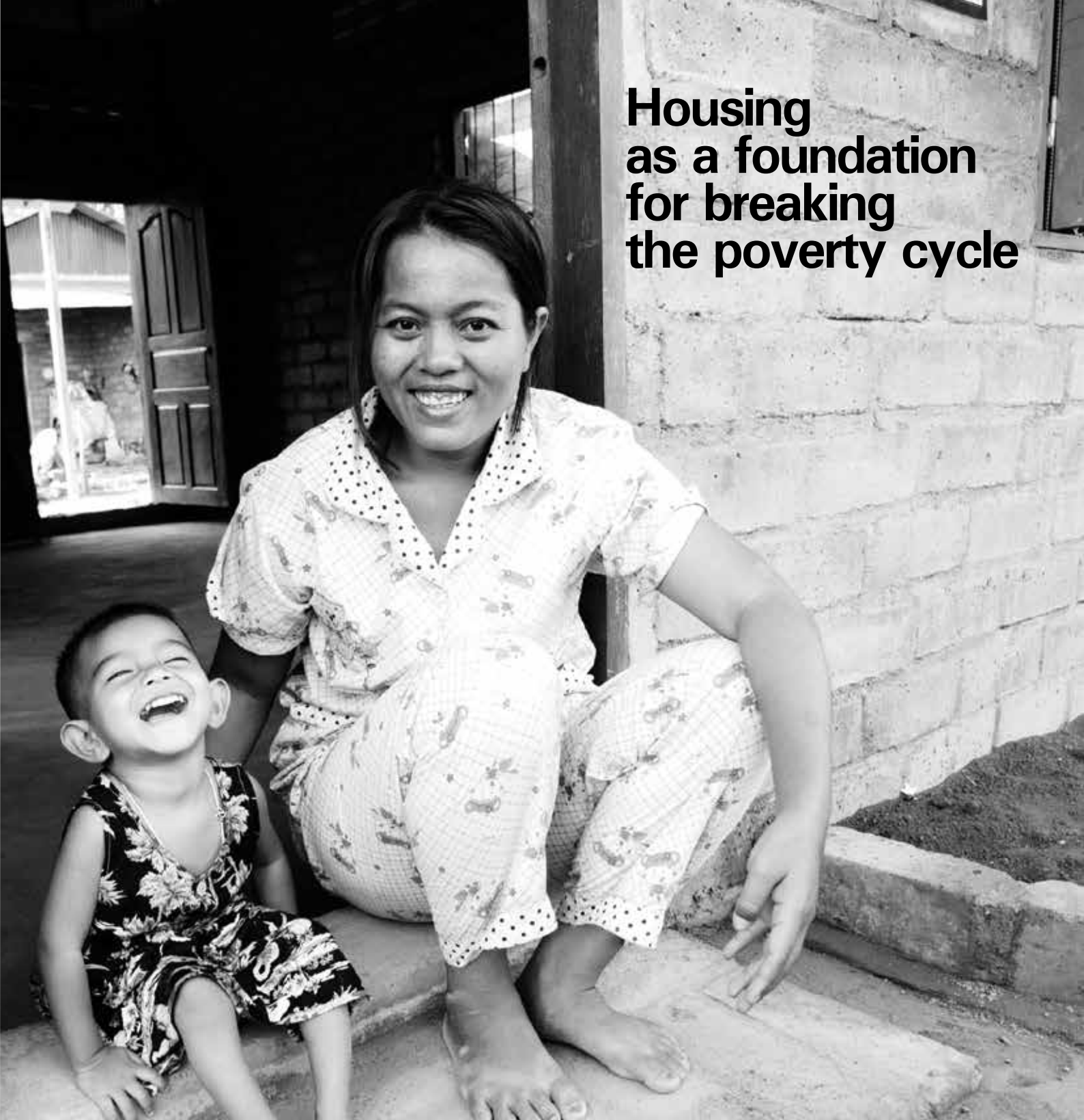


**Housing  
as a foundation  
for breaking  
the poverty cycle**



**ASIA-PACIFIC  
HOUSING FORUM 4**

**Post-Event Report**



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Dear delegates and supporters,

