



UNITED NATIONS
TANZANIA



GOOD PRACTICES

United Nations &

Private Sector Partnership



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Background

The 2030 Agenda for Sustainable Development necessitates innovative and targeted financing approaches, particularly from the private sector, to meet national and global development goals. This urgency is compounded by recent global challenges such as the COVID-19 pandemic and geopolitical tensions, which have profoundly impacted economies worldwide, exacerbating the need for substantial investment in sustainable development. As public financial resources decline, the importance of mobilizing private capital grows. The United Nations leverages its extensive convening power and technical expertise to forge partnerships with the private sector, aimed at creating investment flows that benefit both economic growth and social development. Here are key examples of such partnerships, illustrating their substantial contributions to achieving the Sustainable Development Goals.



Agriculture



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Agriculture—currently employs about 65% of country's population but contributes 28% to GDP. 80% of people involved in the agricultural production are small-scale farmers. Increasing productivity and tackling post-harvest losses of small-scale farmers is a significant opportunity to accelerate progress on multiple SDGs such as SDG 2: Zero Hunger and SDG 10: Reduced Inequalities among others.

Access to finance continues to be one of several factors holding back the commercialization of agriculture and the UN has partnered with Tanzania Agricultural Development Bank (TADB) to address this challenge. In particular, the process of securing loans in the agricultural sector is too cumbersome and bureaucratic. The partnership between the UN and the TADB is premised on the fact that the Bank is a key stakeholder in the development and envisaged revolution of the agricultural sector in Tanzania. The UN has, therefore, worked with TADB on an inventory of potential 'win-win' financing options for the horticulture sector, including on developing business models appropriate for promoting inclusivity for small holders. Through the partnership, financing was unlocked for ten projects worth USD 5-8 million in the agribusiness sector.



The UN, through the Kigoma Joint Programme (KJP) which comprises 16 UN agencies working with the Government to support communities hosting over 250,000 refugees in Kigoma, has supported the establishment of a digital mechanism to link farmers, financial institutions, and suppliers of farming inputs such as seeds, fertilizers and pesticides. Farmers can register to digital platforms and create profiles which enable them to regularly update their farming input needs. These same platforms are linked to financial institutions and are used to send cash to their bank accounts which, in turn, enables the banks to guarantee payments to the suppliers. The suppliers are then in a position where their risk is decreased and are also able to see, through the same platform, what the farmers' farming input needs are which informs their supply and delivery schedules. By eliminating the need for a middleman, this process, in particular, adds value to the farmers who are able to have access to more affordable farming inputs on a more consistent basis.



A total of 5,725 farmers were profiled and onboarded onto Digital Mobile Africa (DMA) - a fintech company - in the reporting period. Input demand for the 5,725 farmers was aggregated via the digital platform and an accumulated 383 tonnes of fertilizer were delivered to farmers in three districts of Kigoma with a market value of (USD 247,583). This innovation is expected to be scaled up and replicated and more farmers will be able to address challenges facing farm input supply.

The Tanzania Breweries Public Limited Company (TBL) and UN formed a partnership intended to benefit over 4,000 sorghum farmers in Tanzania for the 2021 farming season. The farmers were set to produce 10,000 tonnes of sorghum, which TBL has



committed to purchase at TZS 550/- per kilo. This initiative is an expansion of a successful pilot project from the previous year that had significantly improved crop yields. The program also aims to equip farmers with Good Agricultural Practices (GAP) to improve both the yield and quality of sorghum and provide a guaranteed market for their produce. Farmers will receive pre-financing from NMB Bank and insurance from Jubilee Insurance, giving them access to high-yielding seed, fertilizer, and other farm inputs, which will be recovered at the end of the harvest season.

