



# BETTER LIVING CHALLENGE

**SPONSORS**



**110% GREEN**

110% Green is an initiative of the Western Cape Government and is a call to people to commit to the Green Economy, to act on their commitment and to make an impact. Together our actions will lead to greater change.

The Better Living Challenge aims to gather and showcase the best home improvement solutions for low-income living.

We are on the hunt for products, services and systems that are innovative, affordable & green. STAND A CHANCE TO WIN AND SEE YOUR IDEAS IN THE MARKET.



STAND A CHANCE TO WIN AND SEE YOUR IDEAS IN THE MARKET.

# CONTEXT

**Millions of South Africans live in dire conditions in informal settlements, backyard shacks and below-standard RDP homes.**

The continually growing need for homes outstrips the capacity and resources of the government to deliver. There is a need to find home improvement solutions that are affordable and allow people to incrementally improve their dwellings at their own pace. Such solutions will contribute towards improved living conditions and quality of life.

The Better Living Challenge is a call to designers and innovators; manufacturers and retailers; students and professionals; self-taught designers and tradesmen; architects and engineers; to develop home improvement solutions that support a better quality of life for all.

# CATEGORIES

The Better Living Challenge has three entry categories.



**STRUCTURAL HOME**



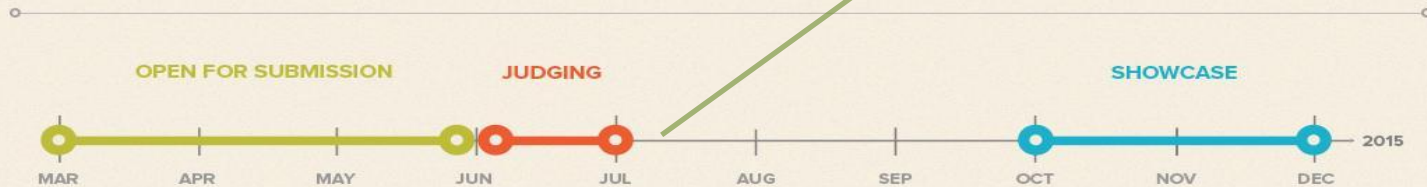
**COMFORTABLE HOME**



**CONNECTED HOME**

**SILICAWOOD HOUSE**  
was selected to be an  
**EXHIBITOR** at the Better  
Living Challenge  
Showcase!

# DATES



**1 MAR – 31 MAY**  
Submissions

**Co-design workshops**  
Two co-design workshops will be held in April and May.

**1 JUNE – 31 JULY**  
Selection

Finalists will be invited to exhibit at the Showcase.

**15 OCTOBER – 30 NOV**  
Showcase

A public showcase is an experiential demonstration site of the best solutions for affordable, innovative and green home-improvement.

**DECEMBER 2014: ANNOUNCING WINNERS**



BETTER LIVING CHALLENGE  
CATEGORY: STRUCTURAL HOME

## SILICAWOOD® HOUSE

An existing product for an innovative low cost house

### APPLICANTS

BBUILDING srl (Italy)

CEO - Beppe Bonelli

BLC Team Coordinator - Roberto Pane

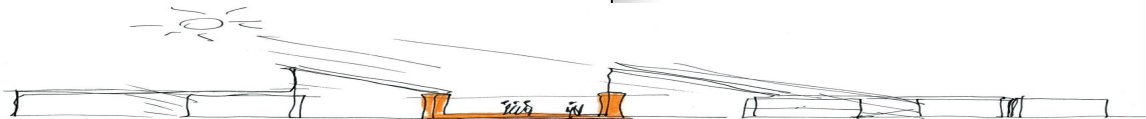
Design Concept: - Sergio Los, Natasha Pulitzer - SYNERGIA Progetti

Designers: - Marco Rostagno - Cherry Ronbeck - Chiara Dal Molin - Alessia Costarelli

