

A photograph of a woman and two young children sitting on a porch. The woman is in the center, wearing a blue patterned sleeveless top and a colorful patterned skirt. She is smiling broadly. To her left is a young girl in a white and pink checkered dress, also smiling. To her right is another young girl in a white t-shirt with a colorful pattern and a pink skirt, smiling. They are sitting on a wooden porch in front of a stone wall.

SOLID GROUND

CAMPAIGN

LAND IS THE FOUNDATION FOR LIFE

CUMULATIVE REPORT | 2016-2020

**SOLID
GROUND**

A GLOBAL ADVOCACY
CAMPAIGN OF

 **Habitat for Humanity®**

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LETTER FROM

JONATHAN RECKFORD

Dear Solid Ground supporters,

It's hard to believe the time has come to celebrate the completion of Solid Ground, Habitat for Humanity's first global advocacy campaign. The past four years have been critical in strengthening our network's ability, both internally and through partnerships, to promote policies and systems at all levels that advance access to adequate, affordable housing.

We made great progress, and with the help of donors and partners, the campaign resulted in 12.4 million people around the world accessing land for shelter. For example, Argentina eliminated barriers that make it difficult for families to afford rental homes. Zambia, meanwhile, secured land rights through community-based advocacy.

Even though the campaign has officially ended, we will continue our advocacy efforts, as more than 70% of land worldwide is not legally documented. That leaves millions of people vulnerable to eviction or displacement after a disaster. Even further, women are routinely and systematically denied their rights to land. I look forward to seeing how our network — in collaboration with partners, donors, community members, decision-makers at all

levels, academia and so many others — will continue to improve access to decent housing by influencing land policies and systems.

Advocacy campaigns have proved to be an important tool to our network. We have used many lessons learned from Solid Ground to launch the Cost of Home advocacy campaign in the U.S., and when the time is right, we will again launch a global advocacy campaign to support and advance all the great work happening around the world to further improve access to safe, decent and affordable housing.

I am proud we are an organization that — driven by accountability, humility and courage — can raise its collective voice and draw us nearer to our vision of a world where everyone has a decent place to live.

Blessings,



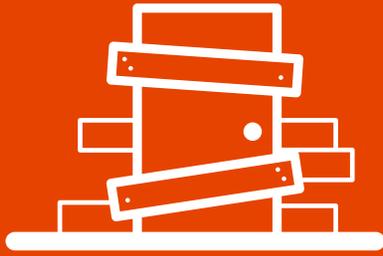
Jonathan T.M. Reckford

THE SOLID GROUND CAMPAIGN'S VISION:

A world where everyone has access to land for shelter.

THE SOLID GROUND CAMPAIGN'S MISSION:

To change land policies and systems to ensure that more people around the globe have a decent home.



SECURE TENURE:

With freedom from fear of eviction, people are more likely to invest in their families, homes and futures.



GENDER EQUALITY:

Improving the property rights of women has a catalytic effect, elevating the standards of living for entire communities.



DISASTER RESILIENCE:

Disaster resilience enables communities to better prepare for, respond to and recover from disasters, predictable or otherwise.



SLUM UPGRADING:

The enhanced stability achieved through improved security of tenure, or living without fear of evictions, enables a cycle of investment that can improve slum settlements over time.

SOLID GROUND

BY THE NUMBERS

41

countries

where Habitat for Humanity organizations and partners are committed to improving policies to increase access to land for shelter.

17

global campaign partners

12.4

million people

with increased access to land for shelter.

28

challenge grants

awarded to 18 Habitat for Humanity organizations, totaling **US\$800,000**.

>13.7

million U.S. dollars

raised and leveraged to fuel the campaign.

“

I know the dire need for effective and comprehensive women’s inheritance and property rights, which must be **both legally and culturally upheld.**

.....

Bohlokoa Mokotho

Advocacy and Fundraising Manager, Habitat Lesotho

Bohlokoa lost her home after her husband died. Now she is improving access to land for shelter and playing a part in strengthening policy and changing systems so that women in Lesotho will not have to share her experience.

