

## ASSA Recognition Award

- 1.1 The ASSA Recognition was first introduced by the Employees Provident Fund (EPF) of Malaysia in 2015. The purpose of the Award is to recognize ASSA member-institutions' achievements.
- 1.2 Following the approval of EPF's proposal on the ASSA Sustainability Pledge at the 41st ASSA Board Meeting in Manila, Philippines in November 2024, and the signing of the Pledge by member-institutions in Palawan, Philippines in March 2025, **the Government Service Insurance System (GSIS) of the Philippines, introduces a new award category on Sustainability - recognizing programs and initiatives that address climate risks, environmental stewardship, sustainable development, and long-term resilience.**
- 1.3 The new criteria and categories for the ASSA Recognition Award are as follows.

No.	Categories of Recognition	Description of the Categories
1.	Innovation Recognition Award	Creation of an innovative technology, product or service which has led to improvements in services or products.
2.	Transformation Recognition Award	A practice that has resulted in improvement in the overall effectiveness, efficiency, and success of the organisation.
3.	Customer Service Recognition Award	Organisations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4.	Continuous Improvement Recognition Award	Organisations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation.
5.	Strategic Communication Recognition Award	Organisations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
6.	Information Technology Recognition Award	Organisations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organisational outcomes and performance.
7.	Insurance Coverage Recognition Award	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
8.	Financial Literacy Recognition Award	Organisations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.
9.	Investment Governance Recognition Award	Organisations that have reflected specific issues relating to the management of funds of social security institutions' objectives, ranging from the investment of benefits provided and also addressing issues on the adequacy of the fund.
10.	Sustainability Recognition Award	Initiatives that promote environmental protection and stewardship, sustainable development, climate resilience, green transformation in social security operations, programs, value-chains, and resource allocation and deployment.

1.4 The write-up should include the following:

## WRITE UP TEMPLATE

<b>CATEGORY</b>	:	<del>Information Technology Recognition Award</del> Investment Governance Recognition Award
<b>ORGANISATION</b>	:	Pag-IBIG Fund (Home Development Mutual Fund)
<b>CONTACT PERSON</b>	:	Janice Anne P. Delmo Department Manager, Public and Media Affairs Department
<b>NAME OF PROJECT</b>	:	<b>Pag-IBIG Fund Online Public Auction (OPA): Bridging Filipinos to Affordable Homes</b>
<b>OBJECTIVE AND NATURE OF PROJECT</b>	:	<p>Since its inception, Pag-IBIG Fund has always been committed to helping Filipinos acquire homes that they can call their own. Pag-IBIG has recognized that behind every Filipino's dream of homeownership is their desire to provide shelter to their families. Thus, Pag-IBIG strives to make housing accessible to working Filipinos not only by providing affordable financing but also improving the home buying process by adopting latest available technology.</p> <p>In response to the changing needs of its members and the government's call for innovation, Pag-IBIG Fund launched the Online Public Auction (OPA) in beta on September 25, 2024, and fully implemented in November. This digital platform transitions the auction of foreclosed properties — known as Pag-IBIG Acquired Assets — from manual, in-person bidding to a fully online, user-friendly process.</p> <p>The OPA allows users to:</p> <ul style="list-style-type: none"> <li>• Register and get a Buyer ID,</li> <li>• Browse photos and property details,</li> <li>• Select and “Add to Cart” multiple properties,</li> <li>• Submit bids online—from anywhere in the world.</li> </ul> <p>The overall goal is to simplify the homebuying process, removing geographical and logistical barriers. It is part of a broader effort to provide affordable pathways to homeownership, including</p>

		<p>discounted auction prices and a seamless online bidding process.</p> <p>By adopting a model similar to online shopping, OPA modernizes government auctions and underscores Pag-IBIG Fund's mission to support Filipino families through accessible, convenient, and inclusive housing programs.</p>
<p><b>WHY IT SHOULD BE RECOGNISED</b></p>	<p>:</p>	<p>As part of its twin mandates, Pag-IBIG Fund is committed to providing affordable housing to Filipino workers by offering programs that cater to the various needs of its members. One of the agency's patronized housing programs is the Pag-IBIG Acquired Assets, where foreclosed properties are sold at auction at a discount. This enables members to have an alternative option to own a home at a much lower price.</p> <p>In the Q3 2024 Consumer Expectation Survey (CES) conducted by the Bangko Sentral ng Pilipinas (BSP), consumers showed a pessimistic view on buying big-ticket items, which include house and/or lot during the period. More than half of the respondent-households (53.8%) intended to purchase real property if prices range from P450,000 and below.<sup>1</sup></p> <p>Consistent with its aim to ensure that Filipino workers have access to affordable homes, the Pag-IBIG Fund launched the Online Public Auction (OPA). This digital platform modernizes the traditional bidding process by allowing users to complete transactions online. With OPA, interested buyers can now browse available properties, register, and submit their bids without the need to visit a Pag-IBIG office, making the entire process more convenient and efficient.</p> <p>Pag-IBIG Fund officially launched OPA on November 15, 2024, but already made its beta version available as early as September 25, 2024. The Fund prudently kept a hybrid approach (accepting manual bids until end of 2024) to ensure no one was left behind in the transition.</p> <p>A Filipino worker's road to owning a home is made easier — no long lines, no lengthy paperwork, no office visits. This is a progress that Pag-IBIG Fund aimed for.</p> <p>These are key results since launch:</p> <p><b>Beta version (September to December 2024)</b></p>

