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Strategic Private Sector Partnerships for Urban Poverty Reduction in Metro Manila (STEP UP)

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There is garbage everywhere and no drainage systems

They are prone to floods, with rickety slabs of wood for pathways

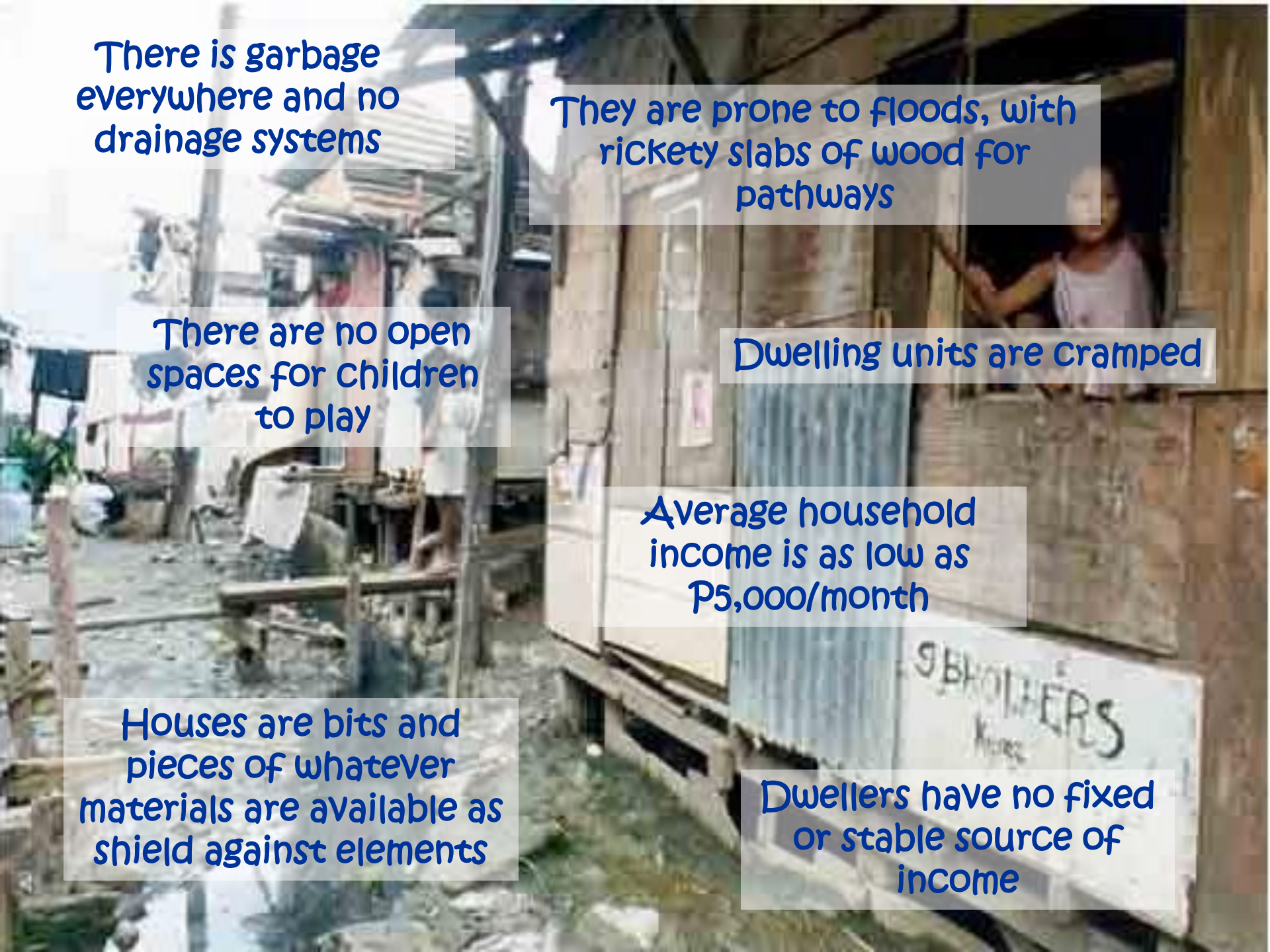
There are no open spaces for children to play

Dwelling units are cramped

Average household income is as low as P5,000/month

Houses are bits and pieces of whatever materials are available as shield against elements

Dwellers have no fixed or stable source of income



The background image shows a narrow, cluttered alleyway in a slum. On the right, a woman stands in the doorway of a building made of wood and corrugated metal. The ground is covered with trash and debris. The overall scene depicts the living conditions of urban poor communities.

