

ARTICLES INSIDE THIS ISSUE:

- 1-2 **Poverty, Food Security and Alternative Energy: Creating a Learning Laboratory for Sustainability and Equity in San Carlos City**
- 2 **San Carlos City is where the country's first Bio-Ethanol Plant rises**
- 2 **Strengthening Rural-Urban Linkages to attain a Sustainable City**
- 3 **The San Carlos Integrated Rural-Urban Area Development Program: Towards Sustainable City and Housing Solutions**
- 4 **MOA Signing; 2nd Asia Pacific Housing Forum & YP Design Challenge**

Vol. 1 Issue 5; September – October 2009

JF & YP Exchange

An Official Newsletter Publication of the Young Professionals' Program in the Philippines – Visayas & Mindanao Chapter

Theme For This Issue:

**Sustainable City:
The Challenge in
Housing the Poor**

The San Carlos Integrated Rural-Urban Area Development Program: Towards Sustainable City & Housing Solutions



The San Carlos Integrated Rural-Urban Area Development Program is an initiative of the JF Ledesma Foundation, Inc. (JFLFI) in collaboration with key stakeholders, especially with the San Carlos Local Government Unit (LGU) to promote sustainable economic growth in the City of San Carlos. The realization that LGUs could not perpetually

be dependent on the central government prompted JFLFI to initiate a development initiative to make the City become a global standard of excellence in integrated sustainable development while maintaining its rural city character. The Program aims to transform a small rural community into a modern sustainable city that is economically viable and socially responsible. It is guided by a Master Development Plan (MDP) that puts forward a practical strategy to shift attention from a traditional and historic sugar-based economy to non-conventional and sustainable industry.

Key objectives of the Initiative are: 1) Development of the City into a 45,000 hectare agro-industrial zone by increasing economic activity and agricultural productivity; 2) Improvement of the quality of life of its more than 100,000 citizens through provision of basic services and urban-rural utilities; 3) Protection and proper management of its environment and natural resources. Strategies to attain the objectives include: 1) Formulation of the Master Development Plan; 2) Multi-collaborative approach for resource mobilization; and,

3) Creation of an independent foundation, the San Carlos Development Board (SCDB) composed of multi-sectoral representation tasked to manage the long-term implementation of the MDP.

Significant achievements are already evident with the implementation of the project. In the area of environmental protection, watershed rehabilitation is being implemented with significant gains in forest establishment through an innovative financing scheme through the imposition of a Water levy that charges water consumers on the externalities of water production and consumption. Three (3) Rural Growth Centers (RGCs) have been established that serve as nodes for rural development. The Social housing component has provided land tenure security to at least five thousand poor households. Energy development has just commenced with the start of construction of the first Bio-Ethanol and Cogeneration plant in the country. Additional infrastructure, communication and transportation development has significantly spurred

(Continued on page 2)

(from page 1 on *The San Carlos Integrated...*)

economic activity and improved the quality of life of the residents. A new road network provides access to mountain villages and opened up agricultural productivity, thus balancing rural-urban development.

The project has a built-in mechanism for sustainability. For the environmental program, the financial gains from the water levy are used as leverage counterpart to access external funding such as a Public-Private partnership with the German Government and landowning corporations. Social and economic issues on sustainability are assured through the involvement of communities in decision-making. In environmental projects, Community associations were issued stewardship contracts.

The social housing solutions integrating urban agriculture and other livelihood skills training on earth-based construction technology benefiting the urban poor

beneficiaries are likewise the recurrent major theme of the action. Infrastructure and transportation initiatives led to increased investments and accessibility increasing agricultural productivity and employment are the initial transformative results that can be further built-up and sustained. In the institutional aspect, JFLFI established the SCDB to perpetuate the initiative beyond *political leadership changes* as the latter is an independent entity. The MDP was institutionalized through the passing of Ordinance for its implementation until 2020. With these achievements and sustainability mechanisms, the project assures the establishment of a model community that is cognizant of its social concerns while contributing to the protection of the environment that would serve the needs of the future generation.

