The HUD Sustainability Agenda:
Highlights of the Sustainability Partnership and International Engagement

OAS Sustaining Cities in the Americas
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HUD as a Hub

- President Obama has charged his administration with finding new solutions to old problems by working across public, private and civic sectors

- IPI will help position "HUD as a Hub" for innovation by convening new partners and collaborating across agency, organizational, and international boundaries

IPI Core Goals & Activities

- IPI goals are focused on *Research*, *Networks*, *Collaborations* and *Internal Tools & Systems*
- IPI works with two primary sectors – **International & Philanthropic**
- Within the International and Philanthropic sectors IPI provides support to HUD and PD&R in <u>four activity areas</u>:
  1. **Outreach & Information Exchange**
  2. **Client Management & Assistance**
  3. **Research & Knowledge Management**
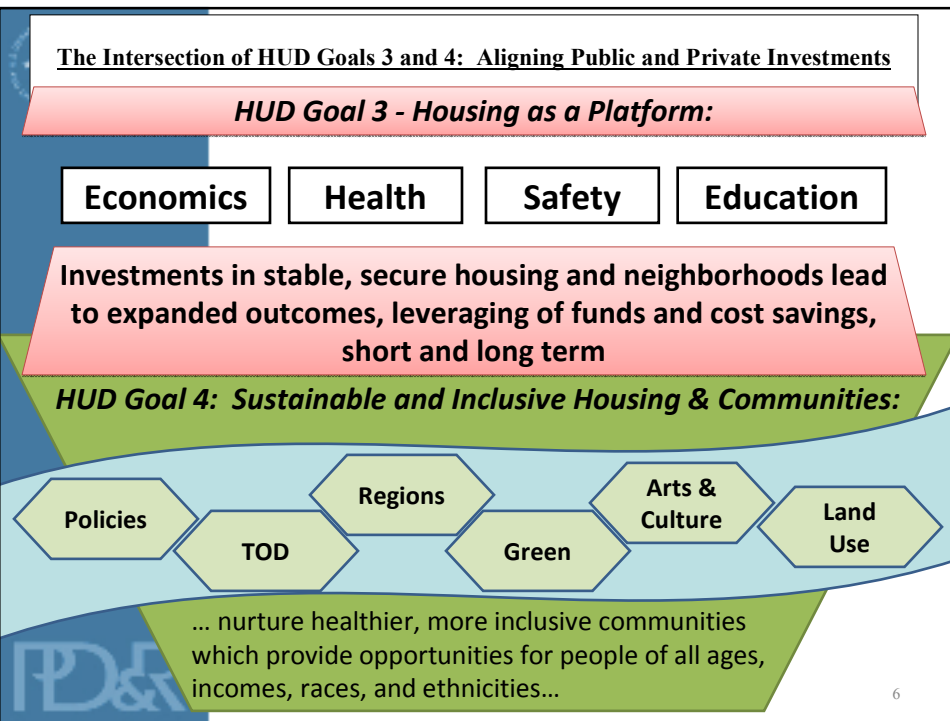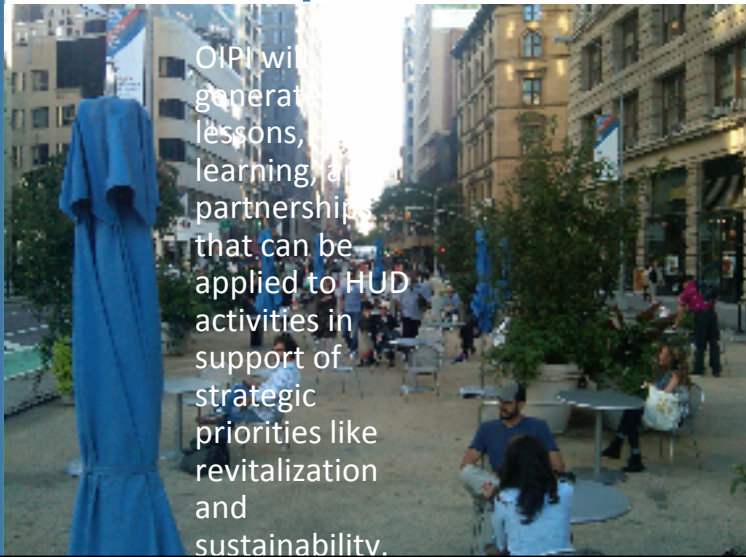 4. **Joint Research & Project Co-Investment**

Innovation: Intrapreneurship and Entrepreneurship

- **Indentifying the intersection(s)** – topic, geography, tools, programs, populations
- **Marshalling the collection methods** – beyond the usual: internet, webcast, ***prize competitions***, collaborations, learning exchanges, etc.
- **Seeking the innovation(s)** – organizations/institutions, programs, projects, policy, products
- **Exposing the innovations and intersections** – using technology, social media and networks to lift up models and best practices
- **Changing the way HUD works** – programmatic and policy efforts that learn from the outside and inside

2010-2011 International & Philanthropic Focus Areas

OIPI will generate lessons, learning, and partnerships that can be applied to HUD activities in support of strategic priorities like revitalization and sustainability.