“

Access to land is one of the major problems in Honduras. We have received technical and financial support from Solid Ground to strengthen our project to influence public policies in Honduras. There’s more power to influence municipal decisions. So, this has a huge impact, with a multiplying effect. This is an example of what local governments, citizens, private businesses and Habitat can do when **we all work together.**

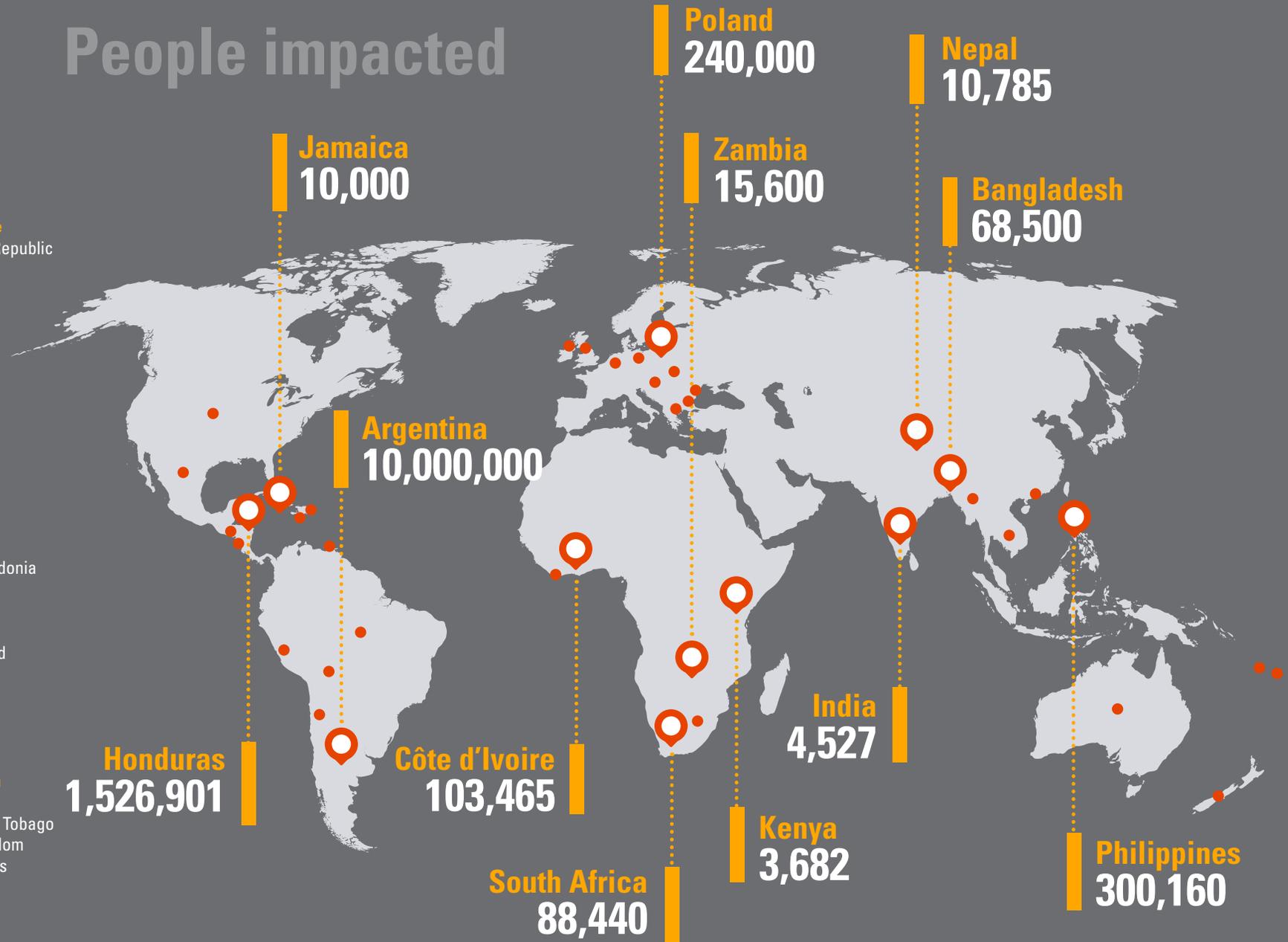
.....

Alberto Benitez Salem

National Director, Habitat Honduras

People impacted

- Argentina
- Australia
- Bangladesh
- Belgium
- Bolivia
- Brazil
- Bulgaria
- Cambodia
- Chile
- Côte d'Ivoire
- Dominican Republic
- El Salvador
- Fiji
- Germany
- Guatemala
- Haiti
- Honduras
- Hong Kong
- Hungary
- India
- Ireland
- Jamaica
- Kenya
- Lesotho
- Liberia
- North Macedonia
- Mexico
- Myanmar
- Nepal
- New Zealand
- Peru
- Philippines
- Poland
- Romania
- Slovakia
- South Africa
- Tonga
- Trinidad and Tobago
- United Kingdom
- United States
- Zambia