Further support comes from the introduction of the BanQu Blockchain technology, set to support the 4,000 farmers by introducing transparency and traceability into the supply chain. The technology will give farmers a digital record of their financial transactions, including production, sales, purchases, and repayments, and will enable payment via mobile money. TBL is currently conducting training sessions on this technology for various agricultural stakeholders. These efforts contribute to food security and financial inclusion for the farmers, and the increased production also serves as a reliable source of income. TBL sources 74% of its raw materials locally and is dedicated to expanding this practice in the coming years. These interventions align with the Tanzanian government's broader efforts to improve the livelihoods of smallholder farmers and boost the national economy.



Beekeeping Value Chain Programme – Enhancing Market Integration and Export Competitiveness

The UN has played a pivotal role in enhancing the honey export sector in Tanzania, providing advisory services that simplified business processes related to honey exports and improved the functionalities of the Tanzania Trade Facilitation Portal. This support has not only streamlined operations but also bolstered the technical capabilities of Business Support Organizations (BSOs) engaged in promoting trade of honey and bee products.

Furthermore, the UN's efforts in developing the Tanzania honey brand and coaching on safety and quality standards, including HACCP certification and packaging, have significantly raised product standards. Participation of Tanzanian beekeepers in prominent national, regional, and international trade fairs such as Sabasaba, AFMASS, Biofach, and ANUGA has facilitated new market access opportunities. Additionally, enhancing business and financial management skills among value chain actors ensures sustainable growth and improved market readiness.



Cultivating Success in Tanzania's Horticulture Sector

Farmers often face challenges due to inadequate knowledge about market access, technical aspects, and entrepreneurship, which impedes their ability to optimize yields and profits. To address these issues, the UN supported the adoption of an innovative real estate approach in the agriculture sector, known as the 'Kizimba Business Model'. In this model, a block of land is developed with all necessary infrastructure and facilities, divided into small units called 'Kizimba', and then leased to individual farmers. This initiative was developed in collaboration with the Tanzania Horticultural Association (TAHA)—an apex private sector organization that promotes the growth and competitiveness of the horticultural industry in Tanzania—along with the government and other stakeholders.

In a related effort, the UN partnered with TAHA to secure over USD 430,000 in financing from NMB Bank and Tanzania Agricultural Development Bank (TADB) for smallholder farmers. This financial assistance has enabled more than 2,000 farmers to produce horticultural products that meet international standards. Additionally, from 2019 to 2022, UNDP provided TAHA with USD 2.5 million in technical and financial support. This comprehensive support included constructing state-of-the-art cold chain facilities in Arusha and Kilimanjaro to improve the quality and shelf-life of produce, unlocking new markets in Europe, the Middle East, and East Africa, increasing yield productivity, expanding TAHA's operations into the Lake Zone, and enhancing the regulatory environment for horticulture stakeholders in Tanzania. These efforts collectively aimed to boost the horticulture sector's growth and sustainability. Since beginning its support in 2018, the UN's continuous technical and financial backing has significantly contributed to the growth of horticulture exports in Tanzania. By 2023, exports had surged to 8.43 million tons from 5 million tons in 2018, marking a remarkable growth rate of 44% compared to the 11% seen in the 2018/19 period.



Sexual Reproductive Health



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The UN, through the AMUA Accelerator, a public/private partnership with Sahara Sparks (is a platform of Sahara Ventures, a group of companies which focuses on building innovation and technology entrepreneurship ecosystems in Africa), has been supporting young entrepreneurs across the country to design new mobile app platforms that resonate with youth's views, experiences and specific sexual and reproductive health needs. The second round of the Accelerator, which concluded in 2020, focused on the sexual and reproductive health needs of youth living with disabilities. One of the winning teams, Frendlicom, Iringa, are developing a software platform that will instantly translate sign language into Kiswahili text speech and vice versa to facilitate communication between healthcare providers and clients with hearing impairments.

In June 2021, the third round of the Accelerator was launched, which again looks to Tanzania's youth to design innovative solutions for the generation and use of sexual and reproductive health data to improve service delivery for young people. Eight teams have developed market-ready products under the Accelerator to date, which has expanded access to accurate, age-appropriate sexual and reproductive health information for hundreds of thousands of young people across the country.



