

The ASEAN Social Security Association (ASSA) Recognition Award 2021

Nomination Writeup

CATEGORY	:	Strategic Communication Recognition Award
ORGANISATION	:	Pag-IBIG Fund (Home Development Mutual Fund)
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NAME OF PROJECT	:	The Pag-IBIG Fund COVID-19 Strategic Communication Program
OBJECTIVE AND NATURE OF PROJECT	:	The Home Development Mutual Fund, more popularly known as Pag-IBIG Fund, is a state-managed corporation that was created in the 1980s. An acronym for “Pagtutulungan sa Kinabukasan: Ikaw, Bangko, Industriya at Gobyerno” (English: Cooperation for the Future: You, the Bank, Industry and the Government), Pag-IBIG Fund continues to uphold its twin mandates of: (1) mobilizing the savings of Filipino workers through a nationwide membership savings program; and (2) providing an affordable financing scheme for its members who wish to acquire their own homes. Coming from a string of record-breaking accomplishments over the past years, Pag-IBIG Fund was motivated to make 2020 another banner year. The agency even began the year strong as it financed PHP 12 billion worth of home loans in just the first month. However, the effect of coronavirus disease (COVID-19) in the Philippines has transformed the country’s economic and employment landscape, which also affected Pag-IBIG Fund. Poised to finance PHP 100 billion worth of mortgages, the Fund saw a drastic decrease in the home loan applications in the preceding months after the country was placed in lockdown to help curb the spread of the virus. But more than pursuing its mandate of promoting savings and shelter financing, Pag-IBIG Fund saw its responsibility of offering a financial lifeline and support to distressed Filipino workers it has vowed to serve. Right after the declaration of a lockdown for the entire Luzon on March 2020, the Pag-IBIG Fund Board initiated a three-month moratorium program for all its loan borrowers for both its housing loan or short-term loan (STL) programs. Pag-IBIG Fund also immediately granted automatic grace periods on loan payments of its members totalling nearly 6 months, following the signing of President Rodrigo Roa Duterte of Republic Act (RA) No. 11469 or the Bayanihan to Heal as One Act and Republic Act (RA) No. 11494 or the Bayanihan to Recover as One Act. To ensure that the availability of these special programs were made known to the public, extensive communication efforts were conducted to encourage application and inform members of the benefits of these programs, so that it can rightfully help in relieving their financial burden. Pag-IBIG Fund stepped up to the task and aggressively promoted, not just the Pag-IBIG Fund’s programs in response to the pandemic, but also other relevant services of the agency, especially during the lockdown period. This

	ranged from key services like cash loans and availability of contact channels, to newly launched services like the online short-term loan filing via its online service portal, the Virtual Pag-IBIG. The overall goal is to inform Pag-IBIG Fund members on the availability of special processes and programs and its continued services amid the pandemic, which can assist them cope and recover from the COVID-19 pandemic, as well as have them take advantage of the newly launched online facility which is Virtual Pag-IBIG as a more convenient and safer way to avail Pag-IBIG services. By employing efficient communication efforts, it allowed the more than 12 million Pag-IBIG members access to its services, further establishing Pag-IBIG Fund as a dependable government financial institution that Filipino workers can lean on during the most difficult of times.
WHY IT SHOULD BE RECOGNISED	: Pag-IBIG Fund strategized and applied the appropriate and available communications channels to execute its information campaign to cover all its publics. Pag-IBIG Fund implemented its communication campaigns, while and despite the pandemic, based on key factors: accessibility, speed, and efficiency. Since the target audience is the more than 12 million members of Pag-IBIG Fund scattered in the islands of the Philippines, as well as overseas workers around the world, it has been realized that broadcast media is imperative to reach its publics. However, the dissemination of information should also widely extend via online or digital platforms. Pag-IBIG Fund recognized the increasing use of such platforms, as majority of its members were confined to their homes due to the lockdown. With this, Pag-IBIG Fund used broadcast and print media, news exposure and interviews to release announcements; and utilized digital media (particularly Facebook) to explain such announcements and news releases through posts in their official Facebook Page and contact channels. Pag-IBIG Fund also engaged with the country's major organizations of business owners, and labor and trade unions, like the Employers' Confederation of the Philippines (ECOP), to conduct webinars for employers and human resource practitioners to better explain how the Pag-IBIG Fund programs may be availed of despite the lockdown, the health and safety protocols, and without exposing the workers to the risk of Covid-19 infection. Pag-IBIG Fund also devised key messages which targeted different stakeholders to effectively respond to their needs. The agency's overarching message being: <u>"Pag-IBIG Fund is a dependable institution that you can rely on, even amid the pandemic."</u> With its strategic and efficient communication plan in place, Pag-IBIG Fund achieved the following as reported during its 2020 Chairperson's Report: • 4.77 million members were granted automatic grace period under Bayanihan to Heal as One Act (R.A. 11469) • 3.69 million members were granted 60-day grace period under Bayanihan to Recover as One Act (R.A. 11494)

