

[MEMORANDUM ORDER NO. 93, March 31, 2003]

**DESIGNATING THE HOUSING AND URBAN DEVELOPMENT
COORDINATING COUNCIL AS THE LEAD AGENCY TO FORMULATE
AND IMPLEMENT A CAMPAIGN FOR LAND DONATION IN
SUPPORT OF THE GOVERNMENT'S SOCIALIZED HOUSING
PROGRAM**

WHEREAS, socialized housing, intended to address the housing needs of homeless, disadvantaged groups, is a priority program of government;

WHEREAS, it is the policy of government to promote the active participation of, and pursue partnerships with all stakeholders in housing development to include landowners, the private sector, NGO and other sectors for the purpose of sharing resources and expertise, thereby optimizing opportunities for implementation of socialized housing project;

WHEREAS, one of the basic issues in socialized housing is the increasing cost of urban land vis-a-vis the affordability level for socialized housing market;

WHEREAS, there is a need to develop mechanisms that would ensure the release of an adequate supply of land for housing;

WHEREAS, there is a need to pursue a campaign and advocacy program to encourage landowners to donate their land resources for purposes of the government's socialized housing program; and

WHEREAS, the campaign requires the coordinated efforts of the Housing and Urban Development Coordinating Council (HUDCC), National Housing Authority (NHA), Department of Interior and Local Government (DILG), Department of Agrarian Reform (DAR), Department of Environment and Natural Resources (DENR) and members of media to ensure effective and efficient planning and implementation.

NOW, THEREFORE, I, GLORIA MACAPAGAL-ARROYO, President of the Republic of the Philippines, by virtue of the powers vested in me by the Constitution and by law, do hereby order and direct:

SECTION 1. Lead Government Agency for the Program. – The HUDCC is hereby designated as the lead government agency that shall formulate a land donation program, including its implementing guidelines and media plan, in support of the government's socialized housing program. It shall coordinate with the DILG, DAR, DENR and the NHA.

The HUDCC shall invite eminent members of the media to help formulate and implement the media plan for the program.