**Changing the face
of urban poor
communities...**

STEP-UP



STRATEGIC
PPRIVATE
SECTOR
PARTNERSHIPS
FOR **U**RBAN
POVERTY
REDUCTION



STEP UP



A post-land acquisition development program that is community-focused and private-sector led.

Designed to pilot the strategic role of the private sector in reducing poverty among 5,823 urban poor households in 23 communities from 8 cities in Metro Manila.

STEP UP

WHERE ARE WE?

Valenzuela
2 HOAs
2,300 HH

Malabon
9 HOAs
1,458 HH

Navotas
2 HOAs
199 HH

Caloocan
5 HOAs
2,467 HH

Total: 9 Cities
34 HOAs
9,045 HH



Marikina*
4 HOAs
779 HH

Dropped: 3 HOAs = 665 HHs

Quezon City
2 HOAs
650 HH

Pasig
3 HOAs
494 HH

Taguig
4 HOAs
396 HH

Muntinlupa
3 HOAs
302 HH

STEP UP

OUR APPROACH

To adopt an **INTEGRATED** approach to urban slum upgrading using the **\$3.6 M grant** from **ADB-JFPR** and matched by **\$3.3 M counterpart contributions** from the business sector, community, LGU and civil society.

STEP UP

PROGRAM PARTNERS and STAKEHOLDERS

Business

Community

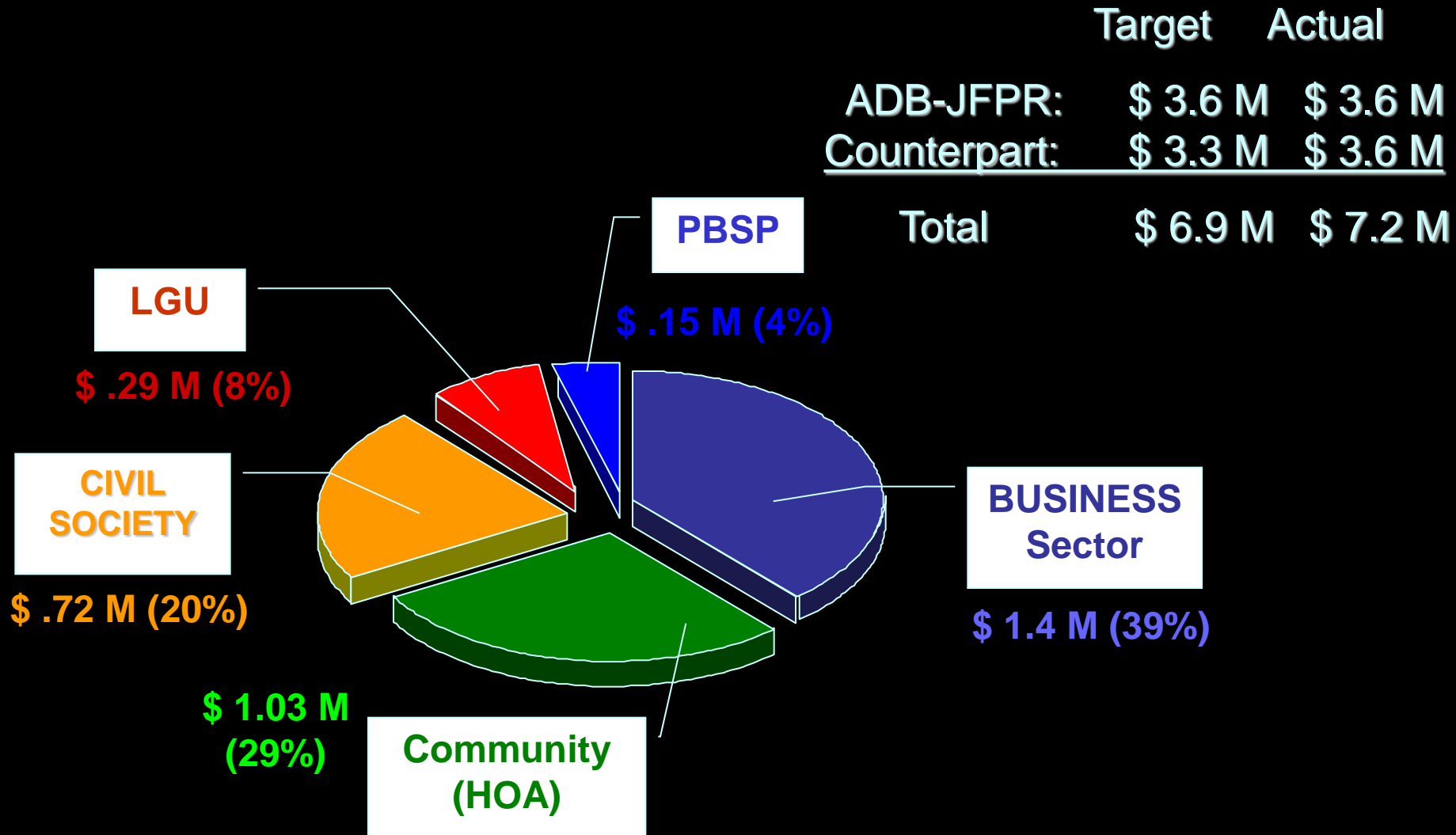


LGU/GOV'T.