	• 320,406 housing loan and cash loan borrowers applied for and granted 3-month moratorium on their loan payments due within March 16 to June 15, 2020 • 37,901 members filed thru email; PHP 716.26 million worth of loans released (from March to April 2020) • Virtual Pag-IBIG recorded 2.5 million (2,527,789) page visits as of March 2021. It constitutes an increase of 38.70% from December 2020's 1.8 million (1,822,451) record. • Equivalent amount of payment transactions in Virtual Pag-IBIG grew from P944 Million (P944,353,963.44) to P1.4 billion (P1,418,202,473.61). This is an increase of 50.18% from December 2020. • Pag-IBIG Short-term Loan online applications grew by 65% in March 2021. From the 184,626 applications received as of December 2020, it increased to 304,484. • FB Post on Filing of MPL and CL via email: estimated 8M members reached, 200,000 reactions, and 56,000 shares • ECOP Webinar with Pag-IBIG Fund Top Executives: estimated 20,000 views, 500 reactions, and 200 shares • FB Post on 3-Month Moratorium: estimated 8M members reached, 200,000 reactions, and 50,000 shares • FB Post on Grace Period: estimated 3M members reached, 100,000 reactions, and 17,000 shares • FB Post on Similarities and Differences of Grace Period & Pag-IBIG Fund's 3-Month Moratorium: estimated 1,500,000 members reached, 34,000 reactions, and 6000 shares • FB Post on Online Application for Short-Term Loans (Multi-Purpose Loan and Calamity Loan) via the Virtual Pag-IBIG: estimated 2M members reached, 70,000 reactions, and 12,000 shares • FB Post on Step-by-Step Guide on the Online Application for Short-Term Loans (Multi-Purpose Loan and Calamity Loan): estimated 2M members reached, 59,000 reactions, and 14,000 shares • FB post on Availability of Contact Channels: 1,528,417 members reached, 32,366 reactions, and 5,462 shares • More than 500,000 inquiries received by Pag-IBIG Fund's Facebook Team
SUMMARY OF THE PROJECT	: The coronavirus disease (COVID-19) has transformed the country's economic landscape. With this, the top executives of Pag-IBIG Fund saw the need to induce a new advocacy for its employees to uphold: <u>Service over profit</u>. With this, Pag-IBIG Fund initiated its own COVID-19 interventions in which the overall goal is to inform Pag-IBIG Fund members on the availability of special processes and programs which can assist them during the COVID-19 pandemic, as well as have them take advantage of the newly launched online facility, which is the Virtual Pag-IBIG. At the height of the lockdown restrictions in 2020, Pag-IBIG Fund has recorded more than PHP 20 million worth of earned media publicities, garnered around 400 reports and pick-ups, and 30 million social media impressions, reflecting the scope and reach of its communications efforts. This played a significant role in enabling millions of members secure loan reprieves, and collectively gain billions of pesos in financial aid amid the pandemic.

	Overall, Pag-IBIG Fund has recorded a remarkable gross income of PHP 44.99 billion and net income of PHP 31.70 billion at the end of 2020, even amid the pandemic. While helping members alleviate their financial concerns by availing its services, Pag-IBIG Fund was able to connect to its stakeholders, keep business stability, and retain low interest rates while keeping the benefits and service quality high. It has proven its claim of excellent service such that <i>not even a pandemic can stop Pag-IBIG Fund in providing quality service</i>. All these to keep true to its oath – Tapat na Serbisyo, Mula sa Puso (Honest service from the heart).
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