



Our journey
towards putting
up a social

How I fell in love with social dev't



From Kids to Moms

To dads, to PWD's, to
youth....

A.k.a How my
perspective widened.

A.k.a Habi Footwear

How did Habi start?



What is Habi Footwear?

- a company that advocates responsible consumerism with its eco and socially friendly line of footwear
- knows the importance of fusing comfort and style
- believes and highlights the ingenuity of Filipino communities through its livelihood partnership





Lifestyle choices

Comfort and style

Patronizes sustainably made products (e.g. Human Nature, Honest Co., Messy Bessy, R2R)

Practical yet fun

On-the-go

EMPOWER QUEZON CITY URBAN POOR FOR SUSTAINABLE DEVELOPMENT

Industry	<i>Footwear</i>
Headquarters	<i>Quezon City</i>
Impact Areas	<i>Commonwealth; Payatas; Fairview</i>
Established	<i>July 2011</i>
Incorporated	<i>November 2012</i>
Staff Size	<i>2 (+2 part-time)</i>
Structure	<i>For-Profit, Non- Stock Corporation</i>



Entrepreneurs: *Janine
Chiong, Bernadee Uy, and
Paola Savillo*

What makes a Habi pair special?

It's Eco
Friendly!

Made with upcycled cloth
& airplane tires

It's made with Pinoy love

Made with love by the
talented weavers
Of Quezon city and Manila's
shoe capital,
Marikina









Recycled
Airplane Tire Soles

Recycled
Woven Scrap
Fabric Upper
Lining

Abaca Hemp
Lining

Woven Cloth
Straps

Synthetic Leather



EMPOWER

Capacity
Building



Co-
Op



TD



Team
Building and
Financial
Literacy



EMPOWER

Critical awareness and proactivity
Capacity to address family's basic needs
Confidence to control difficulties
Community with family
Citizenry basic rights

EMPOWER QUEZON CITY URBAN POOR FOR SUSTAINABLE DEVELOPMENT



4 communities



30
pax

14 earn 200+ PHP/
(output- day
based)

1.3 ft²
scrap cloth saved from
landfills per 2 pairs of
shoes

UK:
Distributor



Worldwide
Shipping



Distributor's E-commerce Site
Brick and Mortar Stores



Philippines:
Own branches
E-commerce Site
Brick and Mortar Stores



2011

2012



BiD NETWORK



Top 1 PH; Top 8
World
Php 100,000.00
grant

2013



Top 10

2014



san francisco



Top 80



NETSUITE

Software Grant



ZALORA



human nature



Habi in BiD Network Challenge Netherlands



SAP x Habi in Singapore





Challenges

- Community Relationship
- Trial & Error
- Growing the business
 - Financial constraints
 - Government Compliance
 - Willpower

Key Learnings from Habi

- Passion & Practicality
- Being firm on something doesn't mean that you've crossed over to the "dark side"
- Always listen & Always Learn
 - Find a mentor
 - Fail fast. Recover faster.