Thank you for your participation at the fourth Asia-Pacific Housing Forum in Manila. The forum was the best attended since the inaugural event in Singapore in 2007. It drew over 700 policy makers, business titans and thought leaders from humanitarian agencies and research institutions from over 30 countries. More importantly, the forum brought private, public and people sector stakeholders together under one roof to seek poverty housing solutions.

The forum, with the theme 'Housing as a foundation for breaking the poverty cycle', achieved several outcomes. On the eve of event, the Philippine Housing and Urban Development Coordinating Council and Habitat for Humanity International collaborated on a high-level roundtable discussion which was hosted by Philippine Vice-President Jejomar Binay. The event was attended by 75 regional and Philippine policy makers, CEOs and leaders from NGOs and multilateral agencies. The outcome of the discussion was shared by Vice-President Binay in his keynote address at the opening of the Housing Forum and helped set the cornerstone for the three-day forum.

I believe the high-level discussion has also helped sustain the regional conversation on shelter for the vulnerable and marginalized, particularly in light of the evolving post-2015 Millennium Development Goals agenda. I am hopeful that the final iteration of the new goals will address adequate housing in a much more comprehensive way.

During the course of the Housing Forum, various capacity building opportunities were delivered and well attended. More than 100 participants took part in an inaugural housing finance course run by Wharton School and Habitat for Humanity International. The Eco-Town Framework training workshop run by the Philippine Climate Change Commission, and Asia Development Bank's session on energy efficient technologies drew large groups as well.

Also noteworthy was the announcement of a major partnership between the Philippine government and our national office in the Philippines to support families displaced by the recent conflict in Zamboanga, in the south of the country. The partnership is currently underway — three makeshift hospital tents have been built, more than 10,000 shelter kits are set to be distributed, and 2,000 houses will be built over the next two years.

I am sure many of the conversations and connections for prospective collaborations will continue long after the Housing Forum. We will continue to be in touch so we can report back on developments and partnerships in the lead up to and at the next Asia-Pacific Housing Forum in 2015. I look forward to seeing you again at the next event.

**Rick Hathaway**  
Vice-President, Asia-Pacific  
Habitat for Humanity International



# Quick Stats



703

delegates

34

countries and territories

75

discussants at high-level roundtable discussion hosted by Philippine Vice-President Jejomar Binay

100

trained in the Wharton-Habitat housing finance course

90

attended the Eco-Town Framework training workshop conducted by the Philippine Climate Change Commission

2,000

homes to be built for families displaced by the conflict in Zamboanga in a partnership between Habitat Philippines and the Department of Social Welfare and Development announced during the Housing Forum

1

bill to be authored by Philippine Senator Loren Legarda creating an agency responsible solely for the management of Metro Manila's drainage system

# Awareness Raising

## Mainstream media coverage and pro-bono advertising

The Asia-Pacific Housing Forum was mentioned in more than 100 pieces of media coverage, across print, television and online from July to October 2013.

- Channel NewsAsia broadcast a news feature on the poverty housing situation in the Philippines on October 7. The coverage included presenting Habitat projects and an interview with Jonathan Reckford, CEO of Habitat for Humanity International. More details.
- ANC interviewed Rick Hathaway, Habitat for Humanity's Asia-Pacific vice-president on their morning news show on September 27. Watch the interview.

# 50.9

million people reached through media coverage

# US\$46,000

worth of media coverage

# US\$102,500

worth of pro-bono advertising



## National News

### Housing Backlog 5.8 M By 2016

By JC BELLO RUIZ

From the current 3.6-million backlog in housing, the country's shelter needs may balloon to 5.8 million by 2016, Vice President and Housing and Urban Development Coordinating Council (HUDCC) Chairman C. Binay revealed yesterday.