Sanitary Solutions for Kigoma

The UN has formed a partnership with Borderless Tanzania Limited, a subsidiary of Borderless Japan Corporation, to address sanitary needs in Kigoma region which is currently hosting over 250,000 refugees. Under this agreement, Borderless Tanzania Limited will produce 600,000 sanitary pads from May 2024 to December 2024. These will be evenly distributed, with 300,000 pads going to host communities and another 300,000 designated for refugee camps.

This collaboration not only meets immediate needs but also supports Borderless Tanzania Limited in expanding its operations and exploring sustainable market opportunities in Kigoma beyond December 2024.

Combating Maternal Mortality through Innovative Financial Mechanisms

The UN has collaborated with Vodacom to launch an innovative project aimed at ending preventable maternal deaths. This initiative integrates the Vodacom M-PESA financial saving platform with ASSEMBLE health insurance schemes to mitigate the financial burdens associated with maternal healthcare. By reducing the high out-of-pocket costs that pregnant women, especially those from poorer backgrounds, face during childbirth, the project makes essential services more accessible.

The saving platform specifically encourages pregnant women and their families to save money for transportation, supplies, and equipment needed during antenatal, delivery, and post-natal care phases. This empowerment enables vulnerable women to access high-quality antenatal care and safe delivery options, promoting early and timely medical attention. Such timely care is crucial for the early detection of pregnancy complications and facilitates urgent medical referrals, significantly contributing to the reduction of maternal mortality rates. Additionally, the savings help cover premium insurance benefits that provide further financial protection for maternity healthcare services.



Combating Gender-based Violence



The UN has also partnered with Unilever Tanzania Tea Company to implement a project on Strengthening Unilever's Women's Safety on Prevention and Respond to Sexual Harassment and other forms of Gender-based Violence in Mufindi and Njombe District Councils. Unilever is one of the largest private-sector employers in Iringa and Njombe regions, providing jobs and livelihoods for more than 6,000 workers in plantations and factories and their 30,000 dependents including families and indirect employees. Nearly half of its managers include locally recruited women.

The partnership strengthens Unilever's Women Safety Initiative, which is paying closer attention to prevention and response to sexual harassment and other forms of gender-based violence (GBV) in all Unilever tea estates and factories. Under the partnership, the UN provides technical support targeting the workers and their families. It aims to transform perceptions and attitudes so that the existing policies on sexual harassment and child protection can be meaningfully implemented. This includes raising awareness on the rights of women and facilitating sharing of experiences and strategies to improve prevention and response to GBV. The partnership also promotes innovations aimed at creating a more enabling environment for women to fully participate in economic activities, including working in safe markets and being able to access finance to start and grow their businesses.



Promoting Gender Equality

The UN has established partnerships with financial institutions and telecommunications companies as part of the Generational Equality Forum, aimed at developing programs and interventions to advance women's economic status. These efforts include a partnership with the UN Global Compact, where the Women's Empowerment Principles—guided by international labor and human rights standards—emphasize the business sector's role and responsibility in promoting gender equality and women's empowerment. Currently, there are 20 WEPs signatories in Tanzania. The UN supports the private sector in generating innovation, employment, and financing that bridge gender gaps in the workforce and advance the Sustainable Development Goals.

Additionally, the UN collaborates with the Dar es Salaam Stock Exchange (DSE) to host the annual "Ring the Bell" initiative in Tanzania. This initiative aligns with local and global partners, including the International Finance Corporation, United Nations Sustainable Stock Exchanges Initiative, UN Global Compact, and the World Federation of Exchanges. It features bell-ringing advocacy events around International Women's Day (every March 8th) to highlight the crucial role the private sector can play in advancing gender equality.



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Youth and Women Economic Empowerment



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The UN, through its FUNGUO Innovation Programme, with support from the European Union and in collaboration with Stanbic Bank, has signed a Memorandum of Understanding (MOU) to promote innovation and entrepreneurship in Tanzania. Through the partnership between the UN's FUNGUO programme and Stanbic Bank's Biashara Incubator, the focus will be on enhancing access to diverse sources of capital for MSMEs and startups, improving the quality of business development services offered to women and youth-led startups, and creating a supportive environment for innovators.