Engineering: - Massimo Tonon - Alessandro Zanchettin - Fabrizio Dellachà

May 2014

**Ssilicawood®**  
is a special type of concrete,  
formed by the ingenious  
combination of  
**WOOD CHIPS** and **Silica**  
mixed with cement



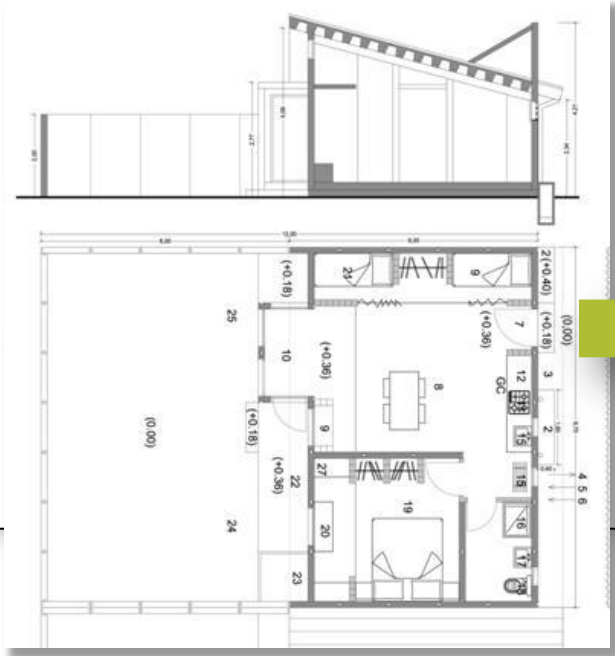
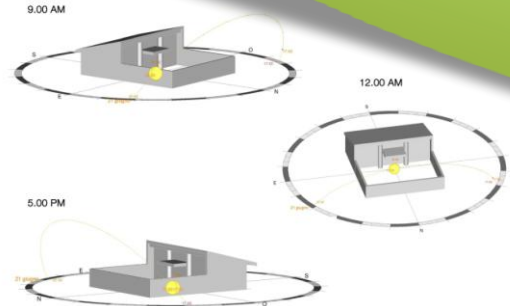
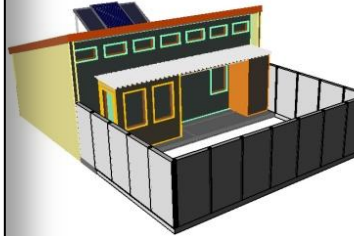
**BETTER LIVING CHALLENGE  
CATEGORY: STRUCTURAL HOME**

**SILICAWOOD® HOUSE**

An existing product for an innovative low cost house

**BIOClimATIC  
CONSTRUCTION STRATEGIES**

- Solar asymmetry of building facades
- Massive building envelope
- Simple and quick construction
- Use of local, durable and recyclable materials