<sup>1</sup> Bangko Sentral ng Pilipinas, Department of Economic Statistics. (2024, July). *Consumer expectations survey report: 3rd quarter 2024* [PDF]. Retrieved from [https://www.bsp.gov.ph/Lists/Consumer%20Expectation%20Report/Attachments/23/CES\\_3qtr2024.pdf](https://www.bsp.gov.ph/Lists/Consumer%20Expectation%20Report/Attachments/23/CES_3qtr2024.pdf)

	<ul style="list-style-type: none"> <li>• There were 9,843 total bid registrants from September to December during the beta version or the transition period, 91% (8,949) via OPA, demonstrating a shift to bidder's digital preference.</li> <li>• The news and announcement on the launch of OPA in November secured high media attention, obtaining PHP 548,121 worth of free media values in print, and over P1M in TV and in radio.</li> </ul> <p><b>January – June 2025</b></p> <ul style="list-style-type: none"> <li>• In the first half of 2025, OPA processed <b>61,899</b> offers — up 64% from the previous year when the bids are still submitted manually. Pag-IBIG now processes more bids with lower staffing and logistics.</li> <li>• From January to June, <b>number of registrants grew by 189%</b>, increasing from <b>16,479</b> to <b>47,582</b>.</li> <li>• Above the line advertisements have generated nearly 160 million online views and counting.</li> <li>• OPA drives Pag-IBIG website engagements. In 2025, the Acquired Assets webpage is the most visited section of the Pag-IBIG website, with a recorded total of <b>13,477,066 user visits</b>, and an average session duration of <b>8m 42s</b>.</li> <li>• The OPA has earned the following notable accolades: <b>Merit Award – Technology Development</b> (February 2025) by the Association of Development Financing Institutions in Asia and the Pacific (ADFIAP) for technology development, <b>Outstanding Digital Campaign Award – Website of the Year</b> (December 2024) by the Presidential Communications Office for its nationwide impact, besting all government agencies, and <b>Gold Stevie Award</b> for its breakthrough technological innovation.</li> <li>• <b>It significantly contributed to Pag-IBIG Fund's strong financial standing</b> by helping achieve PHP 58.13 B in housing loans and PHP 28.04 B in net income in the first half of 2025 alone. It also contributed to the Fund reaching PHP 1.14 trillion in total assets – a one-of-a-kind feat for any Philippine government agency.</li> </ul> <p>OPA is a policy innovation and a public service enhancement, improving access, transparency, and impact in government housing initiatives.</p>
--	--

<p><b>SUMMARY OF THE PROJECT</b></p>	<p>:</p> <p>Pag-IBIG Fund, the Philippines' largest provider of home financing since 1980, serves over 16 million members with a mission to make homeownership accessible to every Filipino. One of its key programs, <b>Pag-IBIG Acquired Assets</b>, sells foreclosed properties at discounted prices through public auctions, offering an alternative path to affordable housing.</p> <p>In late 2024, Pag-IBIG revolutionized this process by launching the <b>Online Public Auction (OPA)</b> — a digital platform that brings the entire bidding journey online. From registering for a Buyer ID, browsing property listings to submitting offers, everything can now be done with just a smartphone or computer.</p> <p>By mid-2025, just six months into full implementation, Pag-IBIG saw a sharp rise in bid submissions, reflecting improved accessibility and engagement. OPA also brought faster processing times, reduced administrative costs, fewer disqualifications, higher win rates, and greater nationwide participation, particularly from remote areas.</p> <p>The OPA has not only delivered technological innovation, but also reinforced Pag-IBIG Fund's reputation as a digitally mature, financially sound, and mission-aligned public institution, committed to delivering "<i>Tapat na Serbisyo, Mula sa Puso</i>" (Honest Service from the Heart). It ensures that even in a digital era, no Filipino is left behind in the dream of owning a home.</p>
<p><b>PHOTOS/ IMAGES OF THE PROJECT, WHEN POSSIBLE</b></p>	<p>:</p> <p><a href="#">ASSA Supporting Documents</a></p> <p><a href="#">ASSA Awards HDMF OPA</a></p>