

A close-up photograph of a woman with a joyful expression, wearing a purple sweater and a black headscarf. A woven basket is balanced on her head. She has a bindi on her forehead and a nose ring. The background is blurred, suggesting an outdoor setting.

# SOLID GROUND

# CAMPAIGN

LAND IS THE FOUNDATION FOR LIFE

FY2019

# SOLID GROUND

A GLOBAL ADVOCACY  
CAMPAIGN OF

 **Habitat for Humanity®**

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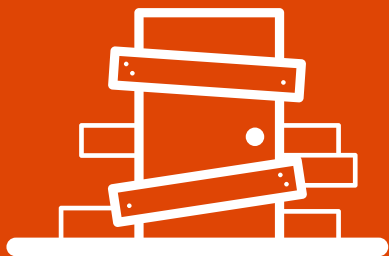


## **THE SOLID GROUND CAMPAIGN'S VISION:**

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**

**>3**  
**million people**  
with increased access to land for shelter.

**26**  
**challenge grants**

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

**>12**  
**million U.S. dollars**

raised and leveraged to fuel the campaign.

Numbers from campaign launch March 2016 through July 2019.

A GLOBAL ADVOCACY  
CAMPAIGN OF

 **Habitat for Humanity®**

**SOLID  
GROUND**

“

The global Solid Ground campaign is very important to us because it has **validated the work that we all have been doing for many years.**

.....

**Alberto Benitez Salem**

National Director, Habitat for Humanity Honduras,  
on the work Habitat has undertaken to improve municipal  
land and housing policies across Honduras.

