1. Increased urbanisation and need for affordable quality housing

- Increased urbanisation and need for affordable quality housing in Zambia.
- Source: WUP 2009

2. Increased household expenditure in Zambia on housing

- Zambian’s Annual Household Expenditure on Housing, 2010, $PPP
- Source: Zambia Urban Housing Profile, 2012

3. Why invest in green?

- Benefits of business linkages to society as a whole ...
- Good changes in the local market through business linkages with MSMEs can have a big impact on society

4. Going green = going local

- Benefits of business linkages to society as a whole ...
- Social aspects: increased comfort, improved health, better sustainable conscience

5. Matching interests, creating business: Opportunities for local MSMEs and international firms

- Leading bids for new housing development projects (e.g. for medium-income families)
- Providing advanced technical know how, training local partners
- Developing new and innovative business models for low and middle income families to help low Zambia market
- Working with building material manufacturers to create sustainable construction materials and systems
- Developing new distribution channels for building materials inputs

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