GLOBAL

MILESTONES

Solid Ground has improved housing security for 12.4 million people through its influence at the global, multinational, national and local levels by promoting policy and system changes at all levels. Solid Ground has been critical in strengthening the capacity of local Habitat for Humanity organizations and partners to address the greatest barrier to adequate, affordable and secure housing: land. More members of our global network are engaging in advocacy than ever before, and we have witnessed an increase in cross-regional sharing of successes and lessons learned through the campaign, allowing for future policy successes in the years to come. Now we reflect on the exciting growth and impact achieved over the four-year campaign as a result of the following activities:

- Successfully advocating for the inclusion of adequate and affordable housing, secure tenure, and community-led development in the New Urban Agenda, the outcome document of the United Nations' Habitat III conference.
- Influencing the inclusion of urbanization and housing and the importance of land in the new European Consensus on Development and other relevant European Union documents, setting the agenda of EU funding for development in the Global South for the next decade.
- Co-hosting learning exchanges with UN-HABITAT's Global LandTool Network, or GLTN, and other campaign partners on improving land governance and management at global and regional levels.
- Mobilizing support to elevate the level of indicator 1.4.2 of the United Nations' Sustainable Development Goals, or SDGs, focused on the number of people with or perceiving secure tenure — ensuring needed clarity of the indicator and increasing data collection.
- Engaging in the annual U.N. High-Level Political Forum, or HLPF, to call on governments to ensure access to land for shelter; including presentations such as Habitat for Humanity's work in Jamaica and Habitat for Humanity Vietnam highlighting the need for tenure security during the 2018 HLPF.
- Participating in the 2018 World Urban Forum 9 and the 2020 World Urban Forum 10, in addition to the annually hosted World Bank Land and Poverty Conference, acknowledging the importance that the 17 global goals of the SDGs play in achieving a better and more sustainable future for all, particularly SDG 11 on sustainable cities.

REGIONAL

HIGHLIGHTS

During the campaign's four years, we saw successful policy and system changes from Honduras to India and from Poland to Zambia, developing long-term, meaningful impact in communities around the world. We celebrate the successes achieved through the global campaign, which will continue to benefit families for generations to come.



AFRICA

- **Celebrating success:** A total of 104,465 people in local villages now have proper documentation for their land because Habitat for Humanity, community members, government officials, village authorities, youth organizations and others worked together to create a local land registration system. Proper documentation makes it possible for villagers to obtain bank loans to improve their homes or start businesses.
- **Women's land rights study:** Habitat for Humanity Lesotho produced a report that analyzed the status of women's access to land in Lesotho, using the Gender Evaluation Criteria assessment tool of UN-HABITAT's Global Land Tool Network. The report provided Habitat Lesotho with the tools needed to focus on generating gender-disaggregated data to further inform policymaking, along with efforts to bring state and nonstate institutions together to work on land and inheritance issues.

EUROPE

- **Celebrating success:** Habitat for Humanity Poland worked directly with the government to amend current housing laws to eliminate the threat of eviction for low-income residents, to make landlords more accountable for informing tenants of their rights, and to ensure proper community feedback on development projects. Through this advocacy, 240,000 residents of low-income social housing now have improved tenure security. “When they are happy, we are happy,” Asia and Edik, refugees from Georgia and Chechnya, say about their children.
- **Build Solid Ground:** Habitat national organizations and partners in eight European Union countries were awarded a Development, Education and Awareness Raising grant by the European Union to enhance the understanding and engagement of 5 million EU citizens in global development — specifically urbanization, land and gender.
- **Africa, Caribbean and Pacific — EU Agreement:** Habitat for Humanity has been heavily engaged in the EU policy dialogue to renew the agreement between the Africa, Caribbean and Pacific countries and the EU – the ACP-EU Agreement – which will define the EU development funding priorities for 79 ACP countries in the next 15 years. We developed two policy papers, organized events and had several meetings with policymakers in Brussels, Belgium, in all the key EU institutions. The highlight of this advocacy effort resulted in a workshop where we presented our recommendations to the policy officers of the 28 EU member states at the European Council ACP working party in Brussels. As negotiations continue, early drafts at the time of this report incorporated Habitat’s recommendations.





LATIN AMERICA AND THE CARIBBEAN

- **Celebrating success:** In Jamaica, Habitat for Humanity helped improve the lives of 10,000 people — with the potential to reach as many as 675,000 people — through a disaster risk reduction pilot project called Building Resilience and Capacities against Emerging Disasters, or BRACED. Habitat trained young people in leadership and hosted media literacy trainings. Additionally, Habitat worked with government officials advocating for policy and system changes to improve disaster resiliency and secure land tenure, creating more cohesive collaboration and advocacy skills that can continue to influence policies to benefit families living in hazard-prone, marginalized or vulnerable urban neighborhoods. The project built public-private partnerships, demonstrated how to upgrade human settlements, established redevelopment plans, and identified critical micro-infrastructure interventions.
- **Action Land Laboratories:** Through the Solid Ground campaign, Habitat national organizations collaborated with Habitat for Humanity's Latin America and the Caribbean office to host numerous Action Land Laboratories, or LABs, that brought together partner organizations, government and academia. These LABs have become a platform for many stakeholders to share knowledge, best practices, policy recommendations and innovative solutions around land issues and tools. LAB topics have included use of vacant properties and rental housing in Brazil and Argentina, land-based finance tools in Jamaica, and land tenure regularization in El Salvador.