Civil Society

STEP UP

COUNTERPART CONTRIBUTION



STEP UP

COUNTERPART CONTRIBUTION

A. Business Sector

- Project Funds, Cash/In-Kind Donations, Product Discounts, Technical Assistance, CEO & Employee Time

B. Community

- Officers' & Community Members' Time, Cash Contributions, Land/Labor/Sweat Equity, Community Facilities & Projects

C. Local Government Units

- Technical Assistance, Supportive Policies & Programs, Project Counterparts (heavy equipment, landfill, etc.)

D. Civil Society

- Contributions to Community Projects, Technical Assistance

E. PBSP

- Project & Financial Management, Resource Mobilization



STEP UP

PROGRAM COMPONENTS and ACCOMPLISHMENTS

**HOUSING
IMPROVEMENT**

**MICRO-ENTERPRISE
& LIVELIHOOD
ASSISTANCE**

**STRATEGIC
PARTNERSHIP
BUILDING**

**BASIC SERVICES
and COMMUNITY
INFRASTRUCTURE**

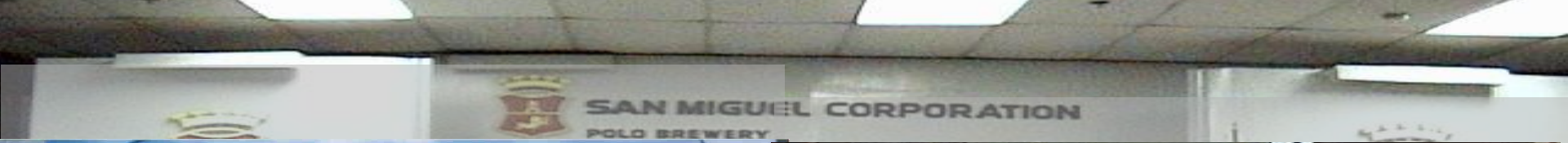
**RISK REDUCTION
AND MANAGEMENT**

Impressive results

- 1. Utility connections to over 850 households**
- 2. 1,142 livelihood loans**
- 3. 22 multipurpose centers**
- 4. Construction/repair of 1,200 houses**
- 5. 34 home owners associations empowered through loan administration – excellent performance on loan recovery for housing and livelihood loans**
- 6. Formulation of risk reduction and disaster management plans**
- 7. Prominent role of female members in HOAs: loan administration and estate management**
- 8. Impressive results of matching funds and donations by private corporate responsibility: leverage of about 100% through in-kind assistance through construction materials and labor.**

STEP UP

PROGRAM COMPONENTS and ACCOMPLISHMENTS



STEP UP

Transforming urban poor settlements into livable communities...

*From
this*

*Limited income
opportunities*

*informal
settlers*

*w/o access to basic
services*



STEP UP

Transforming urban poor settlements into livable communities...

*To
this*

*Owner of
homes made
of concrete
materials*

*With access
to water,
electricity, &
other services*

*Organized communities
managing their own housing
and micro-credit programs*



STEP UP

... where the children can
aspire for a better life!



STEP UP

LESSONS LEARNED

1. Start where the people are.
2. Trust the community.
3. Promote community participation.
4. Promote the concept of community as an estate.
5. Provide economic opportunities.



STEP UP

LESSONS LEARNED

6. Develop a framework for strategic and targeted focus of assistance.
7. Develop and strengthen partnerships.
8. Provide avenues to promote synergy.
9. Identify, develop and support project champions.
10. Maximize volunteerism.



STEP UP

LESSONS LEARNED

11. Align corporations' contributions with their main line of business or CSR.
12. Find ways to help donors and financiers tailor their programs to the situation of the community.
13. Leverage to increase funds and upscale the project.
14. Formulate cost-recovery schemes.
15. Institutionalize good practices.



- ✓ The urban poor is a viable sub-sector although they require a package of assistance that is integrated to address their needs (through a combination of loans and grants) and this should be coupled with intensive social preparation.





**“There are no poor communities,
only disorganized ones.”**

- old Japanese saying

Thank you