This partnership represents a significant step towards fostering innovation and entrepreneurship in Tanzania, particularly for startups and early-stage enterprises led by women and youth. It presents an opportunity to improve the availability of financing and the quality of business development services, which are essential for the growth and sustainability of MSMEs and startups.



Enhancing Financial Inclusion and Startup Growth

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The PesaTech Accelerator is another initiative that plays a crucial role in promoting financial inclusion by supporting the development and scalability of national fintech startups. Designed to aid post-revenue fintech startups, the accelerator enhances their investment readiness through a comprehensive Investor-Readiness Program (IRP) and provides essential seed funding. By adopting a market systems approach, PesaTech partners with innovation hubs and financial institutions to ensure the sustainability of the startups.

The accelerator has established collaborations with key private sector players, including NMB Bank, Anza Entrepreneurs, Sahara Ventures, and IPF Software, fostering vital corporate-fintech partnerships. These collaborations help fintech startups develop robust relationships with banks and mobile network operators (MNOs), creating fintech solutions that effectively tackle digital financial challenges in payments, savings, lending, investing, insurance, and e-commerce. In its inaugural run, the PesaTech accelerator saw 12 firms graduate, collectively registering over 65,000 new customers—30% of whom were women—increasing their transaction value by \$2.6 million, boosting their revenue by 125%, and attracting \$5.1 million in investments.



Tanzania Football Federation Partnership

The Tanzania Football Federation (TFF), the governing body of football in Tanzania which oversees the national football teams, has entered into a five-year agreement with the UN. This collaboration aims to leverage football as a platform to address various social challenges affecting the community, especially the youth.

During the 2023 TFF Community Shield competitions held in the Tanga region, the initiative took a strategic approach by promoting positive role models and influencers for behavior change. At Mkwakwani Stadium, which hosted the event featuring Tanzania's top-tier football clubs—Yanga, Simba, Azam, and Singida United—messages advocating for positive male masculinity were prominently displayed. This targeted messaging seeks to influence attitudes and behaviors regarding masculinity among the audience.

Revitalizing Tanzania's Tourism Sector

The tourism industry in Tanzania faced significant setbacks between 2019 and 2021 due to the COVID-19 pandemic, with widespread layoffs impacting tour companies and hotels. To address these challenges, the UN provided technical and financial support worth USD 1.8 million from 2020 to 2023 to the Tanzania Association of Tour Operators (TATO). This support was targeted at rebuilding the sector through a series of strategic initiatives.

Key interventions included capacity building to enhance the skills and knowledge of tour operators, and robust marketing efforts to reposition Tanzania as a premier travel destination. Health infrastructure was also developed in major tourist spots to mitigate COVID-19 concerns, further bolstering the sector's appeal to international visitors. Additionally, efforts were made to improve the business and investment climate, foster digital transformation in tourism operations, and implement Local Economic Development (LED) strategies. These comprehensive measures were designed not only to facilitate the sector's recovery but also to ensure its sustainable development moving forward.



Elevating Tanzania's Position in AfCFTA



In a significant move to enhance Tanzania's engagement with the African Continental Free Trade Area (AfCFTA), the UN's "Strengthening MSEMS Competitiveness" project, in partnership with MIIT, has facilitated the development of several key instruments to guide both the government and the private sector for meaningful participation in AfCFTA. This includes the National AfCFTA Implementation Strategy for URT, analytical reports assessing the impact and opportunities of AfCFTA, and technical guidance for Phase II negotiations. Additionally, in collaboration with key stakeholders like the Confederation of Tanzania Industries (CTI), Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA), and the Tanzania Private Sector Foundation (TPSF), the UN has conducted extensive engagement sessions across eight zones in Tanzania mainland and Zanzibar to validate the AfCFTA implementation strategy. The UN has also produced analytical papers and simplified guides for exporters, particularly SMEs, to navigate the AfCFTA framework effectively. These comprehensive measures ensure that Tanzania is well-prepared to harness the benefits of the AfCFTA.