Speaking at the opening of the 4th Asia Pacific Housing Forum held in Makati City the other day, Binay said: "We foresee that the housing need will continue to grow and reach about 5.8 million housing units by 2016."

He said that when he was given the task of chairing the HUDCC in 2010, the magnitude of the housing need had already swelled to well over three million units.

Since then, Binay swore: "We apply every effort to reduce the backlog."

However, the housing sector in the Philippines faces three key challenges which the Housing Car identified as: "Meeting the enormous housing need and demand, rapid growth of informal households and settlements, and strained basic shelter, and urban services."

To address these issues, Binay underscored the importance of collaboration among the public, private, and people sectors in addressing the linked issues of housing and poverty, particularly in pursuing the country's national housing strategy targeting the provision of one million units of direct housing assistance from 2011 to 2016.

From July 2010 to June, 2013, the housing sector has provided secure tenure to more than 254,000 families

valued at P133 billion. Binay already admitted that the government could have done more during the first three years of the Aquino administration "but there are realities to contend with, which forced us to make downward adjustments on our targets."

"The government is struggling to deliver its hope to build 1.5 million homes by 2016 to cut down the country's 3.6 million housing gap."

But problems like the Globe Asiatique scandal early in the Aquino administration's tenure had slowed down the momentum.

"The Globe Asiatique scandal early in the Aquino administration's tenure had slowed down the momentum."

"It took a while to restore the confidence of the stakeholders in the system of rolling out funds to the housing industry. But now, our policies and programs are in place and we have placed Pag-IBIG Fund on track," he assured.

He also said that the government had to refocus its resettlement program on the P50-billion housing scheme for informal settlers in danger areas in Metro Manila.

"This required a different

approach, such as in city housing, where we face new challenges, particularly land availability. We have yet to overcome the difficulty of acquiring affordable land for relocation but these challenged the NHA (National Housing Authority) and the SHFC (Social Housing Finance Corporation) to come up with more innovative approaches to solve this issue," he explained.

**Sample coverage**  
Manila Bulletin,  
October 4, 2013.  
Circulation: 260,000.

Supplement in the Philippine Daily Inquirer, October 1, 2013. Circulation: 270,000.



## Social media coverage

The social media publicity measurement was carried out from July to October 2013 and conducted on two platforms @Habitat\_org and HFHI's Facebook page. Forum speakers and delegates also shared interesting discussion-related comments through their social media networks.