**BETTER LIVING CHALLENGE  
CATEGORY: STRUCTURAL HOME**

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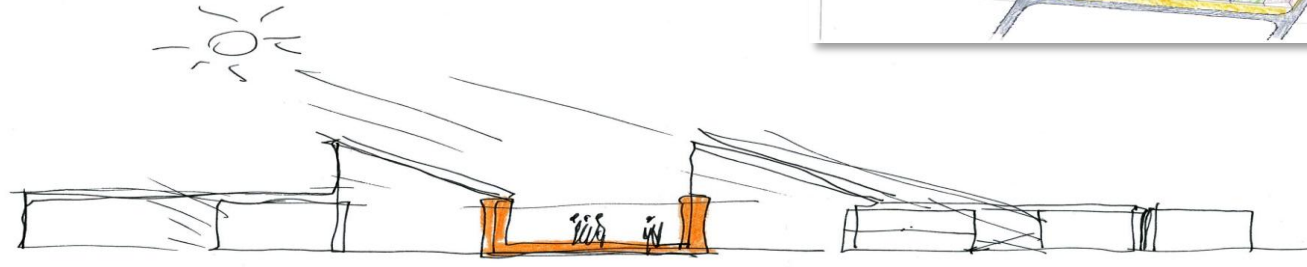
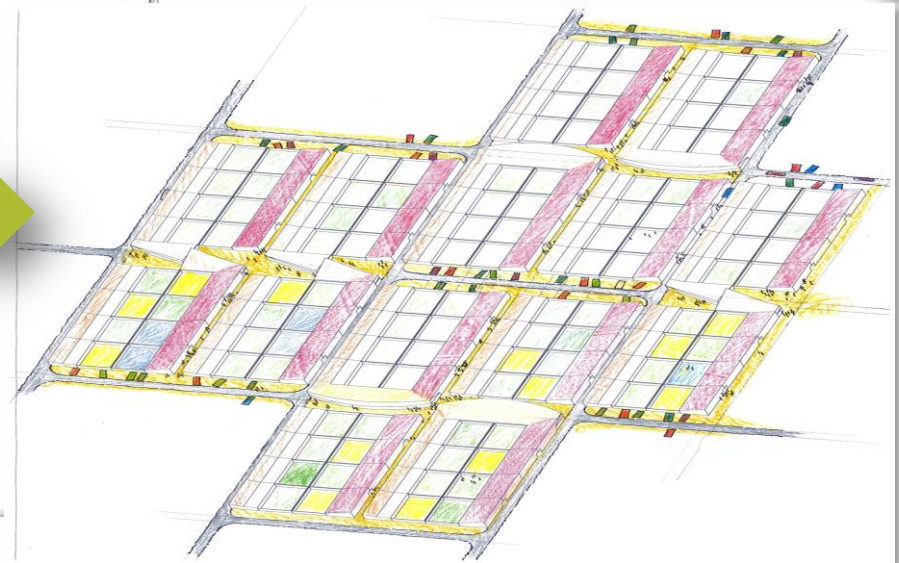
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- MULTI-SCALE ARCHITECTURE**
- Shared civic spaces
  - Sited buildings and urban textures
  - Micro-cities and towns
  - Solar urban plots



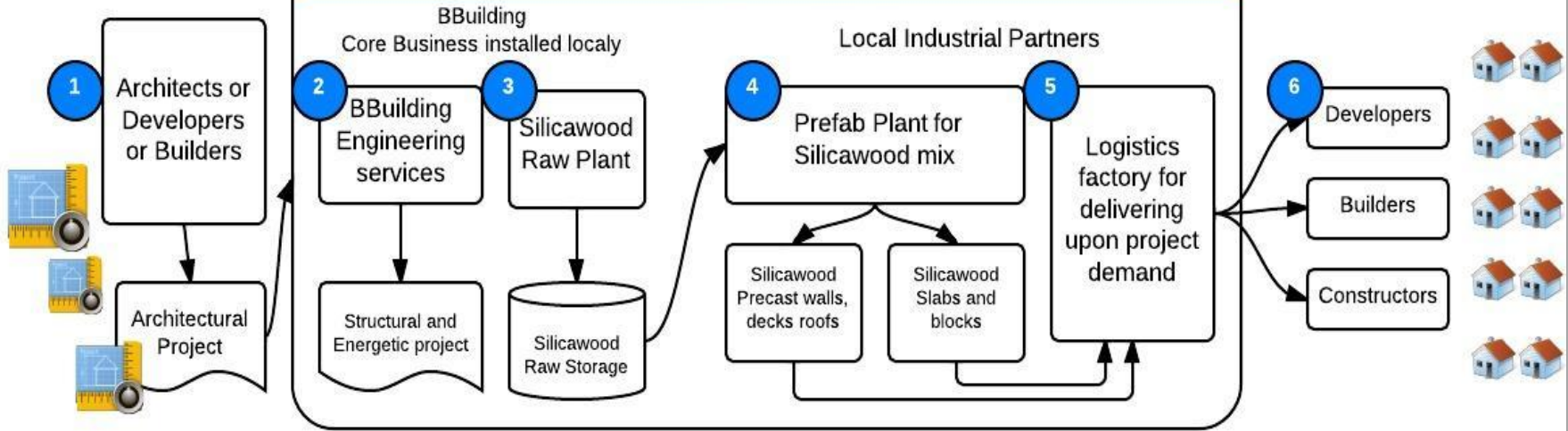
**BUSINESS MODEL**  
 for setting up industrial operations  
 and forming a local JOINT VENTURE  
 COMPANY

