HOW TO JOIN US!

PSUP encourages the private sector, global institutions, academia and NGOs to get involved with business concept and know how. The informal sector opens up market opportunities, since on average 60 percent of the urban population in Africa, for instance lives in slums and informal settlements.

Contact us if you think your business model fits our agenda.

Network with us if they think your ideas will help improve life in the slums.

Work with us if you have solutions that PSUP can implement in partner countries.

As a business partner you will benefit from:

• partnership visibility globally
• new business opportunities in the informal sector
• data provided by PSUP, giving you the right information about where to invest in the slums
• links to local government and community leaders, seeking to partner with you
• your business model advances the local communities, pays for itself and, conversely, generates profits for all stakeholders involved
• getting periodical updates and Annual Report highlighting outcomes of your support
• participation in PSUP activities
• appearing in PSUP publications
• expanding business portfolios under our name

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WHAT IS IT ABOUT?

The Participatory Slum Upgrading Programme (PSUP) of UN-Habitat seeks innovative partnerships with leading visionary companies that strengthen our program with their expertise, business models and outreach. PSUP is looking for business partners who have experience in their field and are successfully established in the market with a business model.

With each partner, PSUP develops a strategic partnership consisting of technical collaboration, knowledge transfer and policy support to an enabling investment environment in slums and informal settlements in more than 40 countries worldwide. Together we implement projects, generate synergies, use valuable business potentials and create innovations to improve the lives of people in the world’s slums.

Our Programme Agenda is a call to action for the poor throughout the world in about tackling massive poverty, providing hygiene and basic services, ensuring that the people in the slums are safe from arbitrary displacement and have a chance for themselves and their children.

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WHY DO WE NEED TO PARTNER WITH YOU?

1.1 billion people live in slums today. If no action is taken their numbers will triple by 2030. It is all of our concern to change it!

PSUP runs pilot projects in slums and informal settlements in 40 countries, 190 cities and reaches 5 million slumdwellers worldwide. We need strong partners on our side.

We reach out for the national and international companies, investors, including start-ups, organisations, institutions and foundations to support us in a win-win situation to reduce inequalities and promote sustainable urbanisation in towns and cities around the world by integrating slum dwellers into the broader urban fabric.

PSUP engages YOU to support us to implement the Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development, especially Goal 11: “Make cities and Human Settlements inclusive, safe, resilient and sustainable”.

Business Cases in the area of:

- Affordable & Green Housing
- Renewable Energy
- Construction Technology-based solutions
- Finance & Innovations
- Waste Renewables
- Mobility & Transport
- Public Infrastructure
- Sanitation
- Water