# IMPROVING ACCESS TO LAND

## FOR SHELTER

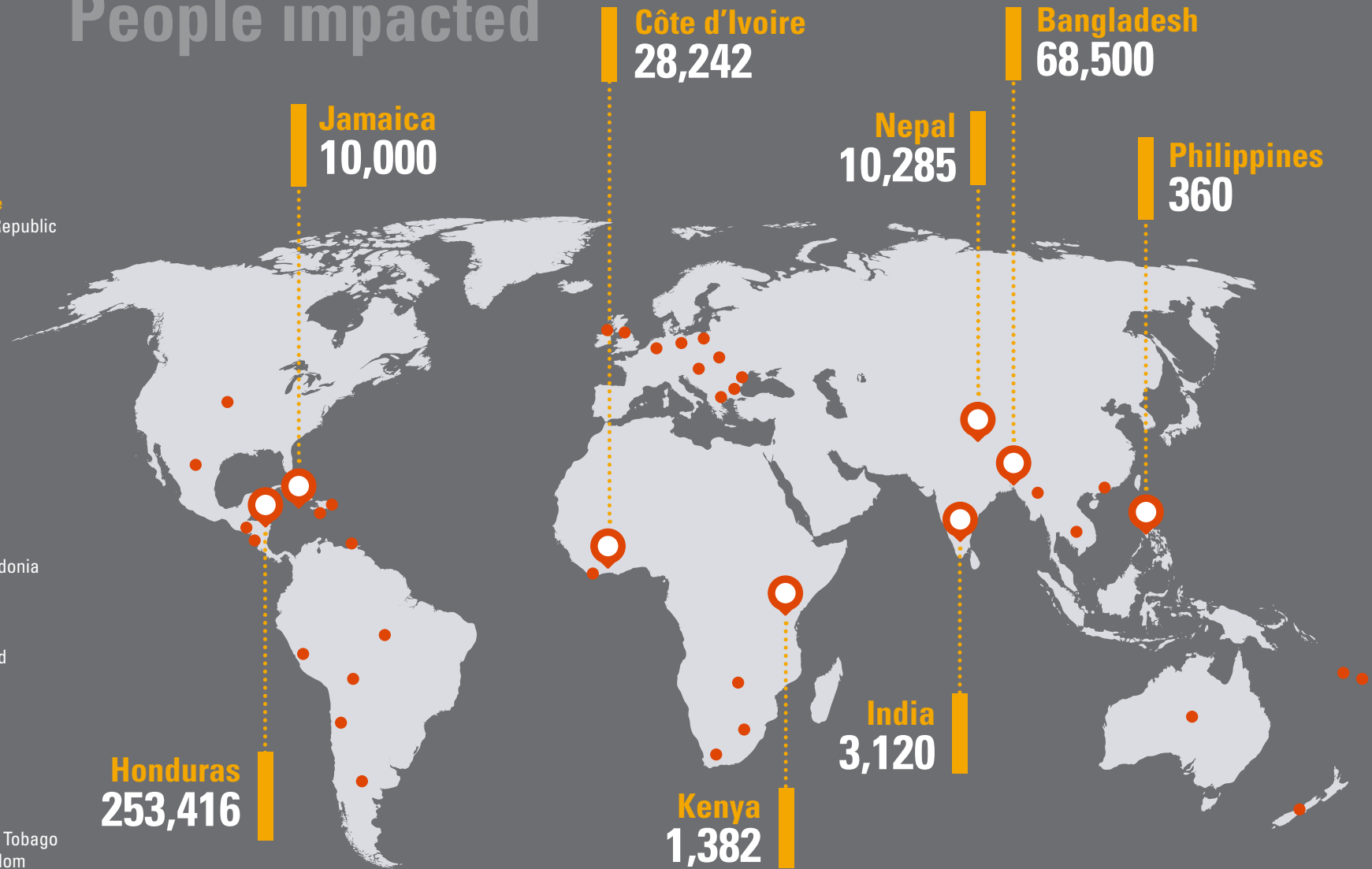


The Solid Ground campaign is working to influence global, multinational, national and local policies and enforce implementation to directly improve access to land for shelter for 10 million people, moving the world that much closer to a place where everyone has a decent place to live.

To date, the Solid Ground campaign is being implemented in **41 countries by Habitat for Humanity organizations and partners** collectively influencing policies and systems with the potential to improve access to land for shelter for 3 million people. In fiscal year 2019, the Habitat organizations highlighted on the following page reported successful policy solutions expected to improve access to land for shelter for over **375,000 people in eight countries**.

# 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



## CÔTE D'IVOIRE

**28,242**

**people with improved access to land for shelter**

In recent years, as Habitat for Humanity Côte d'Ivoire has worked with families to build new homes, it recognized the need for the development of a more accessible land registration system. This led Habitat for Humanity Côte d'Ivoire to support the development of a localized land registration system. In Cote d'Ivoire this year, land documents have been issued to 5,541 households, bringing the total number of people with increased land tenure to nearly 100,000. This number was reached thanks to the government relations efforts of Habitat Côte d'Ivoire over the past two years.

## HONDURAS

**253,416**

**people with improved access to land for shelter**

Habitat for Humanity Honduras is addressing barriers to secure land tenure and housing by advocating at the municipal level and empowering local actors through a bottom-up advocacy approach. According to Habitat Honduras' guidelines, housing and land policies should be incorporated into the longer-term, strategic municipal development plans, with clear implementation strategies and budgets. To achieve this, Habitat Honduras is bringing together civil society, corporate sector representatives, elected officials and community members to create, negotiate and monitor implementation of housing policies in each community.



Habitat Honduras and its partners have created 227 new land and housing policies since beginning this approach, with an additional 13 awaiting approval, and have unlocked US\$50 million in funding from municipal governments in fiscal year 2019.

## JAMAICA

10,000

people with improved access to land for shelter

In Jamaica, Habitat for Humanity is working to improve tenure security and increase disaster resilience for residents living in urban informal settlements. Through the Building Resilience and Capacities for Emerging Disasters, or BRACED, program, Habitat for Humanity has partnered with local entities, community members and the governmental Land Agency to implement a pilot project to improve housing and land-related policies. With strengthened tenure security, families are more likely to invest in their homes, specifically by making improvements that increase resiliency to disasters. Through the BRACED project, Habitat for Humanity has impacted the lives of 10,000 people and has the potential to impact up to 675,000. The use of drones to draw images for digitalized land maps, rather than manual drawings, proved to be cost-effective, provided opportunity for employment, and led to integrated cooperation between governmental bodies and community members.

