



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

<b>Speaking event:</b>	Launching of DEEP Programme
<b>Date and time:</b>	Thursday, 9.08.2007; 11:00 – 12:50
<b>Venue:</b>	Grand Park Hotel
<b>Participants/</b>	Minister of Social Affairs Dr Mahmud al-Habbash, Minister of Planning and Labour Dr Samir Abdullah, Islamic Development Bank representative Mr Mazen Sonnokrot, NGO representatives
<b>Length of speech:</b>	3-4 minutes
<b>Context of speech:</b>	opening remarks, no question and answer session
<b>Draft prepared by:</b>	Communications Unit

Dear Ministers, Representatives of the IDB, colleagues, and friends:

A few weeks ago UNDP produced a paper on poverty which revealed that 58% of Palestinians live under the poverty line, with about half of them living in extreme poverty. These are horrific numbers. They mean that more than two million Palestinians live in daily hardship.

I am certain that I speak for all of us here when I say that we must do our utmost to change this ugly reality. For this exact reason, we are gathering here today. And in the months ahead we will be combining our efforts to help empower 12,000 families escape from the claws of poverty.

DEEP is large and complex programme which requires intense dedication of and close coordination between all its actors. And here I must say that we have all the ingredients for success and making a “difference”. The programme not only draws upon extensive global experience and best practices, but equally importantly is founded upon committed civil society institutions and the indispensable support of the Palestinian Authorities and the Donor. However, the extent of success will largely depend on you - our partners, the civil society institutions and NGOs. You will be spearheading this safety network intervention and working directly with the beneficiary families. You – our partners - will have to tailor a package for each family to help them realize their potential to graduate from poverty.

DEEP is not only unique in design - and it is not merely development. It is empowerment of the people – and for that matter, the most vulnerable members of society. There are other microfinance programmes being implemented - some good, some less successful. DEEP is different - ladies and gentlemen. It is different and distinct because of the heavy involvement of civil society institutions that will specifically direct the support needed for would-be entrepreneurs, those who show a clear



potential yet need support in order to benefits from the loans offered to jumpstart their own businesses.

The Palestinians are a proud and industrious people. They do not want to sit idly and receive aid. They want to work and earn their income decently. DEEP is designed in recognition of his fact.

Small businesses are the backbone of every strong economy. I hope that many of the businesses that this programme will establish will grow and become successful enterprises. Knowing the Palestinian peoples resolve, I am confident of their success.

For providing this unique opportunity to the 12, 000 families, I want to thank our donor the Islamic Development Bank for its gracious grant, the ministries of Social Affairs and Labour and Planning, as well as our partners in the field for their commitment and vision.

We can all be proud that we are genuinely addressing the roots of poverty so that it one day – hopefully soon – becomes something of the past and that our reward will be to witness the poor families released from the poverty trap and attain sustainable livelihoods.

In conclusion, I wish you all the best in your quest to make this programme succeed.

Thank you for your commitment