



SPEECH
For UNDP/PAPP Special Representative
Mr. Jens Toyberg-Frandzen

Speaking event:	Pre-Bidding Conference for the PSSNA component of DEEP (Deprived Families Economic Empowerment Programme)
Date and time:	Tuesday, 10.04.2007; 10:00 – 11:30
Venue:	Grand Park Hotel / Ramallah
Participants/audience:	NGO's and Palestinian Institutions
Length of speech:	5 minutes
Context of speech:	opening remarks, no question and answer session
Draft prepared by:	Communications Unit

Dear friends, ladies and gentlemen

I am pleased to have the opportunity to be here today on behalf of UNDP's Programme of Assistance to the Palestinian People to

- Launch the first pre-bidding process for the Promotional Social Safety Net Activities (PSSNA)
- To talk to the people who are on the ground making a difference and
- To consolidate and capitalize on the successes of local micro-credit and poverty reduction schemes

We know, it is our shared experience, that children who grow up in poor families are less likely to reach their full potential, more likely to fall into the dead end of unemployment and poverty as an adult, more likely to be trapped in a no win situation – poor when young, unemployed when older.

It is terrible to contemplate about Young people unable to grow and develop, unable to achieve their ambitions or realize their dreams!

Worse still: abject poverty even blocks out dreams – the dream of hope. It is a human rights challenge and a terrible waste of potential.



Our starting point is the family. It is here that we build the next generation – tapping and unlocking that potential that drives development and social progress.

The PSSNA is an integral component of the DEEP project which aims at empowering the “Palestinian very poor” and graduates them from being mere recipients of humanitarian assistance to providers of income by overcoming the barriers of entry into the job market.

DEEP is a key project for UNDP, not only for eradicating poverty in the West Bank and Gaza, but also because it addresses the real needs of the neediest in Palestinian society. Supporting the poor, building their capacities and making them full participants in social and economic development is the immediate objective of the programme.

We are pioneering a coordinated approach that addresses the heart of the “poverty trap”. The strategic partnership between the Islamic Development Bank, the National Authorities, the Palestinian civil society and UNDP, expands the fight against poverty through enhanced access to financial and non financial services to the poor.

Through the PSSNA, the poor, who are potential entrepreneurs of tomorrow, can make productive use of added value interventions such as enterprise development and livelihood services to improve not only their lives but also those of their families.

Although this pilot project will only reach 14,000 families, it will create a local entity that will continue to support the needs of the Palestinian poor and very poor households on a sustainable basis. The success of the programme is not only related to the design of the project, but equally – if not more important - the NGO’s ability to reach those 105,000 individuals and provide them with help to self help.

If we want to touch the very core of poverty, and not just scratch at its periphery, it is essential that we impact large numbers and sustain that impact. This is no small task that can be taken lightly for we are dealing with a grave problem, namely, 1.2 million Palestinians who live in extreme poverty on less than 2 dollars a day.

It is the ultimate goal of UNDP to reach out to the neediest. UNDP’s assistance to the Palestinian people in all sectors is aimed at contributing to the reduction of poverty. Our contribution has been predominantly through income generating projects linked to our infrastructure portfolio.

In addition, UNDP financial and technical support was provided to produce the Palestinian Poverty Report, which served as an informative and planning tool for the PA and donors to target poverty in the oPt.



Stemming from this Report, UNDP in cooperation with the Ministry of Planning established the Pro-Participatory Planning project aimed at mainstreaming the needs of the poor and increasing their access to basic social services.

As we – and here I use “WE” collectively to include the Authorities, International Community, Civil Society and the Private Sector – As WE continue our efforts towards achieving the Millennium Development Goals, UNDP/PAPP will continue to be a committed player in supporting the development of the institutional capacity necessary for microfinance.

We all bear a heavy responsibility. For generations to come, the work we do together today is a source of great hope. We must not disappoint.

I want to end by saying “thank you” to our partner the Islamic Development Bank, our National Counterparts and everyone who has been involved in this Programme to date. It is your work that has taken us this far and it is your work that will carry us even further.

I wish you all the best.

Thank you.