



## Private Sector Engagement for Sustainable Development in Zanzibar

Venue: Zanzibar Planning Commission, Conference Room  
Attendance: See attendant list



Topic	Presentation:
<p><i>Official opening –</i> <b>Ms. Khadija Bakari Juma</b>, Principal Secretary, Ministry of Information, Tourism and Heritage</p>	<p>Opening remarks were made by the Principal Secretary Ms. Khadija Juma, on behalf of the Honorable Minister of Information, Tourism and Heritage. Noted was the fact that the number of tourists visiting Zanzibar had increased by 6.5% annually resulting in the creation of jobs for young people. Likewise, acknowledged private sector’s contributions resulting from their social corporate responsibilities had also increased over the years to the benefit of communities. Despite this, it is believed that the tourism sector can do more to favor local people. It was emphasized that principles of “tourism for all” are based on values associated with economic growth, social development, and sustainable environment critical in transforming the economy in Zanzibar.</p>
<p><i>UN Remarks –</i> <b>Ms. Dorothy Temu-Usiri</b>, UN Area Coordinator, Zanzibar</p>	<p>UN Area Coordinator, Ms. Dorothy Temu-Usiri, opened by recognizing the Revolutionary Government of Zanzibar’s commitment towards the implementation of the Global Development Agenda 2030. Emphasis was made on the need for a long-term partnership between government, community and the private sector in investing and implementing the SDGs agenda. Specifically, the UN will work with ZPC and Ministry of Tourism to facilitate the involvement of private sector in the implementation of SDGs.</p> <p>Noted was the fact that the UN is strategically placed to facilitate a multi - stakeholder partnership to deliver on the 2030 Agenda where responsible business practices is a foundation of private sector engagement. Development results will benefit from the added value of the private sector being a boost in entrepreneurship and an increase in employment especially in rural areas, and by doing so reach the poorest populations of Zanzibar.</p> <p>Ms. Rukiya Wadoud from UNDP gave prominence to the importance of the private sector as the engine of the economic sector- and job creation in Zanzibar and noted the private sector as a strategic partner for UNDP. UNDP is currently emphasizing on strengthening multi-sector partnerships and collaborations, including the engagement of the private sector in order to meet the 2030 agenda.</p>
<p><i>The link between MKUZA III and Global Development Agenda SDGs 2030 –</i> <b>Ms. Mashavu Khamis Omar</b>, Zanzibar Planning Commission</p>	<p>Ms. Mashavu Khamis reflected on the link between MKUZA III and SDGs. Highlighting that MKUZA III’s mission is aimed at ‘Achieving Social and Economic Prosperity to Reach Middle-Income’, while <b>SDG 2030 agenda</b> is intended to secure universal peace in larger freedom and to eradicate poverty in all its forms and dimensions. Tourism, as one of the fastest growing industry in Zanzibar is an important source of foreign exchange and employment, thus closely linked to the social, economic, and environmental well-being of the people in Zanzibar. Sustainable tourism is well incorporated in the SDGs goals and acknowledged in MKUZA III. It aims to develop sustainable, environmentally friendly, responsible tourism and to create employment opportunities.</p>
<p><i>Why Sustainable Development Goals should be in your business plan –</i> <b>Mr. Emmanuel Nnko</b>, United</p>	<p>Mr. Emmanuel Nnko presented on the need to include SDGs in everyday business and on how businesses can go forward to promote sustainable, responsible business through the UNGC Network. Emphasis was put on the social, the economic and the environmental dimensions of sustainability and opportunities and challenges connected to the elevation of business in the context of SDGs.</p>