# 248,570

fans or 'likes'  
on facebook.com/habitat

# 669,608

fans or "likes" of known  
Facebook accounts with information  
about APHF

# 61,962

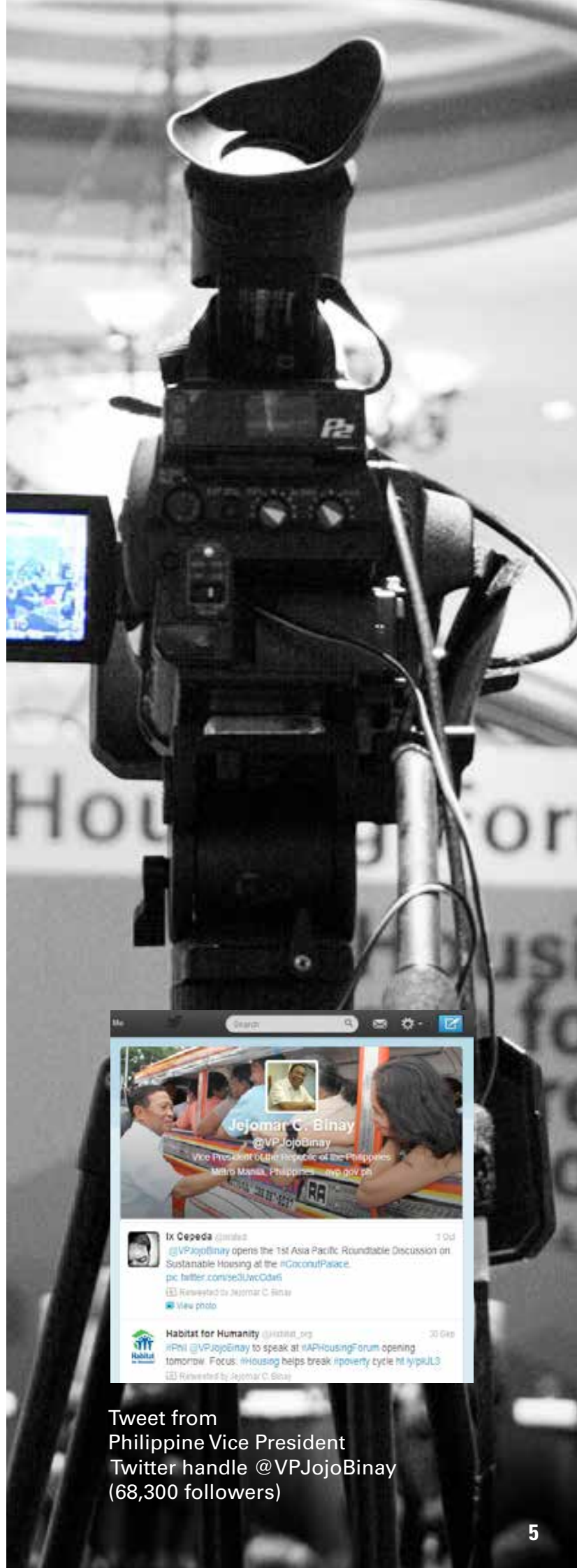
followers on Twitter @Habitat\_org

# 1,019,250

Twitter followers including both  
Habitat and non-Habitat handles

# 363,892

monthly unique visitors to partners  
and third-party websites, including  
HFHI's Asia-Pacific newsletter



Tweet from  
Philippine Vice President  
Twitter handle @VPJojoBinay  
(68,300 followers)

# Event Summary

More than 700 delegates from 34 countries and territories attended the 4th Asia-Pacific Housing Forum organized by Habitat for Humanity International. It was the best attended housing forum since the biennial event kicked off in Singapore in 2007. Also encouraging was the greater representation from government and private sector leaders, compared with previous events.

Throughout the course of the three-day forum, public-private-people (3P) collaboration was a recurring talking point that cut across all the seven plenaries and 33 track sessions. The consensus was that the 3P approach was essential to tackling shelter issues, as no one group could mount an effective response alone. Such collaboration sees the government providing scale, businesses injecting creativity and the people making decisions and taking ownership.

The theme of the forum, “Housing as a foundation for breaking the poverty cycle” received high-level support as well. Philippine Vice-President Jejomar Binay highlighted the inextricable link between shelter and poverty in his keynote address at the opening of the event. With Asia experiencing economic growth and rapid urbanization, there is a greater impetus to address poverty and housing issues. Living in a safe and decent home truly increases life chances, particularly in the Asia-Pacific region where more than half of the world’s urban slum population dwells\*.

The Philippine Vice-President also shared the outcome of a high-level roundtable discussion which he hosted at the Coconut Palace on the eve of the forum. Discussants included government, business, civil society and NGO leaders. They recognized the need to build impact, and not just homes, with scaling of solutions and creating policies for collaboration. Recommendations included focusing on disaster preparedness to prevent economic losses, pursuing inclusive urban development, and implementing housing finance strategies to spur housing sector development.

The forum drew to a close with a moving personal testimony from Christian Seso, a Filipino civil engineer whose family moved into a Habitat home 15 years ago. He said: “The house Habitat helped us to build is the place where we have molded our values, where we shaped the principles that have been keeping us to live a decent life, where we formed a strong family bond that was able to withstand the crisis we have faced for the past years, and where we started to kick off from the ground and liberated ourselves from the poverty cycle.”