The case experience of San Carlos City shows that the delivery of housing solutions should not just be an isolated initiative devoid of the context by which homelessness and urban poverty exists. A more sustainable approach is to consider the totality of the social and ecological milieu to address the total needs of the urban poor. It is thereby imperative to establish a sustainable human habitat. 🌱



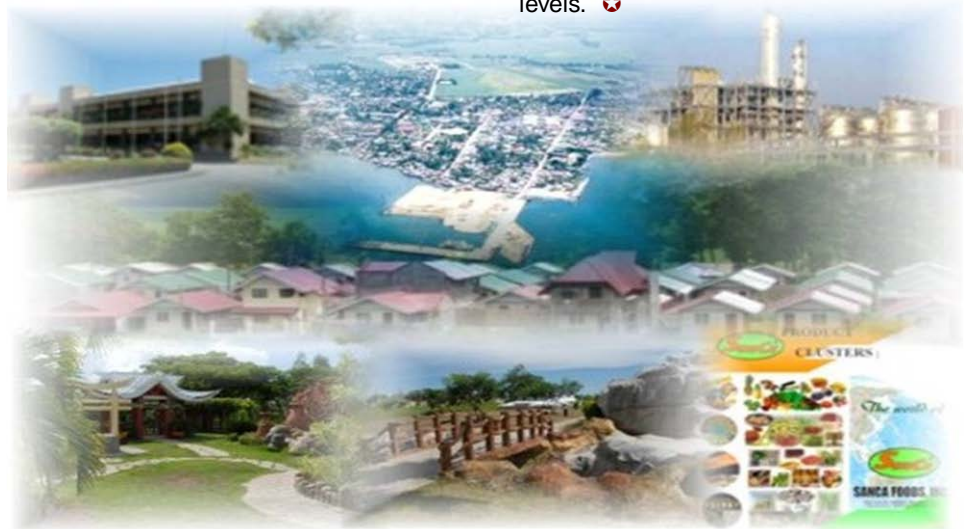
Editorial

Strengthening Rural-Urban Linkages to attain a Sustainable City

At the turn of the century, a substantial proportion of the world's population will continue to live in rural settlements, particularly in developing countries. In order to achieve a more sustainable future of the Earth, these rural settlements need to be valued and supported. Insufficient infrastructure and services, lack of unsustainable urbanization contribute significantly to the degradation of the rural environment. Additionally, the lack of employment opportunities in rural areas increases rural-to-urban migration and results in a loss of human capacity in rural communities. Policies and programs for the sustainable development of rural areas that integrate rural regions into the national economy require strong national economy require strong local and national institutions for the planning and management of human settlements that place emphasis on rural-urban linkages and treat villages and cities as two ends of a human settlements continuum.

In order to meet the above challenges, the Habitat Agenda requires the following objectives as the basis for future action: 1) Promote the sustainable development of rural settlements and to reduce rural-to-urban migration; 2) Promote the utilization of new and improved technologies and appropriate traditional practices in rural settlements development; 3) Establish policies for sustainable regional development and management; 4) Strengthen sustainable development and employment opportunities in impoverished rural areas; 5) Adopt an integrated approach to promote balanced and mutually supportive urban-rural development.