BETTER LIVING CHALLENGE  
 CATEGORY: STRUCTURAL HOME

**SILICAWOOD® HOUSE**

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JV Venture RSA Company



**BETTER LIVING CHALLENGE**  
**CATEGORY: STRUCTURAL HOME**

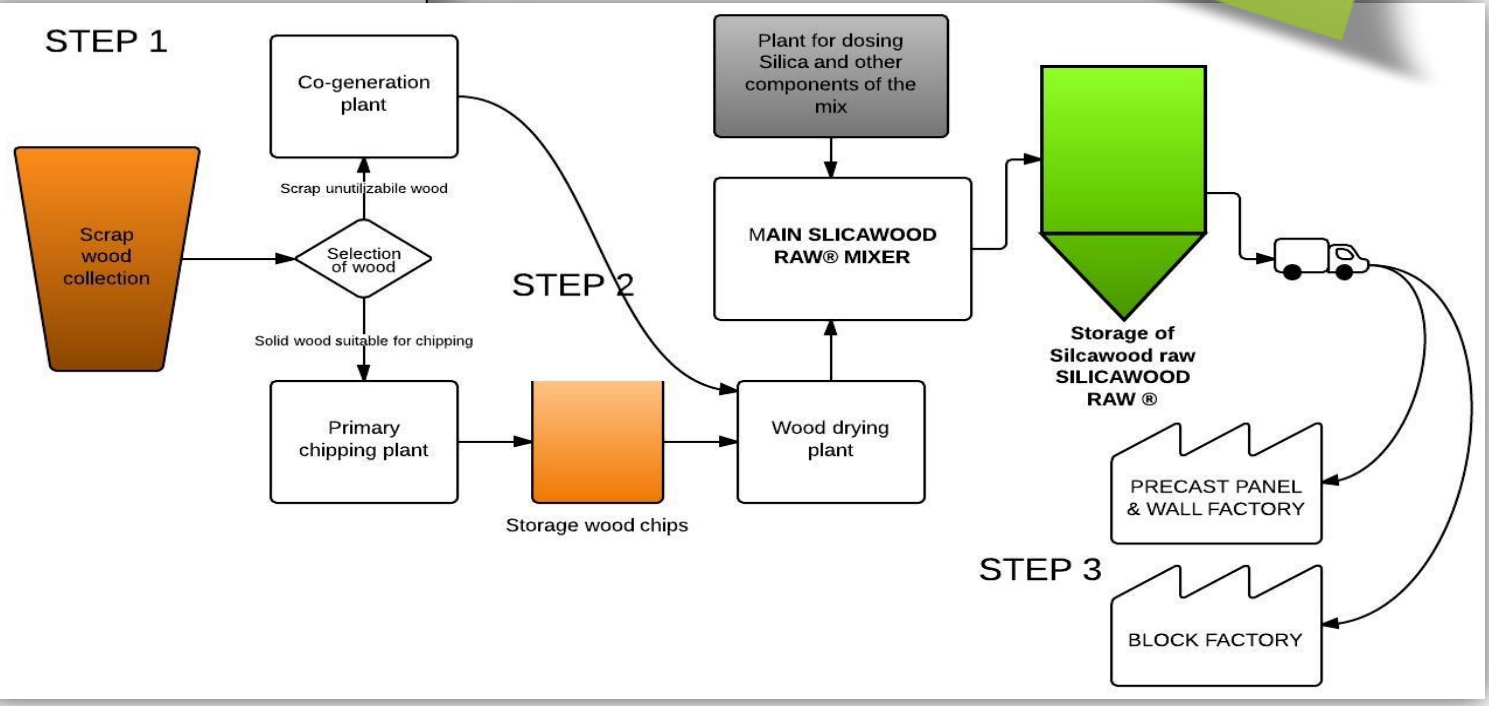
**SILICAWOOD® HOUSE**

An existing product for an innovative low cost house

**Silicawood®**  
**PRODUCTION PLANT**  
The minimum installed capacity will be of 200 m3 /per day that equate in a yearly production of over 5000 houses (100 m2 commercial)



BB  
CE  
BLC Team C  
  
Design Concept: - Sergio L  
  
Designers: - Marco Rostagno - Che  
Engineering: - Massimo Tono







SOUTH ELEVATION



NORTH/SOUTH SECTION



EAST/WEST SECTION



NORTH ELEVATION

**BETTER LIVING CHALLENGE: STRUCTURAL HOME**  
**SILICAWOOD HOUSE**



# Affordable Housing Africa



**bbuilding**  
Sistema Casa

a **marcusevans** event

African Pride 15 on Orange Hotel,  
Cape Town, South Africa

18<sup>th</sup> – 20<sup>th</sup> August 2014

All that is **valuable** in human society depends upon the opportunity for development accorded to the individual.

Albert Einstein 1879-1955, American Theoretical Physicist

Spearheading strategies to ensure adequate supply of affordable housing; promote home ownership and capitalise on the endless untapped opportunities in the market



**Keynote Ministerial Presentation:**  
**Bonginkosi Madikizela** Minister of Human Settlements  
Western Cape Government, South Africa

**Affordable Housing Africa** focuses on the evolving role of the Government, private and social sectors in furthering affordable housing development projects across Africa. The major challenges remain financing projects and administering the right technologies. We will be paying more heed to the various financing options for developers and individuals including though not restricted to multilateral financing, securitization, etc which have been used in many instances in emerging markets. We will