The Forum was organized under the five sub-themes with 33 track sessions: Making Affordable Housing Finance Work; Building Resilience to Disasters & Climate Change; Nurturing Shared Value and CSR Leadership in Addressing Poverty Housing Issues; Strengthening Housing Policy & Advocacy; and Adopting Sustainable Housing Solutions.

Highlights included capacity building opportunities such as the one-day inaugural housing finance course run by the Wharton School and Habitat for

Humanity which attracted 100 participants. Both the Eco-Town Framework training workshop run by the Philippine Climate Change Commission and the Asia Development Bank’s session on energy efficient technologies drew large groups as well.

## Affordable housing finance

Across the sessions, participants recognized an effective housing finance system requires a stable macro-economic environment, enforceable pledges/liens on property, free markets in land and housing, effective methods of establishing property value, legal and regulatory infrastructure as well as competitive financial markets.

All these factors have to be driven by high-level political leadership and put in place before the private sector is incentivized to service low-income families. Private sector participation in the affordable finance eco-system can lead to innovative products for deposit, payment, remittance and micro-insurance, all of which the low-income population needs, in addition to credit.

\* Source: *State of the World’s Cities Report 2012/2013: Prosperity of Cities*. Nairobi: UN-Habitat.



Specific housing finance strategies should be developed for different segments of the population. In Nepal, housing microfinance is particularly useful for families building their homes in stages. On the other hand, subsidy programs should be targeted at those at the bottom of the pyramid, that is, the poorest of the poor.

### **Building resilience to disasters and climate change**

Specific strategies are also required in building families' and communities' resilience to disasters and climate change. The conclusion drawn from different tracks is that disaster risk reduction is more useful than disaster management as far as the poor are concerned.

Risk mapping, locating businesses and homes in safe areas, and interventions such as flood control and watershed protection are useful risk reduction measures. Legislation can help address present and future risks through improving and implementing building codes, and providing individuals with information on safe areas to build their homes.

### **Nurturing shared value and CSR leadership**

Speakers at CSR tracks called for the communities to be actively involved from the onset of projects. Communities should be asked the right questions such as what should be done for them to enable better designed CSR programs.

While shelter is a basic human right, speakers at these tracks also recognized that other needs have to be met. Hence, corporations involved in housing programs for their CSR activities should go beyond shelter to prioritize livelihood and include holistic development. The concept of community improvement districts in particular areas was mooted. The private sector and NGOs should work in partnership to address housing, education and employment needs, regenerating the area where people live without relocating them.

Also tossed up as a recommendation was the setting up of cross-sector platforms which share initiatives, best practices and even failures. This would help improve CSR efforts as these platforms can help





organizations avoid duplication of efforts or wastage of resources.

## Housing policy and sustainable housing solutions

Participants in these tracks said by sharing goals and a clear vision for the city, the government can lay the foundation for a sound housing policy and encourage the participation of more private and people sector stakeholders. Other recommendations included the adoption of tangible policy measures such as rules and regulations to spur socialized housing projects to address the housing backlog.

Also noted was that civil society and the private sector, together with the government, play a critical role in addressing the social dimensions of shelter. These dimensions include the provision of energy, relocation from high-risk areas, and the construction of eco-friendly housing. Corporations can advocate for and use readily available, indigenous materials for housing and develop appropriate technology. Such a move also creates livelihood opportunities for both the skilled and unskilled workers in local communities.