Realization of these objectives requires a number of basic interrelated interventions: 1) Strengthening of rural-urban linkages mainly through the improvement of marketing, transportation and communication facilities; 2) Improvement of a number of infrastructure components which, while enhancing rural-urban linkages, are also essential for economic growth and employment creation (both farm and non-farm) within small urban settlements and rural themselves, especially roads, electricity and water; 3) Bringing private and public services normally associated with cities to the rural population; and 4) Strengthening of sub-national governance at the regional, rural-local, and city-region levels. 🌱



Editorial

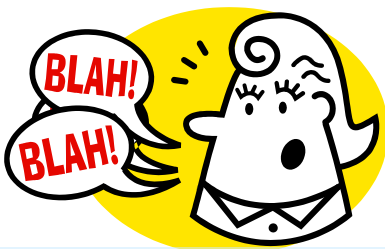
The San Carlos Integrated Rural-Urban Area Development Program: Towards Sustainable City and Housing Solutions

The San Carlos Integrated Rural-Urban Area Development Program is an initiative of the JF Ledesma Foundation, Inc. (JFLFI) in collaboration with key stakeholders, especially with the San Carlos Local Government Unit (LGU) to promote sustainable economic growth in the City of San Carlos. The realization that LGUs could not perpetually be dependent on the central government prompted JFLFI to initiate a development initiative to make the

Quote for this issue:

“The idea of sustainability can imply there is one perfect, unchanging future, if only we could work out how to get there.”

- Jamais Cascio



Got Something To Say?

We're always searching for passionate and dedicated writers to contribute news of events, resources, articles and stories relevant to Young Professionals who are creating a better world for current and future generations.

Send your contents to:

JF Ledesma Foundation, Inc.

Cebu Ave., Business Center
San Carlos City, Neg. Occ.
Fax No. (+6334) 3125265 or
email at jflfi@yahoo.com

City become a global standard of excellence in integrated sustainable development while maintaining its rural city character. The Program aims to transform a small rural community into a modern sustainable city that is economically viable and socially responsible. It is guided by a Master Development Plan (MDP) that puts forward a practical strategy to shift attention from a traditional and historic sugar-based economy to non-conventional and sustainable industry.

Key objectives of the Initiative are: 1) Development of the City into a 45,000 hectare agro-industrial zone by increasing economic activity and agricultural productivity; 2) Improvement of the quality of life of its more than 100,000 citizens through provision of basic services and urban-rural utilities; 3) Protection and proper management of its environment and natural resources. Strategies to attain the objectives include: 1) Formulation of the Master Development Plan; 2) Multi-collaborative approach for resource mobilization; and, 3) Creation of an independent foundation, the San Carlos Development Board (SCDB) composed of multi-sectoral representation tasked to manage the long-term implementation of the MDP.

Significant achievements are already evident with the implementation of the project. In the area of environmental protection, watershed rehabilitation is being implemented with significant gains in forest establishment through an innovative financing scheme through the imposition of a Water levy that charges water consumers on the externalities of water production and consumption. Three (3) Rural Growth Centers (RGCs) have been established that serve as nodes for rural development. The Social housing component has provided land tenure security to at least five thousand poor households. Energy development has just commenced with the start of construction of the first Bio-Ethanol and Cogeneration plant in the country. Additional infrastructure, communication and transportation development has significantly spurred economic activity and improved the

quality of life of the residents. A new road network provides access to mountain villages and opened up agricultural productivity, thus balancing rural-urban development.

The project has a built-in mechanism for sustainability. For the environmental program, the financial gains from the water levy are used as leverage counterpart to access external funding such as a Public-Private partnership with the German Government and landowning corporations. Social and economic issues on sustainability are assured through the involvement of communities in decision-making. In environmental projects, Community associations were issued stewardship contracts. The social housing solutions integrating urban agriculture and other livelihood skills training on earth-based construction technology benefiting the urban poor beneficiaries are likewise the recurrent major theme of the action. Infrastructure and transportation initiatives led to increased investments and accessibility increasing agricultural productivity and employment are the initial transformative results that can be further built-up and sustained. In the institutional aspect, JFLFI established the SCDB to perpetuate the initiative beyond *political leadership changes* as the latter is an independent entity. The MDP was institutionalized through the passing of Ordinance for its implementation until 2020. With these achievements and sustainability mechanisms, the project assures the establishment of a model community that is cognizant of its social concerns while contributing to the protection of the environment that would serve the needs of the future generation.