## BANGLADESH

68,500

people with improved access to land for shelter

Habitat for Humanity Bangladesh has been working to increase the resilience of slum communities in Dhaka through the completion of vulnerability assessments, community action planning, urban informal settlement mapping, water and sanitation infrastructure, housing repairs, and capacity building. Data collected by Habitat Bangladesh are accessible to all urban stakeholders, in particular local governments, as a basis for their respective programming, advocacy and policy initiatives, thus promoting optimum resource allocation. In fiscal year 2019, efforts led by Habitat Bangladesh resulted in the improved access to land for shelter for 68,500 people.



# POLICY AND ADVOCACY INITIATIVES

## AROUND THE WORLD

Understanding that the impact of policy and system changes can be prolonged, we are excited to see that the efforts of **our network and partners have helped to increase access to land for shelter for over 3 million people since launching in 2016**. But measuring the number of people helped does not provide a conclusive overview of the campaign's impact at the global, regional, national and local levels. Policy and advocacy initiatives happening under the umbrella of the Solid Ground campaign at the local and national levels are being complemented by regional and global efforts.

### High-Level Political Forum on Sustainable Development

During the July 2018 United Nations High-Level Political Forum on Sustainable Development, governments provided progress on their implementation of the Sustainable Development Goals and reviewed SDG 11, which focuses on ensuring that cities and human settlements are inclusive, safe, resilient and sustainable. Habitat for Humanity International called on all stakeholders to help create an enabling environment and establish urban policies that prioritize affordable housing, secure land tenure and community-led development. At the SDG 11 plenary discussion, a

“

**If we do not find housing solutions, no state will be able to meet their other commitments to the #Agenda30.** There will be no health or well-being, no access to education, and no end to poverty.

.....  
**Leilani Farha**

U.N. Special Rapporteur on Adequate Housing,  
at the 2018 High-Level Political Forum.

representative from Habitat for Humanity's program in Jamaica, presenting on behalf of Jamaica's government, shared the success of the Building Resilience and Capacities against Emerging Disaster project, supported by USAID, to train and empower communities to increase disaster resilience. During a side event, the former national director of Habitat for Humanity Vietnam presented on its joint initiative with South Korean steel manufacturer POSCO to resettle families living in vulnerable conditions to more adequate and sustainable homes.

## Africa, Caribbean and Pacific – European Union Agreement

Habitat for Humanity's Europe, Middle East and Africa area office developed a policy paper recommending ways to ensure land and housing are priorities in the renewed agreement between the Africa, Caribbean and Pacific countries and the European Union – the ACP-EU Agreement – which replaces the previous Cotonou Agreement between these regions and will define the EU development funding priorities for 79 ACP countries in the next 15 years. The highlight of this advocacy effort resulted in a workshop that Habitat EMEA presented to the policy officers of the 28 EU member states at the European Council ACP working party in Brussels, Belgium. Habitat for Humanity International also drafted an [additional policy paper](#) to support the inclusion of land and housing in the Africa-EU agreement. As negotiations continue, there is evidence that Habitat's recommendations are being incorporated.



## United Nations Office for Disaster Risk Reduction

A delegation from Habitat for Humanity participated in the biennial [Global Platform for Disaster Risk Reduction](#) in Geneva, Switzerland, which is hosted by the U.N. Office for Disaster Risk Reduction, which focuses on meeting the targets of the Sendai framework for disaster risk reduction. This year, Habitat was instrumental in establishing the UNDRR's first multistakeholder platform to encourage nongovernmental and civil society organization engagement in the implementation of the Sendai agreement. Habitat Nepal also presented a policy [statement](#) regarding our recommendations for improving disaster resilience as it relates to housing and the Sendai framework.



## UN-HABITAT Engagement

In May 2019, the United Nations Human Settlements Programme, or UN-HABITAT, held its First UN-HABITAT Assembly, during which it approved a new governance structure and released its 2020-25 strategic plan. The plan advances sustainable urbanization as a driver of development and peace to improve living conditions for all, but Habitat for Humanity International submitted a statement during the assembly noting the diminished references to housing and land in the strategic plan. Habitat for Humanity International also contributed to the U.S. State Department's position on the new institutional structure and called for greater transparency and accountability.

