0ur 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



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 Headquarters

Impact Areas

Established

Incorporated

Staff Size

Structure

Footwear

Quezon City

Commonwealth; Payatas; Fairview

July 2011 November 2012

2 (+2 part-time) For-Profit, Non-Stock Corporation

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

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

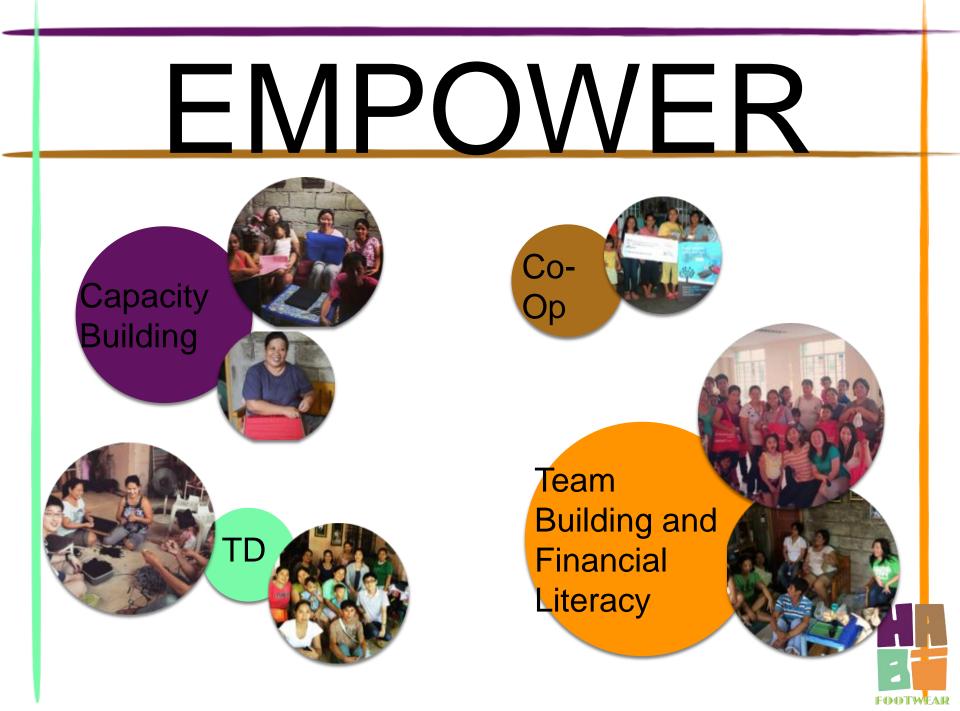
Abaca Hemp Lining

Woven Cloth Straps

31

Synthetic Leather





EMPOWER

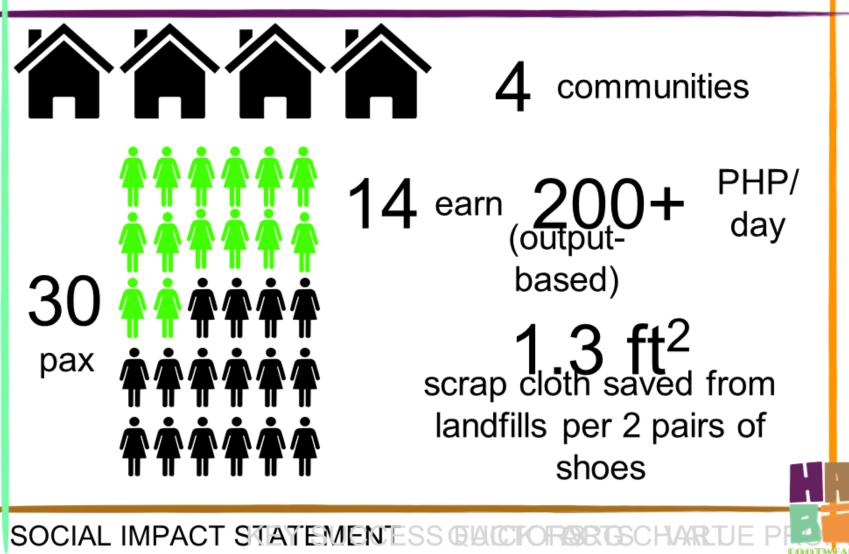
ritical awareness and proactivity apacity to address family's basic needs onfidence to control difficulties

