A Case Study on the Promotion of Green Elements in Socialized Housing

I. Introduction

Commitment for the promotion of Green Job opportunities and just transition for workers and employers towards a low carbon, climate resilient, and environmentally friendly development is one of the objectives of the Green Jobs in Asia project. The said project started in 2010 and was commissioned by the ILO Regional Office in Asia and the Pacific with the Australian government. In the socialized housing demonstration project in the Philippines, part of the green jobs promotion framework is the development of green guide. Components of this promotion initiative include orientation and validation on implementation plan, initial assessment of the green jobs demonstration project with social partners, the development of green guide, awareness meeting and policy brief on the green guide, pilot training on the green guide in socialized housing, and gender sensitivity awareness training for social partners.

II. Promotion of Green Elements

Promotion of green elements in the socialized housing demonstration project is handled by National Housing Authority (NHA) in coordination with the Philippine Green Building Council (PHILGBC). Key activities in this area include the following:

- Development of the Green Guide workshop conducted on December 26, 2011 where 10 men and 5 women engaged in green building practices attended

- PHILGBC drafted the green guide as part of the “Green Jobs Promotion In Socialized Housing Sector Project” of ILO under the Green Jobs in Asia Project funded by Australian Aid

- 2 whole-day awareness and pilot training on Green Guide for Socialized Housing on Aug. 28 – 29, 2012 where 32 women and 12 men coming from 20 private
and government agencies participated

- Policy Brief on Green Guide for socialized housing sector meeting held on September 19, 2012 comprised of 10 women and 9 men from Housing and Land Use Regulatory Board (HULRB), Housing and Urban Development Coordinating Council (HUDCC), NHA, PHILGBC, and ILO

- 29 female and 9 male participants, who were trained for mCHB and coconet production, had a Gender Sensitivity Training session on September 20, 2012 at the LETO Christian Center Rodriguez, Rizal

**III. Prospective of the Promotion of Green Elements**

The promotion of innovative green products should bolster the potential for employment creation, strengthening decent work through occupational safety and health interventions, advocacy of labor standards, and association building through the formation of workers’ guilds as it is a key area benefits of green jobs demonstration project in socialized housing sector in the Philippines. The following are the good practices and lessons learned that could help in the improvement, enhancement, and assessment of green element promotion initiatives in the future.

**Good Practices:**

- Exchange of ideas between partners to promote better understanding of the green guide and policy brief

- Brainstorming on strategies for promotion of green jobs in socialized housing projects from different partners

- Constant effort is being conducted to create awareness on gender sensitivity

- The use of Tagalog language during the training ensured that the message was conveyed and understood by the participant

- Participants were given recognition and acknowledgement of their attendance in gender sensitivity training
Lesson Learned:

- Operationalization of the green guide and policy brief manual is vital for the implementation in local government levels
- Current government regulations should be aligned with the green guide and policy brief for effective implementation
- Future trainings should be more activity based (e.g. workshops) than lecture-based to engage participants

There is a constant effort by entities coming from the government agencies and private sector in pushing the concept of green and sustainability in promoting safe and decent green jobs, green building, and the greening of the supply chain in the Philippine property sector, particularly in socialized housing sector, by pushing the initiative of the Green Guide. But, these entities have yet to come up the strategies to operationalized and implement the policies in the socialized housing sector.

IV. References

Terms of Reference and Stakeholder Presentation and Summary Reports

Minutes of the Pilot Training and Policy Brief Meeting - PHILGBC


ILO Green Jobs in Asia Project, June 2012