<p>Nations Global Compact Network Coordinator</p>	<p>Businesses have demonstrated to be creative in identifying win-win situations where commercial objectives align with better social and environmental outcomes. It also has the potential to reduce risks by creating longer-term, more sustainable supply chains, make efficiency gains through employing new, climate-friendly technologies, as well as adapt products to reach new customers.</p> <p>Themes being touched upon were measures that should be taken towards addressing systemic challenges, and the need to do everyday business, “business as usual” in line with the SDGs in order to achieve maximum impact. Emphasis was made on three principles for sustainable, responsible business engagement; To do no harm, to understand the gap between impact and action and to support impact assessments instead of the more traditional, not so sustainable “charity-actions”. Currently, a digital portal is under construction- for businesses to report on their engagement financing and impact, and with tips on how to learn and invest on 2030 development agenda.</p>
<p><i>Experiences of the tourism industry/ private sector perspective in Zanzibar –</i> <b>Mr. Seif Miskry,</b> ZATI Executive Director</p>	<p>Past, present and anticipated future challenges and experiences from the tourism industry were shared by Mr Seif Miskry, who started by introducing the background of the tourism sector in Zanzibar from 1960 to date. Currently, 500,000 tourists visited Zanzibar in 2018, which was the target for 2020.</p> <p>Hotel-building and arrival are all time high, but at the same time, there is a question whether the markets are starting to get saturated. Some investors have left Zanzibar and it is important to know why. Utilities like power, water and infrastructure are a challenge, especially in Nungwi, and affects the quality of hotel services. To sustain the industry and for it to thrive, there is a need for a clear strategy on existing capacity and the respective capacity needs given increasing demand.</p>
<p><i>Recruitment Platform: Connecting individuals to businesses –</i> <b>Mr. Paul Mwangoma</b> for Mr. Timothy Sanga.</p>	<p>As a company, ZEST invests in innovative solutions, one of them being the development of a recruitment platform. This platform will be a job center, a platform where people who are seeking for work can access advertised positions and also a recruitment platform for employers to easily recruit qualified personnel.</p>
<p><i>Opportunities to attract, engage and unlock private capital (sector)–</i> <b>Mr. Imanuel Muro, UNCDF</b></p>	<p>Mr. Imanuel Muro presented an analysis on the engagement of the private sector with government. It was emphasized that there is a causal relationship between tourism, development, and economic growth and by investing in the tourism industry can serve as means to stimulate growth over the longer term. Furthermore, this investment has the potential to benefit local people; It allows people to participate in direct employment and it provides goods and services to tourism through the supply chain. Emphasis was put on the potential in Public-Private Community Partnerships (PPCP), which includes communities in PPP arrangements to ensure participation, ownership and monetary gains by the community.</p>
<p><i>UNGC Responsible business –</i> <b>Mr. Emmanuel Nnko,</b> UNGC</p>	<p>UN Global Compact works with businesses in the realms of human rights, labor, environment and anti-corruption with intention of transforming our world. Mr. Emmanuel Nnko started by introducing UNCG- United Nations Global Compact as the heritage after Kofi Annan, as the world’s largest corporate sustainability initiative – A call to companies to align strategies and operations with universal principles on human rights, labor, environment and anti-corruption, and take actions that advance societal goals. UNGCs principles for corporate sustainability were presented as essential to long-term corporate success and for ensuring that markets deliver value across society.</p>

*UNICEF:  
Partnerships with  
Businesses to  
Deliver Sustainable  
Development  
Results in Zanzibar*  
– Ms. Maha  
Damaj, PhD,  
UNICEF Chief of  
Zanzibar Field  
Office

Emphasis was made on how the UN can help businesses reach their goals, not only profit-wise, but to do responsible business according to the SDGs. Ms Maha Damaj proceeded to present UNICEF’s assessment on the impact of tourism on communities and children in Zanzibar. About basic needs and the general wellbeing of children, the main negative effects were **related to the poor income and working conditions in the industry** as well as the **increasing costs of food due to demands from tourists**. With family members, particularly mothers, the challenges of working in tourist industry, were related to **distance to work and the ability to care for children and infants**, including breast-feeding. **Salaries are not enough** to support families or for schooling. Children are often looked after by other community members while parents are working. The report found that while child labor is not detected in the formal tourism sector, it is characteristics in the supply chain especially in fisheries. Even though there is anecdotal evidence of sexual exploitation, it is something that both government and private sector – especially tour operators – should pay more attention to.



## **B: Discussions:**

### **Government policy on investment:**

Regarding government policy on the contribution of small vs big scale investments, it was highlighted that ZIPA does review and approve investment projects based on the prevailing thresholds and cost-benefit analysis, and that there is no discrimination on this.

