

Working with the Private Sector

Rationale

- SDGs cannot be achieved with existing levels and forms of development assistance
- Engagement with the private sector is critical for helping countries to achieve SDGs
- UNDP's global network, longstanding relationships with local governments and international institutions, and expertise in policy de-risking make it an ideal partner for leveraging private capital for the 17 SDGs across 170 countries and territories

Principles

- Premised as a 'start up'
- UNDP will leverage the full range of its assets and capabilities to *convene* stakeholders across sectors, *catalyze* markets and investment opportunities, and *deploy capital* to de-risk and mobilise private sector investment.
- UNDP may receive but will not manage the resources

Objective

- Leverage increased financing to support achievement of the SDGs
- Focus on developing a minimum viable product or servicing offering that can be taken to scale
- Innovate and transform approaches and thinking within UNDP

Timeline

Feasibility and startup of the initiative is 24 months to catalyze funding for SDGs

Key Activities

- Formulate a 'Go-To-Market' strategy for connecting individual, corporate, and institutional investors with SDG-aligned opportunities
- Articulate tangible incentives and business case why UNDP should be the partner of choice for private sector to support the SDGs at the country level
- Establish metrics for impact measurement of UNDP's value proposition
- Socialize business case with key private sector actors and refine based on emerging/evolving aspects
- Carry out wide outreach to relevant networks to identify pipeline private sector entities

