



Scaling Household Efforts



**Terwilliger Center for
Innovation in Shelter**

Building and expanding inclusive housing markets

Introduction

- We know that 90% of urbanization will occur in Africa*
- This creates challenges for housing the low-income households
- How do we scale household efforts in meeting their housing needs?
- In this presentation we will discuss 3 case studies!

Source: * World Urbanization Prospects, UN, 2014; CAHF/Eighty-20, 2017

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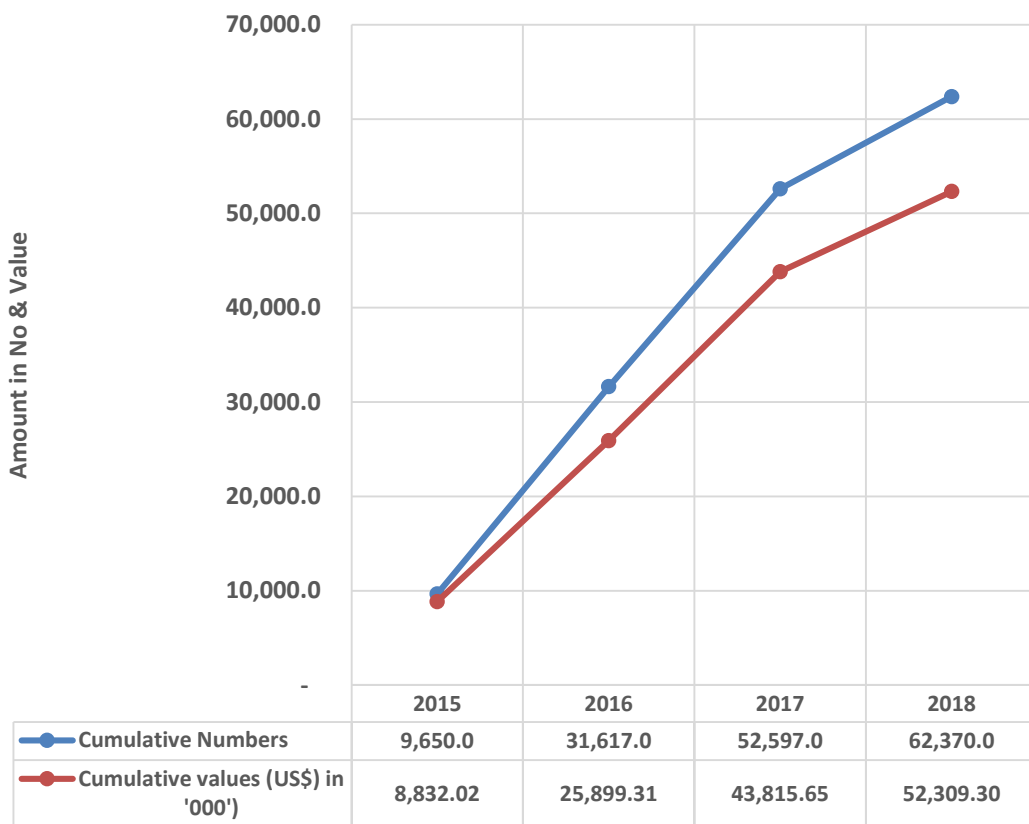
Case Study 1: BAUA Project

- 5 year project, implemented by Habitat's Terwilliger Center for Innovation in Shelter in partnership with the Mastercard Foundation
- Targeted six financial institutions in Kenya and Uganda
- Support development of scalable HMF products with housing support services.
 - *HMF products are small, non-mortgage based loans for incremental building purposes*
- Targeted households at the bottom of the pyramid, mainly those with income of US\$5-10/day
- Reached 86K households and 430K household members (FY 2019)
- Partners have raised US\$77 million in capital towards housing (FY 2019)

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Case Study 1: BAUA Project

Trend in cumulative Loan Number and Value (\$) 2015-2018



Business for HMF:

- Housing recognized as a key motive for taking loans in developing countries.¹
- Developed market-led incremental-HMF products in Uganda & Kenya
- The HMF product out-performed traditional microfinance products
- Impact: improved quality, health and general well-being of households

¹ Responsibility Investments AG. *Microfinance Market Outlook*, 2016.

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Case Study 2: ShelterTech

- A market-led facilitation strategy
- First accelerator programme for housing in Africa
- Objective was to catalyze the housing market particularly on the supply-side
- About creating access of products-services for LiH

Case Study 2: ShelterTech

30

Startups in the program

20+

Events during ShelterTech Kenya

1440

Participants at events

25+

Media articles about the accelerator

30+

Partnerships with Tech hubs in Kenya

NOVEMBER

- Hackathon sessions
- ShelterTech launch

JANUARY

- Product Market Fit Session
- Sales & Marketing Sessions

MARCH

- Financial & Business Stability Session
- Mentor's Circle
- Pitch Training Session
- Selection & Pitching Event

MAY

- R & D Clinic
- Investor Readiness Sessions
- Pitch Training Sessions
- ASSEK launch
- DemoDay ShelterTech Kenya

DECEMBER

- Customer & Product Validation Session
- Lean startup session and events

FEBRUARY

- Pitch Training Session
- Customer Satisfaction Session
- Meet the Corporates 1

APRIL

- Investor Readiness Sessions
- Innovation in Shelter: Affordable Housing Solutions through Innovation at Nairobi Tech Week
- ASSEK Discussion Forum

JUNE - NOV

- UN-Habitat Assembly
- Nairobi Innovation Week
- Urban Tech Summit

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Case Study 2: SHAF Partnerships

TCIS will assist SHELTER-AFRIQUE in **mobilizing capital for affordable housing in Africa:**

- through providing funding and technical assistance to smaller banks or microfinance institutions to introduce or scale-up the housing portfolio of home improvement loans and / or micro mortgage loans, in Member Countries in Africa where the Parties have mutual presence.

Case Study 2: SHAF Partnerships

Areas of collaboration:

- Mobilize funding for housing microfinance in Africa (funding and technical assistance facility).
- Identification of demand among potential beneficiaries and financial institutions for housing microfinance.
- Design and implementation of appropriate Housing Microfinance Products.
- Capacity Building and Professional Development for both Parties' Staff.
- Provide technical assistance to smaller banks or microfinance institutions targeted to benefit from access to housing microfinance funding.

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Thank you!

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