PD&R

The Intersection of HUD Goals 3 and 4: Aligning Public and Private Investments

HUD Goal 3 - Housing as a Platform:

| Economics | Health | Safety | Education |

Investments in stable, secure housing and neighborhoods lead to expanded outcomes, leveraging of funds and cost savings, short and long term

HUD Goal 4: Sustainable and Inclusive Housing & Communities:

Policies   TOD   Regions   Green   Arts & Culture   Land Use

… nurture healthier, more inclusive communities which provide opportunities for people of all ages, incomes, races, and ethnicities…

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Office of Sustainable Housing & Communities

Office of Sustainable Housing and Communities

Goal:

> **T**o help build stronger, more sustainable communities by connecting housing to transportation, fostering local innovation, and building a clean energy economy

Details:

- Office created in FY 2010
- Overseen by Deputy Secretary Ron Sims
- Managed by Director Shelley Poticha

One component of an integrated federal strategy

Partnership for Sustainable Communities

- HUD, DOT, EPA have formed the Partnership for Sustainable Communities and are committed to aligning programs and resources in support of <u>6 Livability Principles</u>
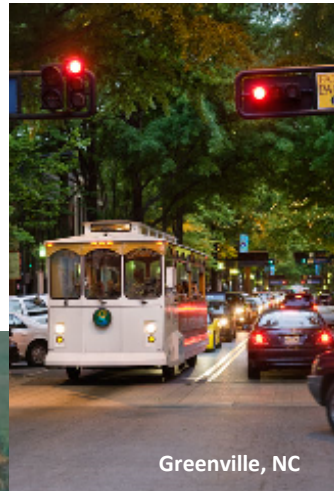

Partnership Principle:
Provide More Transportation Choices

**Partnership Principle:
Promote Equitable, Affordable Housing**

Chattanooga, TN

**Partnership Principle:
Enhance Economic Competitiveness**

PD&R

Partnership Principle: Support Existing Communities

Greenville, NC

Portland, OR

Partnership Principle: Coordinate Policies and Leverage Investments

Adams, IA

Partnership Principle: Value Communities and Neighborhoods

Traverse City, MI

Energy and Climate Partnerships

- **HUD - DOE Weatherization Partnership**
  - Secretaries Donovan and Chou signed Memorandum of Understanding (MOU) to enable the cost effective energy retrofits of a total of 1,226,000 homes in FY 2010 and FY 2011

Energy and Climate Partnerships

- **HUD - DOE – EPA Partnership**
  - FY2010 initiative to provide consumers and lenders with an easily understood home energy rating

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Competition- Sustainable Urban Housing: Collaborating for Livable and Inclusive Cities

Creating Prize Competition

- Energy and Climate Partnership of the Americas (ECPA) announced at Summit of the Americas April 2009
- World Habitat day in 2009 and World Urban Forum in March 2010
- Growing HUD partnership with State Department, USAID, World Bank, UN-Habitat, other multilaterals, domestic and international partners
- Obama Administration movement towards greater social entrepreneurship, prize competitions and "breaking down silos"
- An idea was born…

The Competition Partnership

- U.S. Department of Housing and Urban Development (HUD)
- U.S. Department of State
- Brazilian Ministry of Cities
- American Planning Association
- Rockefeller Foundation
- Ashoka Changemakers

The Competition Judges

- ANGEL CABRERA President, Thunderbird School of Global Management
- EDUARDO ROJAS Urban Development Consultant (IADB)
- INÊS MAGALHÃES National Housing Secretary, Federal Republic of Brazil
- JANE WERU Executive Director and Founding Member, Akiba Mashinani Trust
- JEROO BILLIMORIA Founder, Aflatoun
- MARÍA OTERO Under Secretary of State for Democracy and Global Affairs, U.S. Department of State
- RON SIMS Deputy Secretary, U.S. Department of Housing and Urban Development
- SARA TOPELSON Undersecretary for Urban and Territorial Development, Federal Government of Mexico
- WILLIAM COBBETT Manager, Cities Alliance

The Topics and Framing

- Key factors for partnership: inclusive, affordable, replicable and sustainable urban housing development – "not just the house"
- Global competition but with an ECPA umbrella to guide the effort
- Focus was always more than "winners" – finding and exposing best practices and innovations, entrepreneurs, models AND creating a learning community or "community of practice" for Western Hemisphere and globally
- Went beyond the Social Impact, Innovation and Operational (Financial) Sustainability by adding Environmental Sustainability

The Timing and Response

- Launch on November 5, 2010 in Brazil at ECPA gathering organized by APA
- Global entries accepted until February 11, 2011 and then internal review began
- Judges did final review on March 22, 2011 to determine eleven finalists
- Online voting for eleven finalists ran March 23 until April 6, 2011
- Final three winners from public voting "officially" announced on April 13, 2011
- 289 total submissions, 187 from Latin America, 50 from Brazil, 51 from the U.S.

The Finalists

- Finalists from India, Brazil, Mexico, Haiti, Argentina, Kenya, USA
- Innovations were range from "Building a Culture of Earthquake Resistant Construction Practices Among Day Laborers in Haiti" to "Sume Materiales ('Incorporate materials') - Reutilization of materials to facilitate access to housing"
- Policy, practice and product heavily focused on inclusive, affordable and sustainble
- www.changemakers.com/sustainableurbanhousing

  ... AND THE
      WINNERS ARE….

The Winners

- [Developing Real Estate for Squatters and Tenants of the City of Buenos Aires Argentina](), Argentina
- [Zero Waste, Sustainable Architecture, Renewable Energy: Unlimited Source of Renewable Materials for Sustainable Housing](), Brazil
- [Green Development Zone](), USA

What's Next?

- Award Ceremony and Capacity Building Event, Washington DC, July 14-15, 2011 with finalists, partners and others
- Community of practice, knowledge network and "solutions handbook" post competition (phase I)
- Researching further partnership extensions with potential in-country grants (phase II and III) with greater scale, scope and network building
- Policy exchange panels (during award ceremony week and beyond) to lift up entries leading to "Innovation of the Day" on hud.gov site

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International and Philanthropic Innovation:
www.huduser.org/ipi

Sustainable Urban Housing Competition:
www.changemakers.com/sustainableurbanhousing

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