## Gender Evaluation Criteria

Habitat for Humanity Lesotho produced a report that applied qualitative research approaches using primary and secondary data to analyze the status of women's access to land in Lesotho. Primary data collection included key informant interviews, focus group discussions and field visits to two locations. Focus group discussions were also held with the community council and paralegals, beneficiaries and the land advocacy reference group of which Habitat Lesotho is a key player. The Gender Evaluation Criteria assessment tool of UN-HABITAT'S Global LandTool Network was used to assess whether laws and policies are responsive to the needs of both women and men. Key findings highlight a wide variance between law and practice on property inheritance in Lesotho. Multiple legal frameworks exist within Lesotho, presenting challenges and opportunities for women's land tenure security under inheritance. Going forward, Habitat Lesotho will have greater focus on generating gender-disaggregated data to further inform policymaking, along with efforts to bring state and non-state institutions together to work on land and inheritance issues.

“

**Rather than just building houses, Solid Ground is changing laws about land ownership. It makes a lot of sense without involving huge costs. We are very interested to see this new venture for Habitat take hold and spread.**

.....  
**Elaine Halliday**

Solid Ground campaign donor

# BUILDING CAPACITY IN THE

# HABITAT FOR HUMANITY NETWORK



To achieve successful policy influence at the global, multinational, national and local levels and to enforce implementation to directly improve access to land for shelter for 10 million people, the Solid Ground campaign is committed to building capacity within the Habitat for Humanity network to lead and execute advocacy campaigns and bring in new supporters through an increased public profile, including as an expert on housing and land policies.

The Solid Ground campaign was strategically extended to a fourth and final year after external consultants strongly recommended a focus on increasing the effective and sustainable advocacy capacity

of the Habitat for Humanity network. In March 2019, we celebrated the three-year anniversary of the campaign and welcomed the fourth and final year. We have seen exciting growth and impact in fiscal year 2019 to build capacity within the Habitat network and will continue to contribute toward impact and policy successes being realized long after the end of the campaign. Highlights include:

- Facilitating 150 Habitat for Humanity International and national organization colleagues to join peer-to-peer learning opportunities to learn directly from Habitat for Humanity staff members implementing the campaign from Hungary to Brazil, from Nepal to Zambia.
- Presenting the Solid Ground campaign to thousands of people at events such as the World Cities Day celebration hosted by the mayor of Liverpool, United Kingdom, and the UN-HABITAT executive director, the World Bank Land and Poverty Conference, and the Women Deliver Conference.
- Sponsoring Habitat for Humanity staff members' attendance at the World Bank Land and Poverty Conference to connect with and learn from peers and share lessons and progress from the Solid Ground campaign.



- Posting **48 blogs spotlighting advocacy efforts**, lessons and updates from the 41 countries where the campaign is being implemented by Habitat for Humanity organizations and partners.
- Supporting national organizations as they increase effective and sustainable advocacy capacity.
- Completing an issue brief on each of the campaign subthemes – **secure tenure, gender equality, slum upgrading** and **disaster resilience** – providing an overview of subtheme principles and global commitments to action, and examples of how Habitat for Humanity organizations and partners are implementing the campaign.
- Commemorating international days of recognition, including World Habitat Day, World Cities Day and International Women's Day, by highlighting the centrality of land for shelter.
- Organizing and hosting six Action Land Laboratories, or LABS, in the Latin America and Caribbean region, which brought together Habitat for Humanity national organizations, partner organizations, government and academia, among others, to share knowledge, best practices, policy recommendations and innovative solutions around land issues and tools. LABS 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.

“

We want to help people understand how many people don't have access to the land on which they live.  
**And the campaign is designed to mobilize people to join us in calling for more solid ground.**

.....  
**Jenny Williams**

Chief Executive, Habitat for Humanity Northern Ireland,  
speaking of Habitat's work supported by a European  
Development Education and Awareness Raising grant.

