

Private Sector Participation: Policies and Practices

Enhancing Land Management, Land Development and Construction



المؤتمر العربي الثاني للأراضي

Second Arab Land
Conference

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Private Sector Investment in Informal Settlements

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PARTICIPATORY SLUM UPGRADING



UN HABITAT
FOR A BETTER URBAN FUTURE

Who we Are

About the Participatory Slum Upgrading Programme (PSUP)

Launched in 2008, the [Participatory Slum Upgrading Programme \(PSUP\)](#) is an initiative of the [ACP](#), funded by the European Union and implemented by UN-Habitat and the ACP member states across **Africa, the Caribbean and the Pacific**.

The PSUP targets to improve the living conditions in towns and cities and positively contribute to the realization of SDG 11.1: **‘By 2030, ensure access for all to adequate, safe and affordable housing and basic services, and upgrade slums.’**

Currently, there are **40 countries and 190 cities** participating in the programme.

We offer a **menu of services** to countries that are based on the national priorities and tailored to reach large-scale transformation in unplanned settlements.

Recognizing the key role played by the private sector in all areas of development, engaging the business community is critical to the realization of the SDGs.

60% of urban populations in Africa live in informal settlements, yet the economic potential of this large market remains untapped.

For this reason, the [Participatory Slum Upgrading Programme \(PSUP\)](#) is taking the first steps towards matching private sector innovations with business opportunities in informal settlements through the [Private Sector Partnerships Initiative](#).



The Overall Objective is to demonstrate **business cases** for low-cost and innovative methods and solutions in informal settlements through private sector partnerships.



These shall create a **positive social-economic impact in slums and informal settlements** and explore a feasible **model for public private people partnerships** serving investments to housing and basic urban services.

The Private Sector Partnership Initiative




Private Sector Investment in
Informal Settlements

PARTNER AND INNOVATE

BUSINESS
CASES IN
INFORMAL
SETTLEMENTS

CALL FOR PARTNERSHIPS

Join the Participatory Slum Upgrading Programme to

-  Roll out innovative and creative business models for investing in informal settlements
-  Unlock business cases in the informal economy in ACP countries and improve lives
-  Link business to policy makers



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PARTICIPATORY
SLUM
UPGRADING
PROGRAMME



TRANSFORMING A BILLION LIVES



What have we done so far?

[Private Sector Partnership Forum](#)

34 [Innovations](#) across 7 sectors identified

[Call for Proposals](#) for Private Sector Partnerships



What is the work aiming for?

Demonstrate business cases for low-cost and innovative methods & solutions in informal settlements and to unlock private sector investment and government policy.

The [Private Sector Partnerships Initiative](#)



Types of Partnerships with the Business Sector

- Joint Advocacy and Campaigns
- Innovation Project Partnerships to Create Business Opportunities and Business Cases in Low-Income Communities and Informal Settlements | through Public Private People Partnerships (PPPP)
- Corporate Social Responsibility (CSR) Partnerships
- Provision of goods, services or personnel



Financing the Partnerships

- **Direct investment from the business partner to the implementation of their innovative solution in informal settlements following their business plan to expand to a new market.** No funds shall be provided to the private sector partner, but partners operate on an agreed upon project budget toward the achievement of the partnership objectives.
- **Co-finance from the involved government institutions**
- **PSUP finance of project level activities**, i.e. government cooperation and liaison, multi-stakeholder mobilization, capacity building/training, technical assistance, local community organization and implementation management on community level, policy development
- Direct funds to the selected PSUP projects through the companies CSR programme

Private Sector Partnership, Kisumu, Kenya

Private Sector Partnership with Mr. Green Africa and UN-Habitat Participatory Slum Upgrading Programme (PSUP) for Waste Management in Kisumu, Kenya

‘Turning Waste into Jobs’

Support to community-based waste management and the establishment of an enabling framework for a Public Private People Partnership (PPPP) in low-income areas and informal settlements