**Speakers' presentations and a photo gallery are available on [www.aphousingforum.org](http://www.aphousingforum.org).**

*"Private sector can do things but we don't have the scale of the government. But we can develop effective templates which can be replicated many times over."*

*— Zobel de Ayala, Chairman, Ayala Land and President and Chief Operating Officer, Ayala Corporation*

*"Unless you generate income, you won't get around to housing. The poor are very clever, if they get the money, they know what to do."*

*— Dr. Jaime Aristotle Alip, Founder and Managing Director, Center for Agriculture and Rural Development — Mutually Reinforcing Institutions (CARD-MRI)*

*"The problem with countries is that there is much overlap. Housing finance products overlap. We need to invest time to strategize and come up with an integrated strategy so that we get 'bang for the bucks'."*

*— Dr. Marja Hoek-Smit, Director, International Housing Finance Program, The Wharton School, University of Pennsylvania*

*"There will be an Asian century, but we cannot accept poverty as a way of life in our societies."*

*— Henry Cisneros, former United States Housing Secretary, Co-Chair, Bipartisan Policy Center Housing Commission, and Executive Chairman, CityView*



# Speakers and Moderators

## Opening Speakers

### **Vice-President Jejomar Binay**

Republic of The Philippines

### **Rick Hathaway**

Vice-President, Asia-Pacific  
Habitat for Humanity International  
Thailand

### **Jonathan Reckford**

CEO  
Habitat for Humanity International  
United States

## Plenary 1 Speakers

### **Corazon "Dinky" Soliman**

Secretary  
Department of Social Welfare and Development  
The Philippines

### **Henry Cisneros**

Executive Chairman, CityView  
Co-Chair, Bipartisan Policy Center Housing  
Commission, United States, and Former United  
States Housing Secretary

### **Dr. Liu Thai-Ker**

Chairman of Advisory Board  
Center for Liveable Cities, and

former Chief Executive Officer  
Housing Development Board  
Singapore

### **Yoshinobu Fukasawa**

Regional Director  
Office for Asia and the Pacific, UN-Habitat  
Japan

## Moderator

### **Elizabeth Blake**

Senior Vice-President  
Government Affairs, Advocacy and General Counsel  
Habitat for Humanity International  
United States

## Plenary 2 Speakers

### **Fernando Zobel de Ayala**

Chairman, Ayala Land and  
President and Chief Operating Officer  
Ayala Corporation  
The Philippines

### **Kymerly McElgunn Wolff**

Senior Vice-President  
Resource Development  
Habitat for Humanity International  
United States

**Dr. Rodel D. Lasco**

Scientific Director  
Oscar M. Lopez Center for Climate Change  
Adaptation and Disaster Risk Management Founda-  
tion (OML Center)  
The Philippines

**Dr. Sujata S. Govada**

Trustee  
Urban Land Institute  
Hong Kong SAR

**Askaran K. Agarwala**

Director  
Aditya Birla Group  
India

**Moderator****Maria Ressa**

Chief Executive Officer and  
Executive Editor, Rappler Inc.  
The Philippines

**Plenary 3  
Speakers****Dr. Krasae Chanawongse**

Chairman and Executive Director  
Asian Disaster Preparedness Center  
Thailand

**Donovan Storey**

Chief, Sustainable Urban Development  
UNESCAP  
Thailand

**Zaigham Mahmood Rizvi**

Secretary General  
Asia-Pacific Union for Housing Finance  
India

**Felino “Jun” Palafox, Jr.**

Founder and Principal Architect-Urban Planner  
Palafox Associates  
The Philippines

**Moderator****Dr. Tony Gerald Lanigan**

Group Director and Senior Research Fellow  
Auckland University of Technology  
New Zealand

**Plenary 4  
Speakers****Vikram Gandhi**

Founder and CEO  
VSG Capital Advisors  
India

**Nestor Espenilla, Jr.**

Deputy Governor  
Supervision and Examination Sector  
Bangko Sentral ng Pilipinas; Former Vice-Chair  
Steering Committee, Alliance for Financial Inclusion  
The Philippines