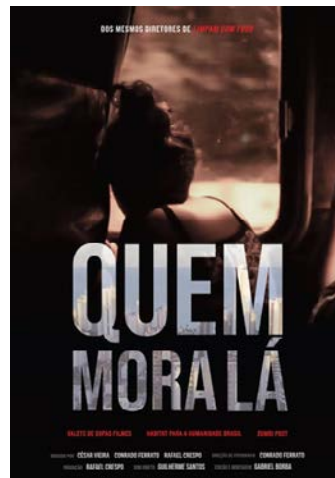
# RAISING VISIBILITY IN ORDER

# TO INCREASE ACCOUNTABILITY

## 'Quem Mora Lá'

### Habitat for Humanity Brazil

Habitat for Humanity Brazil released a feature-length documentary called *Quem Mora Lá*, or *Who Lives There*, telling the story of families living in risk of eviction who organize themselves and occupy a vacant building in downtown Recife. The production of this film followed the completion of a feasibility study conducted by Habitat for Humanity Brazil of turning vacant buildings into affordable homes in Recife's city center.



*Quem Mora Lá* premiered in July 2018 in Recife with the participation of the film's directors, Habitat Brazil's staff, the families portrayed in the documentary, and nearly 1,000 viewers in attendance. One month later, the film debuted in São Paulo, after which it was distributed in the national cinema circuit with the support of Taturana distributor. Over a six-month period, the film was shown in more than 10 cinemas across the country. The



documentary was also made available for individuals to organize showings, and over 47 exhibitions were organized, reaching an audience of more than 1,700 people in six Brazilian states and three countries.

## It All Starts At Home

### Habitat for Humanity Europe, Middle East and Africa

In March 2019, Habitat for Humanity Europe, Middle East and Africa organized a photo exhibition called It All Starts At Home, telling the stories of six women who have experienced barriers to housing. Because women's rights are everyone's rights, Habitat EMEA set out to reduce the inequalities by raising awareness of the barriers women face. Through a Development, Education and Awareness Raising grant funded by the European Commission, Habitat EMEA hosted events in a central square in Bratislava, Slovakia, and an IKEA store to educate more than 45,000 visitors about the pressing housing issues women face globally. The exhibit was shared online too, reaching more than 400,000 people.



## Thomson Reuters Foundation's Trust Conference

### Habitat for Humanity International

To highlight the importance of and show support for women's rights — particularly land rights — a Habitat for Humanity International representative attended Thomson Reuters Foundation's annual Trust Conference, a world-leading human rights forum, held in London, United Kingdom. At each conference, inspiring and entrepreneurial thought leaders propose innovative solutions and actions to address the conference themes. At the 2018 conference, Landesa, a Solid Ground campaign partner, proposed an action to close the gap between law and practice to strengthen women's land rights globally, inviting all to join the newly launched Stand For Her Land campaign. Habitat for Humanity International expressed its support for Stand For Her Land, drawing on its knowledge and lessons from the Solid Ground campaign.

## Habitat Young Leaders Build

### Habitat for Humanity Asia-Pacific

In March 2019, Habitat for Humanity Asia-Pacific chose 13 recipients of the Young Leaders Build advocacy grant. The youth leaders and organizations, who came from Bangladesh, Indonesia, Nepal and the Philippines, are undertaking activities that encourage greater awareness and make policy asks for land and housing. Winners received up to US\$1,000 each to kick-start their advocacy projects as part of the 2019 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. Among this year's winners are Habitat volunteers and partner organizations that have undergone training under the HYL B Leadership Academy, which trains young people to lead with others to implement sustainable community projects, and Participatory Approach for Safe Shelter Awareness, or PASSA, youth leaders, which strengthens young people's awareness of risks in their communities and their ability to respond and build their community's resilience. Some of the winners were chosen to present their solutions at the Asia-Pacific Housing Forum in Bangkok, Thailand, in September.

# 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. We give special thanks to the following global organizational partners that have endorsed the campaign.



