



## HOW TO JOIN US!

PSUP encourages the private sector, global institutions, academia and NGO's 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, give 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



**Join PSUP:** [www.mypsup.org](http://www.mypsup.org)

or

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**Join and follow us on Social Media:**  
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Youtube - UN-Habitat/PSUP

**PARTICIPATORY  
SLUM  
UPGRADING  
PROGRAMME**



**TRANSFORMING A BILLION LIVES**



# CHANGE

NEEDS  
INNOVATIVE  
BUSINESS  
MODELS!



**PARTICIPATORY  
SLUM UPGRADING**

**UNHABITAT**  
FOR A BETTER URBAN FUTURE



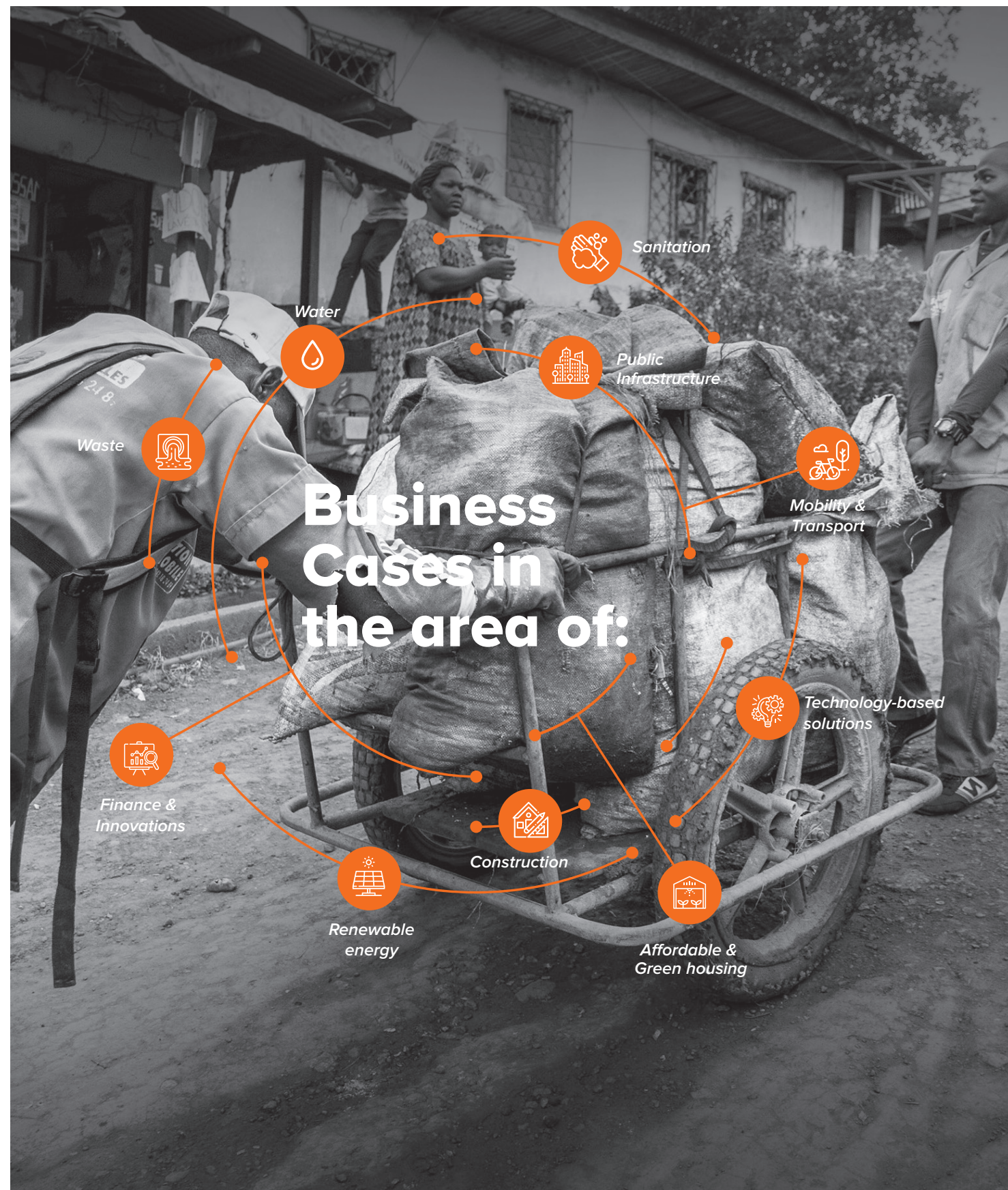


## WHAT IS IT ABOUT?

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, release 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 for action for the poor throughout this world! It is about tackling massive poverty, providing hygiene and basic services, ensuring that the people in the slums are safe from arbitrary displacement and have a future for themselves and their children.



## Business Cases in the area of:

## WHY DO WE NEED TO PARTNER WITH YOU?



**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 slumdweller worldwide. We need strong partners on our side.

We reach out for the national and international companies, investors, industry, start-ups, organisations, institutions and foundations to support us in a win-win-situation to reduce inequalities and promote sustainable urbanization 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”**.