



PROJECT DOCUMENT GROWING SUSTAINABLE BUSINESS (GSB) FOR POVERTY REDUCTION IN ANGOLA

Brief Description

The purpose of this 30 month project is to implement the Growing Sustainable Business (GSB) initiative in Angola. The GSB seeks to broker public-private partnerships that enable the private sector to engage in specific pro-poor investment projects that are both, commercially attractive and address local development needs.

The overall goal of the project is to broker and facilitate linkages between large businesses, potential investors and local partners, to strengthen and expand the local MSME sector, contributing to income generation opportunities by the poor, and facilitating the development of new products and services which address their needs.¹ Investors will be approached individually and jointly with networks of local partners, to discuss and find innovative and efficient solutions to investment projects that align financial viability and promote equitable local economic development. UNDP will play the role of a broker and facilitator, linking large companies, local entrepreneurs, Government representatives, civil society organizations and other donors. The multi-stakeholder nature of the initiative will reduce the risks and transaction costs of specific investment projects. UNDP is well positioned to perform this role because of its convening power, development track record in the participating countries, impartiality, reputation, brand, political reach and access to regional and global development networks.

The GSB delivery mechanism involves a full-time broker, a policy research platform, and a technical assistance platform, almost always resourced locally. The GSB Broker acts as a convener and intermediary for business, Government, civil society, potential sources of finance and development partners. GSB provides co-funding for product specific marketing and feasibility studies, which inform specific pro-poor business plans. Through capacity development, GSB helps prepare local stakeholders, in particular local entrepreneurs, Government and NGOs, to play a role in the implementation of GSB investment projects. The GSB project will take advantage of ongoing UNDP initiatives, namely those in the private sector, such as the Angola Enterprise Programme, the Employment Observatory or the Entrepreneurship in Education initiative.

GSB contributes directly to the UN Development Assistance Framework for Angola through the outcome related to advocating for pro-poor growth and accountable macro-economic management aimed at the achievement of the MDGs with the engagement of public and private stakeholders. More specifically it contributes to UNDP's country programme outcome for enabling business environment to promote pro-poor private sector development.

The total project costs amount to USD 6, 125,000 USD over 30 months.

¹ Numerous examples of so called 'bottom of the pyramid' business models are contained in, C.K. Prahalad: *The Fortune at the bottom of the pyramid. Eradicating poverty through profits*, Wharton School Publishing, 2004



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Project Title Growing Sustainable Business (GSB) for Poverty Reduction in Angola

UNDAF Outcome(s)¹: **UNDAF Outcome 4:** Strengthened pro-poor economic growth and accountable macroeconomic management and integrated rural development, natural resources management to promote environmental protection and adaptation to climate change.

Expected CP Outcome(s): Enabling business environment to promote pro-poor private sector development
(Those linked to the project and extracted from the CP)

Expected Output(s): Private sector development and entrepreneurship promoted
(Those that will result from the project)

Implementing partner: UNDP Angola

Programme Period: 2009-2013 Programme Component: Poverty Reduction and Achievement of the MDGs Project Title: Growing Sustainable Business (GSB) for Poverty Reduction in Angola Project AWARD: 00050950; Project ID: 00063205 Project Duration: March 2010 to September 2012 Management Arrangement:
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Total Budget	<u>6,125,000 USD</u>
Allocated resources:	<u>6,125,000 USD</u>
• Government	
• Regular	<u>UNDP- 500,000 USD</u>
• Other:	
○ Donor	<u>AECI – 5, 625,000 USD (4, 000,000 EUROS)</u>
○ Donor	_____
• In kind contributions	_____
• Unfunded budget:	_____

By	Signature	Date	Name and Title
Government:		31-03-2010	ANA DIAS LOURENÇO MINISTRO
UNDP:		31 March 2010	Joceline BRAZÃO-Funley

¹ Note: UNDAF and CPD Outcomes are from draft versions of the 2009-2013 documents, and may be subject to refinement.

UNITED NATIONS DEVELOPMENT PROGRAMME - UNDP

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Map of Angola:



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Department of Public Information
Cartographic Section