
COMMITMENT ANNOUNCEMENT

Treating People and Communities as Assets: The Community Productivity Project

FOCUS AREA:	The Escape from Poverty
PROJECT:	Treating People and Communities as Assets: The Community Productivity Project
COMMITMENT BY:	Global Urban Development
PARTNER ORGANIZATIONS:	United Nations Development Programme (UNDP), United Nations Human Settlements Programme (UN-HABITAT)
VALUE:	\$6 million

OBJECTIVE:

To reduce poverty through inclusive economic development.

COMMITMENT:

To document how productive low-income people are, how hard they work, how much value they create, and the close relationships of their economic activities to the formal economic system in order to design and implement inclusive economic development strategies in low-income communities.

BACKGROUND:

Global Urban Development, founded on the principle of “Treating People and Communities as Assets,” initiated the Community Productivity Project (CPP) together with the United Nations. Global Urban Development will conduct the CPP in partnership with the United Nations Development Programme (UNDP) and the United Nations Human Settlements Programme (UN-HABITAT), under the framework of the Millennium Development Goals, specifically the goal to “Eradicate extreme poverty and hunger” by the year 2015. The global CPP policy initiative will be conducted in several urban low-income communities around the world over a three-year period. In each case a lead local partner will work with many other local, regional, national, and international stakeholders. New CPP data sources will help educate the world about the real economic potential represented by low-income people. Further, the CPP will use its community-based research process and indicators as the catalyst for designing and implementing inclusive economic development strategies in these same low-income communities. This initiative will help move global poverty reduction policies toward promoting equitable and environmentally sustainable prosperity, innovation, productivity, and quality of life that includes and benefits everyone.

POINT OF CONTACT:

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ANTICIPATED LAUNCH DATE: September 2005

ANTICIPATED DURATION: Three years

Geographic Scope: Multiple low-income urban communities worldwide, starting with Cape town South Africa; Jakarta, Indonesia; Rio de Janeiro, Brazil; and London, U.K.

UPDATE:

December 2005: Global Urban Development (GUD) has: 1) completed a revised Community Productivity Project (CPP) proposal and budget; 2) confirmed the lead local partners and other local partners in each of the four cities (Cape Town, South Africa; Jakarta, Indonesia; Rio de Janeiro, Brazil; and London, U.K.); and 3) engaged in conversations with several potential funders, including the United Nations, Rockefeller Foundation, Ford Foundation, the U.K. Department for International Development, and Cord-Aid (Netherlands).