

ASSA RECOGNITION AWARD 2017

PROJECT PROPONENT:

Pag-IBIG Fund (Home Development Mutual Fund) - Philippines

CATEGORY:

Communication Strategy Recognition Award

1. NAME OF THE PROJECT:

Pag-IBIG Fund Annual Accomplishment Report: Promoting Transparency in Reporting to the Fund's Stakeholders

2. OBJECTIVES OF THE PROJECT:

The project has the following objectives:

- a. To gather in one venue Pag-IBIG Fund's various stakeholders from both the public and private sectors, as summarized in the "IBIG" in its name – *Ikaw* (You: Pag-IBIG Fund members, who are basically Filipino workers earning at least PhP1,000 per month, member-associations, overseas workers groups, transport groups, labor unions, big time savers), *Bangko* (Bank: banks and other financial institutions), *Industriya* (Industry: real estate developers, employers, collection agencies, other partner-institutions), *Gobyerno* (Government: departments, government agencies, provincial and city governments, local government units).
- b. To update the stakeholders on Pag-IBIG Fund's accomplishments the previous year, as well as on its future plans.

3. NATURE OF THE PROJECT:

The project is a staged event/activation held by Pag-IBIG Fund every year, usually in January or February.

The agency's Public Relations and Information Services Group takes the lead: from sending out invitations to guests; booking and preparing the venue; getting suppliers for lights and sounds, catering, stage direction, and hosting; writing host/s' spiels, officers' messages/speeches, citations for awardees, and main report; designing stage backdrop, photo wall, hand-out materials, and presentation slides that accompany the main report; preparing and airing of audio-visual presentations featuring past agency events and programs; designing and ordering plaques/trophies for awardees; staging the event; and networking with attendees from the media.

To date, Pag-IBIG Fund has held four stagings of the project, with the following corresponding themes:

- a. For year 2013 – presented in January 2014: Pag-IBIG Fund’s Midterm Report
- b. For year 2014 – presented in February 2015: 2014 Accomplishment Report – A Legacy of Integrity and Excellence
- c. For year 2015 – presented in January 2016: 2015 State of the Fund Address – Committed to Excellence and Integrity
- d. For year 2016 – presented in January 2017: 36 Years of Improving the Lives of the Filipino Workers

The event has the following general flow:

- a. Arrival of Guests
- b. Philippine National Anthem
- c. Doxology
- d. Welcome Remarks
- e. Main Report
- f. Recognition of Awardees
- g. Closing Remarks

In the first three stagings, the concurrent Chairman of the Pag-IBIG Fund Board of Trustees and the Housing and Urban Development Coordinating Council (HUDCC) presented the Main Report: then Vice President of the Republic of the Philippines Jejomar C. Binay in 2014 and 2015, and Atty. Chito M. Cruz in 2016. In the fourth staging in 2017, then Pag-IBIG Fund President and Chief Executive Officer (CEO) Atty. Darlene Marie B. Berberabe presented the Main Report, on behalf of the present Chairman of the Pag-IBIG Fund Board of Trustees and the HUDCC, Cabinet Secretary Leoncio B. Evasco, Jr.

4. WHY IT SHOULD BE RECOGNIZED:

Every year, the project generates free quad-media mileage for Pag-IBIG Fund. It gained placements in television, radio, and print, as well as in social media. Aside from apprising the actual attendees during the staging of the event, the project also reached the audiences of the different media and the readers of the hand-outs distributed to all attendees. The media exposure resulted to Pag-IBIG Fund members’ awareness of their Fund’s status and accomplishments.

The first staging in 2014 gathered almost 200 guests, led by past Pag-IBIG Fund leaders Madam Imelda Romualdez-Marcos, former HUDCC Chairpersons Dionisio dela Serna, Michael Defensor, and Noli De Castro, and former Pag-IBIG CEOs Cesar G. Yatco, Zorayda Amelia C. Alonzo and Romero Federico S. Quimbo.

In 2017, a total of 502 people attended the event. The project turned out to be a three-in one event, since aside from staging the Annual Accomplishment Report

for 2017, the Pag-IBIG Fund Coffee Table Book and the television ad on Pag-IBIG Savings were also launched.

The Pag-IBIG Fund Coffee Table Book documented the accomplishments of the Fund from 2010 to June 2016. It also included chapters on the Fund's history and awards received through the years. The book was distributed to major stakeholders during the event initially and delivered to other stakeholders afterwards.

The ad on Pag-IBIG Savings showed how Pag-IBIG members' savings earned a high dividend rate of 4.8% tax-free last 2015, compared to other institutions. It features members from the other working groups to encourage the increase in membership and savings from this sector. The ad is a feel good ad using the tagline "Isang patunay pa, sa Pag-IBIG ang pinaghirapan may katuparan." The tri-media campaign for the ad has not been implemented yet due to documentary concerns.

Each year, awardees from stakeholders are recognized for their top performance as determined by their achievement of the parameters set by Pag-IBIG Fund. Awardees include top housing developers in terms of housing loan take-out, collection agencies in terms of collection from overdue housing loan accounts, collecting and e-disbursement partners, top employers in terms of high upgraded employer counterpart and employee base , big time savers among members, partner-establishments in the Pag-IBIG Loyalty Card program, partner-malls for providing office space, and government partners for their membership and service among others.

The project, **Pag-IBIG Fund Annual Accomplishment Report: Promoting Transparency in Reporting to the Fund's Stakeholders**, deserves to be recognized by the ASEAN Social Security Association because it is a communication activity that promotes transparent reporting of Pag-IBIG Fund's accomplishments and generates goodwill among Pag-IBIG Fund stakeholders, as they are apprised on the accomplishments of Pag-IBIG Fund for the previous year and the plans for the current year. Pag-IBIG Fund acknowledges that it will not be where it is now without the help of its members and partners.