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CAMPAIGN OF



This year, we have worked with partners to address access to land for shelter at the global, regional, state and local levels. Highlights from fiscal year 2019 include:

## **Launch of the Stand For Her Land campaign**

In March 2019, the Stand For Her Land campaign launched at the World Bank Land and Poverty Conference. The campaign will close the gap between law and practice so that millions of women can realize land rights in their daily lives, across contexts and around the world – providing an avenue to continue the work of the Solid Ground campaign. The campaign is an inclusive, collaborative effort among a diverse group of allies, steered by Landesa, Huairou Commission, UN-HABITAT's Global Land Tool Network, the World Bank and Habitat for Humanity International, and including representatives from civil society, development organizations, women's rights and empowerment groups, land rights advocates, and land mapping and technical specialists.

## **U.N. Major Group for Children and Youth: World Cities Day Celebration**

In celebration of World Cities Day, Solid Ground participated in a panel hosted by the U.N. Major Group for Children and Youth at the United Nations in New York, highlighting the importance of access to land for shelter in urban areas.

“

**Insecure land rights create obstacles for women engaging in farming and other agricultural activities; in starting and running a home-based enterprise; and, as we've observed, in accessing safe and decent housing.**

.....  
**Jane Katz**

Director of International Affairs and Programs,  
Habitat for Humanity International

## **Global Land Tool Network Urban Cluster**

Habitat for Humanity was elected, along with co-chair Slum Dwellers International, to represent the Global Land Tool Network's Urban Cluster on its Steering Committee. This provides Habitat for Humanity a unique position to engage with UN-HABITAT, member states, and the future of the Global Land Tool Network.

“

I never imagined that one day  
I would be having a house of my own.  
**This land and house has given me and  
my family a future to look forward to.**

.....

**Chitra**

With support from Habitat for Humanity India and the Solid Ground campaign, she petitioned the government for rights to her land after being displaced by floods.

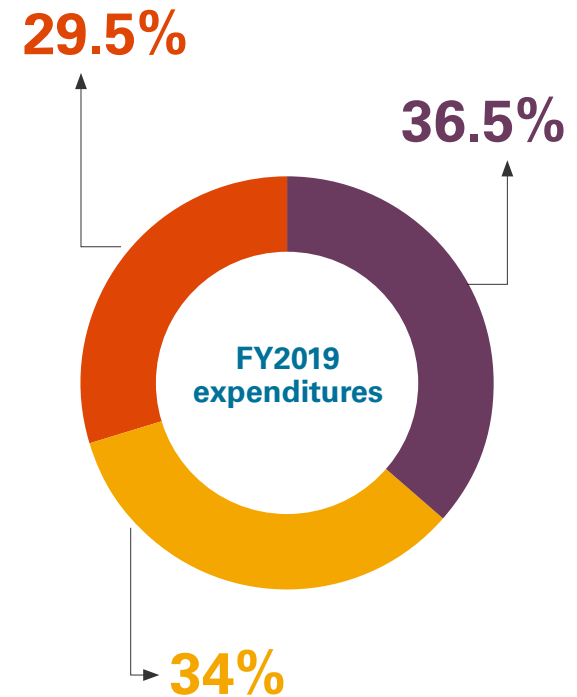
**FY2019**

## FINANCIAL OVERVIEW

To date, Solid Ground has secured US\$**7.37 million** in cash resources from a range of foundation, corporate and individual donors, and is leveraging more than US\$**5 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 is a US\$**12.37 million** campaign.

### Noteworthy revenue in fiscal year 2019:

Habitat for Humanity International is thankful to individual donors who share our vision and are providing support to the global campaign. Additionally, we appreciate the many donors supporting Habitat for Humanity national organizations implementing the campaign. This year, Habitat for Humanity Zambia secured a grant of nearly US\$**1 million from Comic Relief** to support its ongoing land policy and advocacy efforts.



### Fiscal year 2019 expenditures:

**Build the campaign capacity of the network to influence policy:** 36.5%

**Increase the public support of access to land for shelter:** 34%

**Coordinate the campaign globally across the Habitat for Humanity network and broader sector:** 29.5%

# FOR MORE INFO



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