ommunity with family

itizenry basic rights



EMPOWER QUEZON CITY URBAN POOR FOR SUSTAINABLE DEVELOPMENT



UK: Distributor



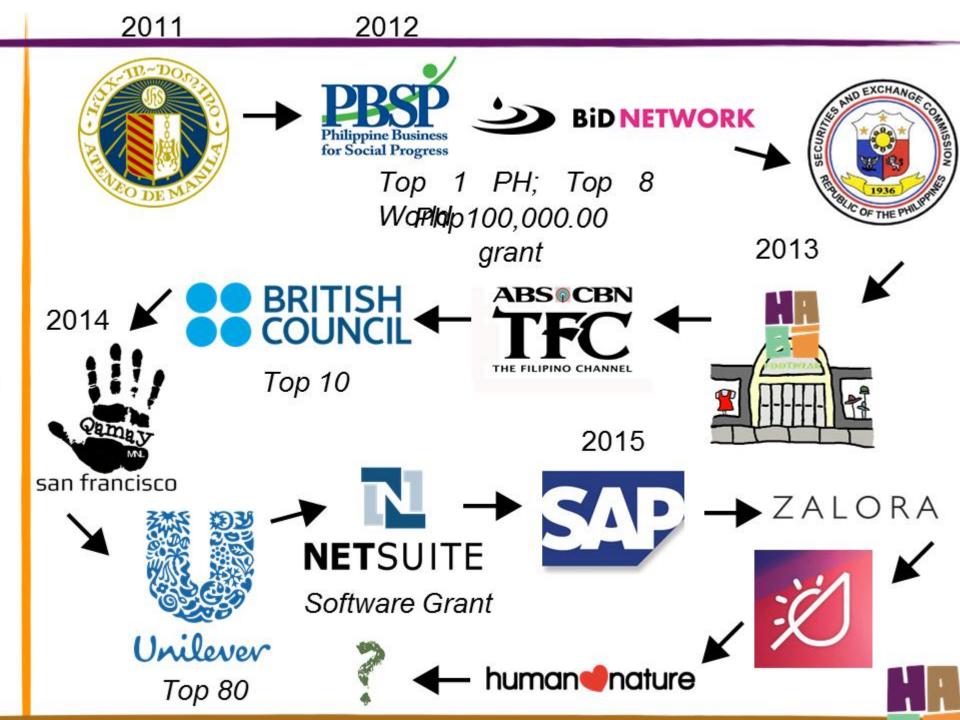
Worldwide Shipping

Distributor's E-commerce Site Brick and Mortar Stores



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

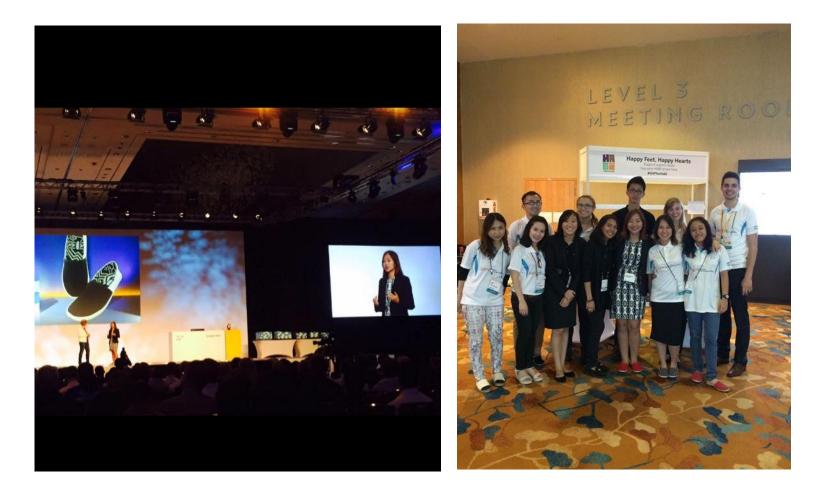




Habi in BiD Network Challenge Netherlands



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.