ASIA-PACIFIC

- **Celebrating success:** Habitat for Humanity Bangladesh and partners have increased the resilience of slum communities in Dhaka, the country's capital, to date having improved the housing conditions for more than 68,500 people living in slum dwellings. Through data collection, community action planning and informal settlement mapping, Habitat Bangladesh is providing key research driving policy change. This, in turn, is improving the living conditions of families in informal settlements and increasing their tenure security through incremental housing changes such as water and sanitation infrastructure and solid waste management.
- **Habitat Young Leaders Build:** In March 2019, Habitat for Humanity's Asia-Pacific office selected 13 recipients of the Young Leaders Build advocacy grant. The youth leaders and organizations undertook activities that encouraged greater awareness and made policy asks for land and housing. Winners received up to US\$1,000 each to kick-start their advocacy projects as part of the Young Leaders Build campaign, Habitat for Humanity's largest youth movement in Asia-Pacific. The grant has encouraged more youth leaders to continue their engagement with Habitat.

PARTNERS

- Two highlights of Habitat for Humanity's partnership with the GLTN of UN-HABITAT include co-hosting a land tenure and disaster resilience training course during the Asia-Pacific Housing Forum in 2019, along with the ITC-University of Twente and Cadasta foundation, and co-hosting a multistakeholder regional conference on land governance and management in Africa. The land tenure and disaster resilience training aimed to strengthen participants' understanding of land tools, approaches and techniques used in pre- and post-disaster scenarios and to provide an avenue for networking and knowledge sharing. The Partnership for Action conference was designed to build strong, multisectoral partnerships to promote dialogue and open exchange of information on land-related issues. The conference was also an opportunity for partners and practitioners to share knowledge, tools and best practices for improving land governance and management across the continent.
- The Solid Ground campaign, alongside partners including the World Bank, Huairou Commission, GLTN, Landesa, International Land Coalition and the Rights and Resources Initiative, launched Stand For Her Land, a collaborative effort to strengthen land rights for women around the world by closing the gap between law and practice and helping fulfill promises of gender equality.

THANK YOU

TO OUR PARTNERS

We have people on our side. Habitat for Humanity is working alongside numerous partners at all levels to change land policies and systems. Together, we are creating a world where everyone has access to land for shelter. Collectively, we have achieved great progress, but there is still much work to be done. We look forward to continued collaboration with our partners beyond the campaign. We give special thanks to the following global organizational partners that have endorsed the campaign.



A GLOBAL ADVOCACY CAMPAIGN OF



FINANCIALS

AND DONORS

To date, Solid Ground has secured US\$7.37 million in cash resources from a range of foundation, corporate and individual donors. The campaign is leveraging more than US\$6.36 million throughout our global network to work toward policy solutions at the local and national levels to increase access to land for shelter. In total, Solid Ground was a \$13.73 million campaign.

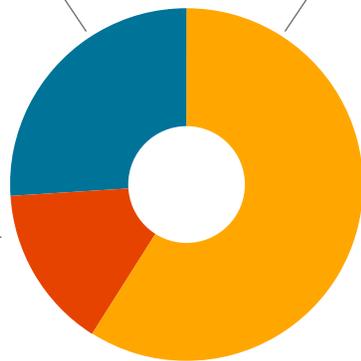
EXPENDITURE BY CAMPAIGN SUBTHEME

Coordinate the campaign globally and build infrastructure for local campaigns

26.5%

Increase the public support of access to land for shelter

14.5%



Accelerate the network's policy influence

59%

REVENUE BY DONOR TYPE

Individuals	\$2.05 million
Corporate	\$91,830
Foundations	\$332,280
Multilateral	\$7.35 million
Bilateral	\$960,000
Additional leveraged funds	\$2.95 million
Total	\$13.73 million

We impacted the lives of 12.4 million people in over 40 countries by cooperating and working closely with many donors and supporters, such as the European Commission, Ron Terwilliger, Liz and Frank Blake, Open Society Foundations, the Global Land Tool Network of UN-HABITAT, Linda Dotson, Bob and Elaine Halliday and General Motors.

FOR MORE INFO



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