Deprived Families Economic Empowerment Programme (DEEP)

**PROJECT AIM (OVERALL OBJECTIVE)**

‘Poverty reduction in the occupied Palestinian territory through access to promotional social safety net activities package and financial services’.

**PROJECT DESCRIPTION**

The objective of this phase of the project is to improve the living conditions of economically deprived and socially marginalized Palestinian families. This being a pilot phase of the project, it aims to test various approaches for poverty alleviation based on sustaining peoples’ livelihoods at the household level. As a result, the project will develop a model for poverty alleviation that is relevant to the Palestinian context and that can be replicated at larger scales.

This model, once scaled up and expanded, will contribute to the revitalization of the Palestinian economy through supporting self-employment and micro-enterprise development as means to reduce employed, achieve higher economic growth and reduce poverty. The project aims to significantly expand the opportunities for members of deprived families to become entrepreneurs through facilitating access to financial and business development services. This will enable potential entrepreneurs within these families to start up micro enterprises that ensure a sustainable source of income for the entire household.

Families that are not able to own and manage a self-employment activity in the short run, and particularly those raising youth who may be prepared for entrepreneurship in the medium term, are targeted with special innovative assistance, ensuring the development of their household capacities and assets over the short term and long term empowerment.

**Purpose:** Empowering chronically poor and hard hit families and graduating them from being recipients of humanitarian assistance to becoming economically independent and productive households, through providing access to a package of financial and non-financial (Promotional Social Safety Net Activities) services that address their needs.

**PARTNERSHIP:**

UNDP executes the DEEP through a political and technical partnership with three ministries (Ministries of Social Affairs, Labor, and Planning) and 22 specialized NGOs in the areas of community development and six national microfinance institutions.

**OBJECTIVES**

- Human, natural, and financial capitals of poor families who received non-financial services are improved
- Poor Families who received financial services have developed or established economic activities.
- The institutional and organizational capacity of Partner Ministries, NGOs and MFIs’ are further developed and strengthened to carry out pro-poor policies, strategies, and sustainable service delivery.

**Challenges**

The concept of graduating families from poverty as The expected result from any intervention sets new rules for developmental work, which requires a transformation in how organizations target their beneficiaries, their attitudes towards poverty alleviation, and the required knowledge and practice. Redesigning the results based approach for poverty alleviation on the government, civil society, and community levels are the greatest challenge. UNDP measures its value-
Programme of Assistance to the Palestinian People

Project Fact Sheet

- A comprehensive model laying out best practices in the areas of sustainable poverty alleviation, which can be scaled up and adopted as a strategic approach under the National Social Protection Programme is established.

IMPACT STATEMENT

Livelihoods outcomes of 6,000 Palestinian poor households are improved

PROGRESS UP TO DATE/Main Achievements

- In the micro grants component (Empowerment through income generation and enterprise development activities):
  - Approximately 9,534 households have been assessed and evaluated based on the poverty scoring modality and a total of 8,669 households are now established targets for the programme based on objective poverty and social vulnerability criteria.
  - A total of 4,420 households have been selected for the piloting phase of the project and a project design has been developed for immediate implementation.
  - A total of 4,420 households are now operating or in the final stage of establishing their enterprises as of end of November 2010. The success rate for enterprises that are operating and providing the households with sufficient income is 88%.

- In the Microfinance component (Empowerment through Islamic Microfinance):
  - A total of 2000 very small and micro enterprises have received financing to expand their enterprises. The partner MFIs who received a loan from DEEP administered the financing. The total value of loans issued by the programme to MFIs is $6.35 Million USD.
  - DEEP provided technical assistant to MFIs, which resulted in expanding community outreach by opening new branches in rural areas (Qalqilya, Tubas and South Hebron), reforming and building the capacity of pro-poor targeting which has changed the way targeted MFIs work, and finally, the technical assistance also contributed to developing the human resources of targeted MFIs through trainings and onsite coaching.
  - A comprehensive awareness campaign was launched in all areas of the West Bank and Gaza to promote pro-poor financing based on Islamic financing products, and to attract clients who could never access micro-loans through the traditional MFIs and commercial banking.

- To enhance the monitoring of the project processes, DEEP has developed a dynamic and user-friendly database, which is updated and maintained on a continuous basis. This database is now in the process of being adopted by MoSA to establish the first national unified deprived families database.

- In the Capacity Development component:
  - DEEP has built the competencies of 86 staff members of the executing NGOs in the field of sustainable livelihood approach, PCM, and Feasibility study.
  - Also tools, manuals, forms and templates were developed to ensure the proper targeting of the poor families, the assessment of their conditions and capitals, and harmonization of the execution throughout the different NGOs.
  - A special capacity development programme was designed for MoSA to meet their technical needs especially in the economic empowerment of poor families.

FUTURE PROSPECTS

- UNDP/PAPP and MoSA are currently working with the IDB on the Second Phase of the programme to target 12,000 families in the coming 4 years.

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