### **Role of Zanzibar business council in promoting dialogue and partnership:**

The council under the President of Zanzibar has the mandate to invite the private sector to the meetings. In existence are committees which work to make proposals that will be addressed in the business council. This set up is a dialogue structure that takes place at the apex level (national level), but it is the expectation that solutions will address nationwide systemic issues.

### **How does the government value the education in Zanzibar necessary to ensure the skills mix for business is secured?**

Apart from efforts in the education sector, ongoing are efforts, where in collaboration with ZATI, ILO is supporting an apprenticeship program with young people where graduates are then employed in hotels after training. Also, District tourism committees have plans for implementation of educational schemes for young people. Current emphasis is to extend the trainings beyond the hospitality industry.

**UNGC membership:** Regarding membership into the UNGC network it was clarified that the procedures for joining the organization are in place and articulated on UNGC's website.

**PPCP – public private community partnership:** PPCP is a new concept as a strategy for improving PPP with an inclusion of the community for ownership and profit gains. At present, Zanzibar is in the process of localizing the concept of PPCP where ZPC will take lead in this process and use experience from the mainland in its execution. To this effect local communities must get a share of the investment as opposed to being a passive participant.

### **Gender consideration in programs:**

More than 50% of women are working, a majority work in the informal sector and low level jobs, 37% out of seats in the House-of-Representatives are held by women, most have been a result of the supportive policy that is in place. The existing database on employment has with information differentiated by sex. Need research on private sector capital flow on private investment to reflect the numbers and gender trends of those employed.



**C: Recommendations made at brainstorming meeting of 28<sup>th</sup> August 2019 on the added value of private sector investment in sustainable development in Zanzibar.**

	<b>Recommendation</b>	<b>Responsible Party</b>
1	Hold regular meetings between the private sector, UN and government. The private sector participation should be broadened to reflect the diversity of the private sector. The agenda for the next meeting to include a discussion on responsible business principles; but focus on one/two business principles; and a discussion on how the private sector can be better coordinated to finance development initiatives in Zanzibar.	ZPC/UN/ZNCC (for sensitization, mobilization and follow up)
2	Integrate discussions on the engagement and impact by the private sector into ongoing policy/strategy reviews including, in the evaluation of MKUZA III and formulation of Zanzibar Vision 2050.	ZPC
3	Companies to sign up to UNGC network as part of the due diligence process and for partners to use the information and decide on whether to engage with specific companies.	UNGC
4	Share findings of annual study on capital flow of private sector investment to show how many people have been employed by sex and level. Share information with platform being created by ZEST.	ZIPA
5	The apprentice program being supported by ILO should be broadened to include aspects beyond hospitality.	Ministry of Information, Tourism and Heritage
6	Support initiatives that will change attitudes and mindsets of Tanzanians on the benefits of the private sector on economic growth. Government needs to think from a business perspective and to articulate the principles of doing business being as a shared value partnership.	ZPC
7	Support regular analysis/discussion/documentation on the “ease of doing business in Zanzibar”, through both the PPP forums and the Business Council, and advocate proposed solutions.	Chambers of Commerce
8	Regularly undertake impact studies on the effect of specific laws and regulations that touch on the functionality/effectiveness of the private sector.	ZPC
9	In collaboration with UNCTAD learn from the PPCP experience in Tanzania mainland to support local private sector economic initiatives (PPCP) in Zanzibar by engaging local government, ZPC, and civil organizations (individuals) at the community level.	Zanzibar Planning Commission
10	Undertake research to understand the investment flows within the private sector in Zanzibar, with an intention of increasing financial revenue from private sector initiatives.	ZIPA
11	Act # 10 of 2017 gives the business council the mandate to establish committees including tourism committees. Committees within the business Council can be integrated and be used as a platform to meet and collaborate within the private sector and find lifelong solutions.	Zanzibar Business Council
12	Review of the Legal and Policy Framework of the Tourism Industry/Private Investment and other regulations that impede ease of doing business in Zanzibar.	ZPC ?
13	Broaden the scope of PPP to make it “Sector PPP”, which will ensure a more inclusive dialogue especially between sectors and ensures that no one is left behind.	ZPC?

**D: Attendance list:**

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