The case experience of San Carlos City shows that the delivery of housing solutions should not just be an isolated initiative devoid of the context by which homelessness and urban poverty exists. A more sustainable approach is to consider the totality of the social and ecological milieu to address the total needs of the urban poor. It is thereby imperative to establish a sustainable human habitat. 🌟

Events

Memorandum of Agreement signed between the Young Professionals Association and Archdiocese of Cagayan de Oro.

As a strategy for the nation-wide application of the alternative earth construction technology, particularly the Interlocking Compressed Earth Blocks (ICEB), a JFLFI-YP program is pursued in Northern Mindanao. One strategic collaboration that has been worked out is with the ArchDiocese of Cagayan de Oro.

To formalize the technology transfer and application of the technology to the different infrastructure requirements of the ArchDiocese, a Memorandum of Agreement between the institutions was signed last September 4, 2009 in Xavier University, with the ArchDiocese represented by Archbishop Antonio Ledesma.

The signing ceremony will signify the commencement of training schedules to be initiated within the next several months.



YP Officers presented a Paper during the 2nd Asia Pacific Housing Forum in Manila

The Habitat for Humanity, International has convened a Housing Forum in the Asia-Pacific Region last September 7-9, 2009 in Manila. This is the second such Forum which takes place every two years. The first Forum was held last 2007 in Singapore. It brings into a single venue all institutions in the Asia-Pacific Region to discuss issues on urbanization and condition of slum dwellers. Key papers were presented by participants from several countries based on their respective experiences.

As a venue for such discussions and deliberations on possible solutions, several key officers of the Young Professionals Association attended the Forum and presented papers. A paper based on the programs and initiatives of the JF Ledesma Foundation, Inc. in collaboration with the YP Association in San Carlos City was presented by two of its Officers, Dr Billy Tusalem and Dr. Nestor Abdon.

The paper entitled, "The San Carlos Integrated Rural-Urban Area Development Program: Towards Sustainable City and Housing Solutions," was based on the Award Winning development initiative in San Carlos City that won the Gawad Galing Pook in 2008 as well as the 2008 Dubai International Award to Improve the Living Condition.

The paper presentation enabled the YP officers to highlight an effective strategy in housing solutions through a more comprehensive approach that considers the whole ecological milieu.

The YP Design Challenge Deadline Fast Approaching

The Young Professionals Association annual Camp is fast approaching as it is scheduled on the first week of December. In conjunction with such activity, the call for the submission for entry for the Design Challenge ends this month of October. The submitted entries will be reviewed and judged by a panel of national and international jurors.

For the Higher Academic Institutions in the Visayas and Mindanao with Architecture, Civil Engineering or related disciplines, the YP Association is making the final preparations for the incoming YP Camp. This will be another venue for strengthening social housing commitments of the senior students and young professors who would be attending the Camp.



The participants of the 2nd Asia Pacific Housing Forum



Registration Form

Name _____ Birthdate _____

Organization _____

Current Job/Work _____

Mailing Address _____

Contact Numbers/E-mail Address _____

Kindly indicate your priorities among the listed alternative construction materials by ranking them (1 – highest priority; 2 – second priority, etc.):

[] compressed earth blocks [] micro-concrete roof tiles

[] interlocking compressed earth blocks [] ferrocement

[] others (please specify): _____

YP Newsletter Editorial Board

Chairman

Julio A. Ledesma IV

Editor-In-Chief

Dr. Billy Tusalem

Associate Editors

Allen Del Carmen

Dr. Nestor Abdon

ENP Ma. Olivia C. Fillone, PIEP

Lilac Limpangog

Prof. Daniel Mostrales, CE

Dr. Jessica Salas

Ma. Paz Jaranilla

Publishing Staff

Maricel Binghay, MBA

Karen Leduna, RN

Engr. Misael Hibionada, CE

Ms. Elynn Villavelez