**Batara Sianturi**

Country Officer  
Citi Philippines  
The Philippines

**Aruna Paul Simitrarachchi**

Country Representative  
Habitat for Humanity Nepal  
Nepal

**Moderator****Sreenivas “Sreeni” Narayanan**

Founder and Managing Director  
ASSIST Asia  
The Philippines

**Plenary 5  
Speakers****Senator Loren Legarda**

Chairperson  
Committee on Climate Change and  
Committee on Environment  
Philippine Senate  
The Philippines

**Alicia Bala**

Deputy Secretary General  
Association of Southeast Asian Nations (ASEAN)  
Indonesia

**Francis Tolentino**

Chairman  
Metropolitan Manila Development Authority  
The Philippines

**Hassan Ahmad**

Chief Executive  
Mercy Relief  
Singapore

**Kip A. Scheidler**

Senior Director  
Global Disaster Response  
Habitat for Humanity International  
United States

**Maria Ressa**

Chief Executive Officer and Executive Editor  
Rappler Inc.  
The Philippines



## Moderator

### Rodrigo Cornejo

Trustee  
Asian Institute of Journalism and Communication and  
Trustee  
World Association for Psycho-Social Rehabilitation  
Former Trustee  
GMA-Kapuso Foundation  
The Philippines

## Plenary 6

### Speakers

#### Secretary Kishore Thapa

Ministry of Urban Development  
Nepal

#### Secretary Mary Ann Lucille Sering

Vice-Chair  
Climate Change Commission  
The Philippines

#### Richard Northcote

Head of Communications  
Public Affairs and Sustainability  
Member of Executive Committee  
Bayer MaterialScience  
Germany

#### Dr. Jaime Aristotle Alip

Founder and Managing Director  
Center for Agriculture and Rural  
Development – Mutually Reinforcing Institutions  
(CARD-MRI)  
The Philippines

#### Dr. Davide Zampini

Head  
CEMEX Research Group  
Switzerland

## Moderator

### Lian Pek

Chief Editor  
Channel NewsAsia  
Singapore

## Plenary 7

### Speakers

#### Marianne Quebral

Vice President for Institutional Advancement  
Asian Institute of Management and  
Co-Founder of Venture for Fundraising  
The Philippines

#### Efren Penaflorida

2009 CNN Hero of the Year  
Founder and Head  
Dynamic Teen Company  
The Philippines

### Alex Eduque

Founder and Chairperson  
Habitat For Humanity Philippines Youth Council and  
Move.org Foundation  
The Philippines

### Margarita Moran-Floirendo

Trustee  
Habitat for Humanity Philippines  
The Philippines

## Moderator

### Delia Albert

Former Philippine Secretary of Foreign Affairs  
Senior Adviser  
SyCip Gorres Velayo & Co. (SGV & Co.)  
The Philippines

## Track Speakers

### Hassan Ahmad

Chief Executive  
Mercy Relief  
Singapore

### Philo Alto

Founder  
Asia Value Advisors  
Hong Kong SAR

### Alfredo A. Arquillano

UN Sasakawa Awardee for Disaster Risk Reduction,  
2011, "Purok System" Program  
Municipality of San Francisco, Camotes Island, Cebu  
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Energy Regulatory Commission  
The Philippines

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Assistant Director  
National Economic and Development Authority  
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The World Bank  
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General Manager  
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Bayer MaterialScience  
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Pag-IBIG Fund  
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Housing and Land Use Regulatory Board  
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Chief of Mission  
International Organization for Migration  
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Ministry of Land Management, Urban Planning  
and Construction Director  
Land Allocation for Social and  
Economic Development Project  
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Energy Development Corporation  
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President  
Ayala Foundation  
The Philippines

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Siargao Islands, Surigao del Norte  
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Philippine Green Building Council  
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Liter of Light  
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Hilti Foundation  
Principality of Liechtenstein

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Global Partnerships East Asia  
Swiss Re  
Hong Kong SAR

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**Kishan Singhania**

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Indo Phil Group of Companies &  
Indo Phil Textile Mills (Aditya Birla Group)  
The Philippines

**Samantha Stratton-Short**

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United Kingdom

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