



Centre for Affordable  
Housing Finance  
in Africa



## Launch of the Affordable Housing Investment Alliance

### Introduction

The Affordable Housing Investment Alliance is an alliance of like-minded Development Finance Institutions and investors committed to working, affordable housing markets and the notion of Open Access as a condition of investment. Ultimately, the vision is for the AHIA and the data collected in the context of the Open Access initiative, to create a full database of all investments into affordable housing in a particular geography. Currently, CAHF, FSDAi, FSDAfrica, FSDKenya, Reall and International Housing Solutions are founding members. While the commitment of the parties is noted in the Open Access concept note, no formal agreement has been signed.

This concept note outlines a proposed approach to launching the Affordable Housing Investment Alliance. It is envisioned that the launch will be arranged as a hybrid event, which entails both an in-person attendance and online attendance option. The in-person event will be held in Kenya.

The target audience for the AHIA launch is investors. The launch event itself will include the AHIA founding members and then a wider array of stakeholders.

### Objectives of the launch

The objective of the event is to:

- Agree on the problem statement, motivation for the establishment of the AHIA and provide an overview of OA initiative;
- Recognise OA structure and participants;
- Promote the objectives of the OA initiative and the participation of a wider array of investors beyond the founder members;
- Officially launch the AHIA;
- Support the signing of the AHIA charter;
- Agree a way forward.

### Approach to launch arrangements

At the outset of the arrangements, CAHF will determine what dependencies there are that will require the longest lead time and these actionables will be prioritized. The AHIA Charter has been drafted and will be finalized.

A draft agenda will be developed as a starting point. To further develop the agenda, a meeting of an advisory group / initial members of the AHIA will be set up. This meeting will inform the finalization of the agenda and to develop the invitees list. Speakers will be confirmed thereafter.

The approach will also see CAHF setting up meetings to engage the founding members who will speak at the launch and prospective members to explain the AHIA concept and invite them to attend.



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Due to the context of the ongoing pandemic, the event will be arranged as a hybrid event. This will entail making provision for both an online and in-person event. Technical arrangements will be made to support this and to enable the signing both in person and online of the charter.

After the event there will be a follow up to support any attendees or prospective members who want to sign the charter to do so. A method of evaluating the event such as an online feedback form that supports attendees to provide feedback about future topics for events will be set up. The feedback will be collated afterwards.

## Proposed workplan and schedule of activities

The proposed workplan consists of four phases:

- Phase 1: Inception
- Phase 2: Launch arrangements and invitations
- Phase 3: Hold launch event
- Phase 4: Follow up and way forward

The timeline and deliverables for each phase is presented in the Table below.

ACTIVITY	TIMELINE	OUTPUT
<b>Phase 1: Inception</b>		
Develop AHIA charter	Week 1-2	AHIA Charter
Arrange for logo and brand elements to be created	Week 2-4	Logo, brand elements
Develop draft launch event agenda	Week 2	Agenda
Arrange a meeting of advisory group (including FSDAi, FSDKenya, CAHF and REALL) – discuss plans, content to be presented, as well as any targeted investors to bring into the OA initiative in advance, so that they might also sign the Charter at the launch (i.e. Shelter Afrique)	Week 2	Advisory meeting held
Secure a date and schedule it in calendars of key presenters. Determine travel requirements (passports, visas etc if required)	Week 2-3	Date agreed and diarized with key presenters
Develop invitee lists	Week 2-4	Invitees list
Determine how the signing of the charter will be enabled (e.g. in person signature and online option for signing easily)	Week 3	Charter signing mechanism determined
Develop presentations for launch	Week 3	Presentations developed
Put AHIA and OA information on CAHF website and/or develop a website for AHIA	Week 2-4	Information about AHIA on website
Order USB sticks for attendees (optional – to remain in mind)	Week 3-4	USB sticks ordered
Engage potential members for input and initial indication of interest in joining AHIA	Week 3-4	Initial indication of interest
Source venue quotes and book venue in Kenya	Week 3	Venue booked

Source quotes for and secure technical support for launch (i.e. sound and set up to make the hybrid approach work)	Week 3	Technical support secured
Develop save the date email and poster for invite	Week 4	Save the date sent out
<b>Phase 2: Launch arrangements and invitations</b>		
Email invitations	Week 5	Invitations emailed
Follow up to secure attendance	Week 5-7	Confirmation of attendance
Book travel	Week 6	Travel booked
<b>Phase 3: Hold launch event</b>		
Charter printed and material for launch finalized	Week 8	Material packaged
Hold hybrid launch event	Week 9	Launch held
<b>Phase 4: Follow up and way forward</b>		
Post launch recordings (presentations given) on YouTube and on website; disseminate note for the record; issue press statements	Week 9-10	Recordings & launch material + note for the record available
Send out follow up email including encouraging to sign the charter	Week 9	Charter and event material distributed
Compile attendance registers	Week 10	Attendance register
List alliance members on the website	Week 9-10	Alliance members listed on website
After action review (meeting to debrief launch)	Week 10	Debrief notes
Determine and action way forward items	Week 10	List of action items

## Work Activity Budget

Description	Details	Amount
Graphic design	AHIA logo and brand elements	
Venue hire / catering	Per delegate	
Flights for speakers	Cost of return flight x number of speakers	
Accommodation	Cost per room night x number of delegates	
Application fees for travel documentation and travel insurance	Cost per traveller	
Launch content for presentation	Powerpoint presentations Brochure about the OA Initiative – laid out Draft press release Draft Charter	
Cost to create an AHIA website and/or an online mechanism to sign the charter	Professional fees for web designer / licence for software	

## Method of evaluation

CAHF will make use of an event evaluation form which asks questions to gauge participants for feedback on the extent to which the launch achieved the intended objectives. This will also enable delegates to suggest future topic areas. The feedback will be utilised when the team meets to debrief on the launch and discuss the events to follow.