The Goals of the Partnership

A quick-win project on how-to establish a community-managed Waste Recovery Center and to pilot a model for a financially sustainable PPPP

Private Sector Partnership, Kisumu, Kenya

- Support to the City of Kisumu Integrated Solid Waste Management Plan
- Create a community-based waste management system and establish a model for a Public Private People Partnership (PPPP) in informal settlements through Fair Trade Plastic Recycling
- Support to the CoK and the county development plan for waste management pilots in informal settlements
- Mobilizing community-based stakeholders and existing cooperatives and support them through organization and training in community-based WRC management
- Establish a financially viable WRC that is managed by the community.
- Create 400-500 Formal Jobs in one year | Waste Pickers





MR. GREEN AFRICA

Private Sector Partnership, Kisumu, Kenya

The Private Sector Partner

Mr Green Africa recycles and sells ethically sourced materials with a social and environmental impact. It currently engages over 2,000 previously marginalized waste collectors and sells over 2,000 metric tons sourced recycled materials for local and international markets. The business seeks to formalize the plastics supply chain and create jobs, as well as relieve growing cities from plastic pollution build on the principles of circular economy.

The collected plastics are processed and sold as post-consumer recycled plastics to plastics manufacturers for use by large fast-moving consumer goods (FMCG) companies, such as Unilever.

*“We make the informal waste sector part of our solution and partner with FMCG companies to **position social and environmental impact at the core of a financially sustainable and scalable business.**”*

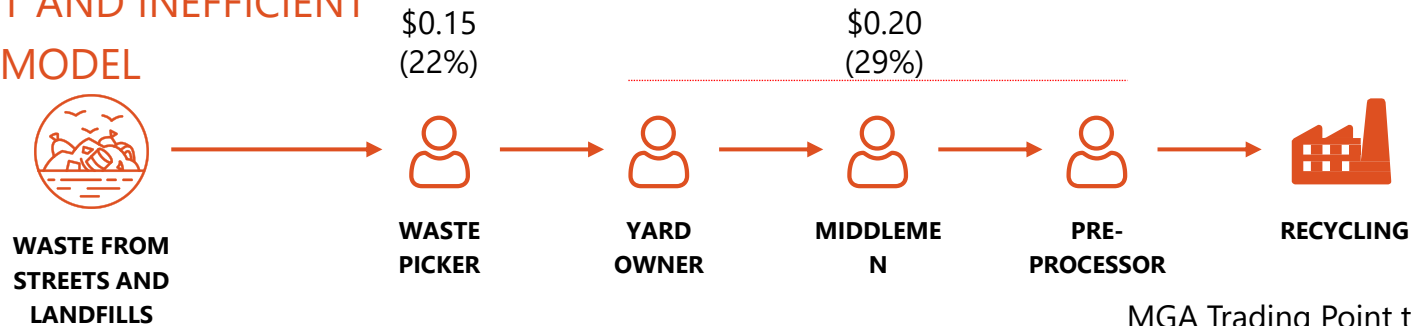
[Video Pitch of Mr Green Africa.](#)

4 min [Company Video.](#)