Among these is an innovative initiative in collaboration with the CRDB Foundation to profile 500 women exporters. This effort is designed to empower these women to effectively participate in AfCFTA markets through competitive value chains, thereby boosting their market presence and economic impact.



Energy and Environment




In 2022, the UN welcomed CRDB Bank as a partner in the WasteX Lab initiative in Zanzibar. The WasteX Lab is an initiative to support business ventures/innovators engaged in solid waste recycling and upcycling. CRDB has committed to supporting the provision of tools for the investor readiness bootcamp for potential innovators or entrepreneurs recruited through the business program; accept challenge winners into CRDB's Inuka program, which provides financing opportunities to early-stage entrepreneurs (by lowering interest rates, waiving collateral, and so on, i.e. third-party financing); and agreed to collaborate on a broader WasteX lab program co-creation beyond 2023. supporting investors, innovators and entrepreneurs that are involved in WasteX Lab by providing them with a variety of financing tools and opportunities. They have also agreed to collaborate on a broader WasteX lab programme co-creation beyond 2023 and join other partners who have been attracted to the lab including the State University of Zanzibar (SUZA); the Small and Medium Industrial Development Agency (SMIDA); the Karume Institute of Technology (KIST); and the Ministry of Blue Economy (MoBE).



As part of the 'Waste to Energy' initiative funded by Global Environment Facility (GEF), the UN is collaborating with sugar processing enterprises via the Bioenergy Incentive Fund, which is managed by TIB Development Bank with an initial seed funding of USD 1 million. This funding supports private companies in the agro-processing sector to develop Waste to Energy projects, including biomass gasification, biogas production, and bioethanol production.

Additionally, under the project "Promotion of Bioethanol as Alternative Fuel for Cooking in the United Republic of Tanzania" jointly funded by GEF and the EU Delegation—the UN is aiding the private sector in subsidizing the costs of stoves and distributing bioethanol stoves and fuel. This initiative provides a cleaner cooking solution in Dar es Salaam, with over 13,000 bioethanol stoves successfully distributed by December 2024.





Water, Sanitation and Hygiene (WASH)

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In 2020, the UN partnered with the CEO Roundtable of Tanzania to launch Smart Hands Tanzania, a private sector-led initiative aimed at enhancing investment and participation in water, sanitation, and hygiene (WASH) in vulnerable communities. Amid the COVID-19 pandemic, SHTz mobilized technical and financial support from multiple stakeholders, including Dalberg, AMREF Health Africa in Tanzania, PricewaterhouseCoopers Ltd, Chemi Cotex Industries Ltd, and Primefuels Tanzania Ltd. With funding from Novo Nordisk Foundation, Givaudan Foundation, and ABSA Bank Tanzania, the project reached 943,178 individuals through awareness campaigns, distributed handwashing soaps and water purification products to over 11,000 households and provided significant quantities of hand sanitizers to health facilities across three districts. The initiative also included a media campaign to raise awareness and drive behavior change, which successfully engaged multiple national platforms and generated significant social media impressions.

Building on these community-focused interventions, the UN has continued facilitate efforts to expand WASH infrastructure having recently supported the Tanga Urban Water Supply and Sanitation Authority (Tanga UWASA) to successfully issue East





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Africa's first-ever Sub-national Water Infrastructure Green Bond, valued at TZS 53.12 billion (approximately USD 20.8 million). This groundbreaking initiative, supported by the UN through both technical and financial assistance, was successfully listed at the Dar es Salaam Stock Exchange (DSE). The funds that have been raised will be used to improve water infrastructure and sanitation services for the city of Tanga and the surrounding townships of Muheza, Horohoro, and Kasera. The goal is to provide safe and affordable clean water access to approximately 6,000 new households (equivalent to 26,400 individuals) and the overall population of over 450,000 people.



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