also look into innovative construction methods using economically viable, low carbon and energy efficient technologies. Furthermore we will be addressing housing policies, urban development and regeneration initiatives such as inclusionary housing, affordable rental and social housing alternatives which are being adopted across the region.



**Silicawood House presentation included**



**bbuilding**  
Sistema Casa



## AFFORDABLE HOUSING SUMMIT

### 4th Affordable Housing Summit

26 – 28 August 2014 - Crowne Plaza – The Rosebank, Johannesburg, South Africa

**Developing Sustainable Development Strategies to Expedite Housing Delivery in South Africa**  
IQPC South Africa, in partnership with Affordable Land and Housing Data Centre (AL+HDC) & Gauteng Partnership Fund (GPF), are pleased to announce the 4th Affordable Housing Summit.

This tailored housing summit will feature prominent industry leaders as they discuss different strategies for building and delivering quality affordable houses in a high demand market. The 4th Affordable Housing Summit offers you an opportunity to discuss industry challenges at a deal level and network with industry stakeholders.

With a growing lower and middle socio-economic segment, South Africa's residential property market is witnessing a robust demand for affordable houses. However, there is still a backlog of 2.3 million affordable and social houses!



**Silicawood House presentation TBD**



[17-19 November](#)  
[30th Anniversary](#)  
[AUHF Conference and](#)  
[AGM :](#)

## AFRICAN UNION FOR HOUSING FINANCE

The AUHF is an association of thirty seven mortgage banks, building societies, housing corporations and other entities involved in the mobilization of finances for the development of shelter and housing on the African continent. The AUHF is a non governmental association and has its presence in some sixteen countries across the continent of Africa.

[www.auhf.co.za](http://www.auhf.co.za)