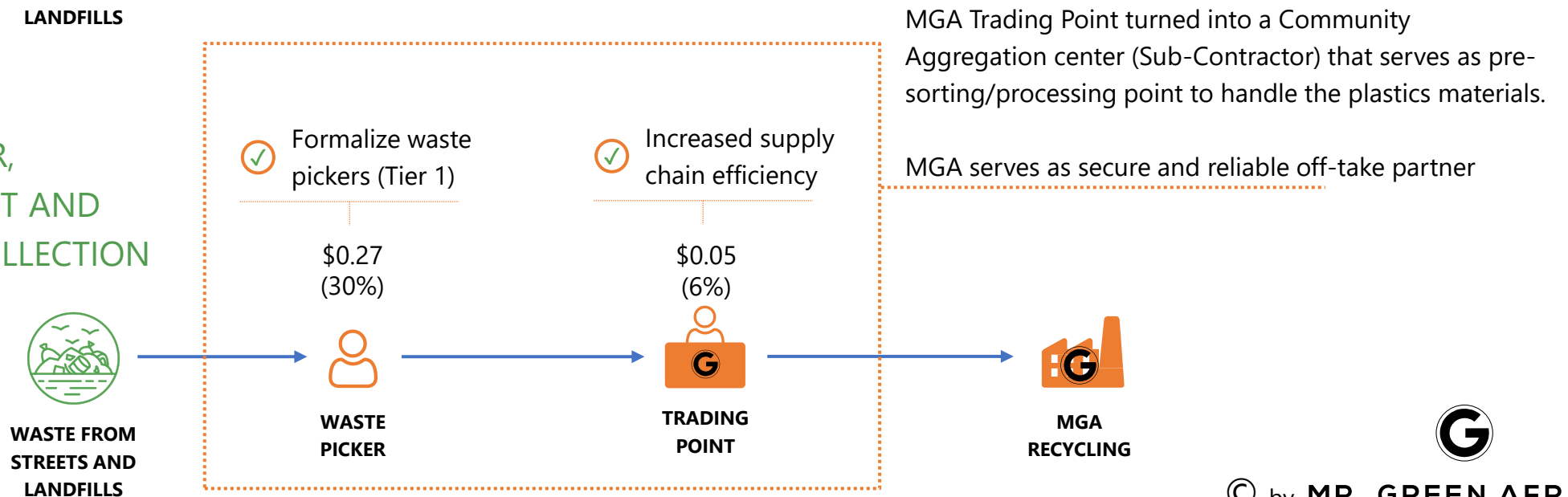


PPPP | The Community-Run Waste Recovery Center

! **CURRENT:** UNFAIR, NON-TRANSPARENT AND INEFFICIENT COLLECTION MODEL
INFORMAL MARKET



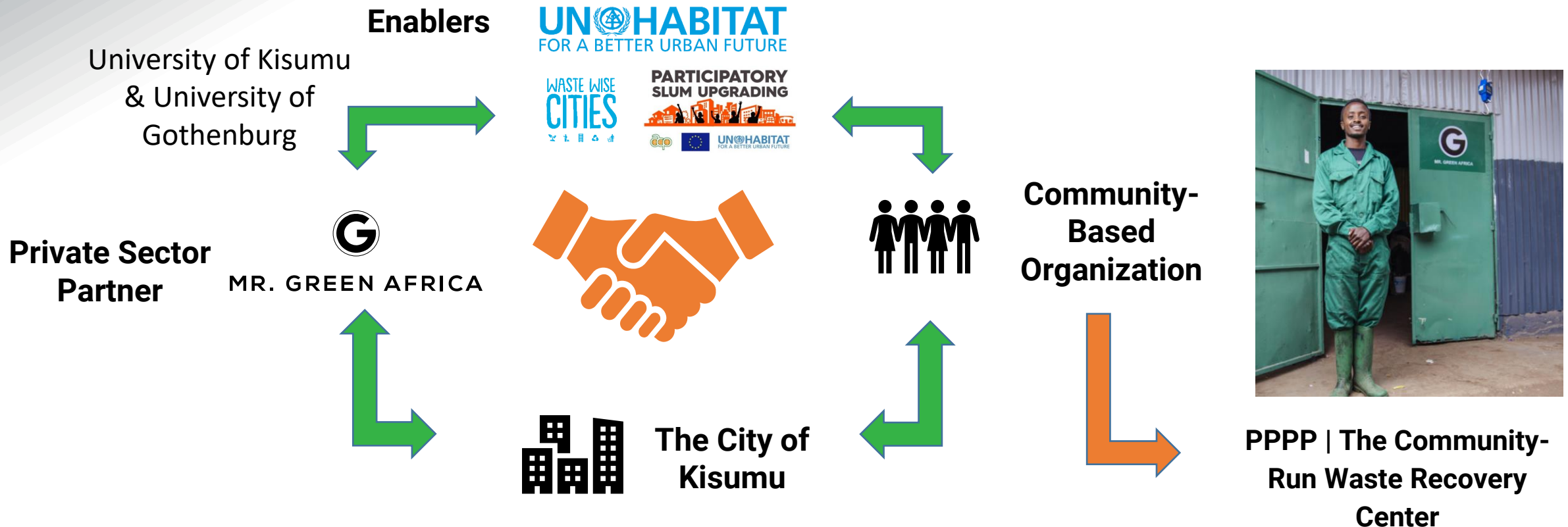
✓ **FUTURE:** FAIR, TRANSPARENT AND EFFICIENT COLLECTION MODEL
INCLUSIVE SOURCING



Private Sector Partnership, Kisumu, Kenya

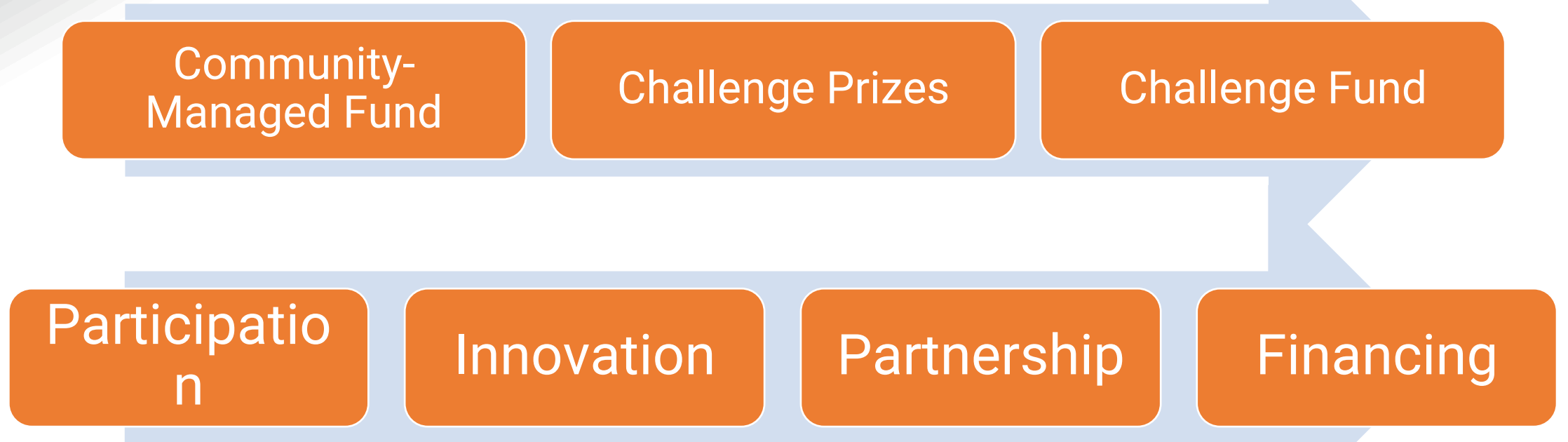
Implementation Model

No funds will be provided to Mr. Green Africa, who are utilizing own investment. UN-HABITAT procures a non-profit implementing partner that can manage and deliver an innovative approach to community-based waste management and to the establishment of a PPPP.



Catalyzing Investment

1. Stimulate innovation in critical sectors to accelerate delivery of affordable solutions
2. Increase the competitiveness and sustainability of private-sector-led solutions
3. Facilitate access to the capital needed to commercialize promising early stage innovations and bring existing innovations to scale



Strategy

1. Participation

Engagement of all key stakeholders including local communities, government, financing partners, innovators

2. Innovation

Supporting local communities, innovators and other private sector partners to design, develop and deploy innovative solutions to pressing needs and priorities

3. Partnership

Incubation (prototyping, testing, manufacture) and Business Acceleration (capacity building, mentorship, coaching, investment readiness)

4. Innovative Financing

Leverage resources from governments, financing partners and private sector

THANK YOU FOR THE ATTENTION!