



# UPFI

Urban  
Projects  
Finance  
Initiative

**Imagine the southern Mediterranean tomorrow... 245 million people** living in urban areas – it's a huge challenge for this region of the world.



The Union for the Mediterranean, the European Union, the French Development Agency and the European Investment Bank have joined forces to build a successful transition towards sustainable Mediterranean cities.

The Urban Projects Finance Initiative (UPFI) supports public project promoters in the southern and eastern Mediterranean, helping them to prepare and finance ambitious and innovative urban development projects, which aim to create jobs, reduce poverty and upgrade the urban fabric.

## UPFI in figures

on 30/09/2016

**245**   
million urban dwellers in the region by 2025

**9**   
beneficiary countries

Around **15**   
projects identified

**8**   
projects undergoing feasibility studies

**€2** billion   
in potential global investment

**7**   
international institutions involved

## The UfM label

The UfM label is attributed by the unanimous endorsement of the Senior Officials representatives of the 43 UfM countries, to the UPFI projects with the highest potential, giving through their political endorsement greater visibility to the projects as well as recognition at regional level.



The southern Mediterranean region is going through a real **'urban demographic explosion'**: by 2025, almost 245 million people will be living in urban areas. In order **to respond to the growing needs of these populations**, urban development must follow an integrated and multi-sectoral approach, ensuring a balanced population distribution, with efficient infrastructure and facilities. This is a major challenge for the region, requiring not only strengthened capacities in project management and the mobilisation of supplementary expertise, but also significant financial support.

The UPFI initiative **assists sustainable and integrated urban development projects** selected in the countries of the southern Mediterranean by providing the necessary technical assistance and financial solutions, permitting projects to pool existing synergies between the funding provided by European donors. The UPFI grew out of a partnership initiated and placed under the aegis of the Union for the Mediterranean (UfM) since 2011, when urban development was included among the UfM's priority areas for intervention. The UfM called on the French Development Agency (AFD) and the European Investment Bank (EIB) to pilot the UPFI initiative, funded by the European Union. **Nine countries are currently beneficiaries of the UPFI: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine, Tunisia and Turkey.**

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The UPFI is an innovative tool coordinating the actions of financial institutions by pooling complementary technical and financial tools in order to achieve a common objective: to set a benchmark for sustainable cities in the Mediterranean.

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The UPFI unfolds in three stages:

- 1 – Identification of projects** according to integrated urban development criteria (level of integrated approach, economic, social and environmental impact, degree of innovation, potential for replicability in the Mediterranean region, etc.).
- 2 – Preparation of the projects** identified, through feasibility studies and capacity building for project promoters.
- 3 – Financing and monitoring of projects** by international financial institutions, mainly the EIB, AFD, EBRD and KfW.

**A first identification phase**

conducted by the AFD and the EIB led to the pre-selection of some fifteen projects, either concerned with major urban projects for the (re)development of urban areas (densely populated neighbourhoods, large areas and seafronts), or focused on sectors with a strong economic or social impact, or even national territorial development programmes.

**Eight projects** in 2016 moved into the second phase of project preparation. A technical assistance Framework Agreement was launched in 2014 in order to analyse the feasibility of these projects, mobilising national and international expertise. This second phase should allow the selected projects to reach the final phase of financing and implementation.

# OUR PROJECTS

These eight projects are in 2016 in their feasibility phase, the second step in the UPFI process. As such, they benefit from technical assistance in the conduct of operational, technical and financial feasibility studies for the necessary investments, and in order to strengthen the capacities of the UPFI project promoters.

## LOCALIZATION OF OUR 8 PROJECTS



Note:

Not all the projects identified are marked on this map.

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### AGADIR

MOROCCO

Project for the creation of a Bus Rapid Transit system in Agadir

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### BOUREGREG

MOROCCO



Development of the Bouregreg Valley in Rabat (zone 3)

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### JERICHO

PALESTINE



Multi-site urban regeneration project in Jericho

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## ALEXANDRIA

EGYPT

Project for the rehabilitation of Alexandria's old cotton district and its surrounding area (Minat Al Bassal and Kafr Ashry)

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## AQABA

JORDAN

Urban development project in Aqaba

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## GIZA NORTH

EGYPT



Urban development project in Northern Giza in Cairo (popular district of Kawmeya - Imbaba and Al Warrak)

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## MUNICIPALITIES

JORDAN

National multi-city regional and local development plan (phase 2)

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## SFAX

TUNISIA



Taparura seafront development project in Sfax

# PROJECT FOR THE CREATION OF A BUS RAPID TRANSIT SYSTEM IN GREATER AGADIR



## THE PROJECT

**Agadir is modernising its public transport system to strengthen its economic and tourism attractiveness**

Greater Agadir, which is responsible for urban mobility for nine municipalities, is upgrading its public transport network. This modernisation rests on the creation of a Bus Rapid Transit (BRT) line, which will be efficient and environmentally friendly, and the creation of a Local Development Corporation responsible for the management of urban mobility.

This 15-km BRT line, running from the port of Agadir to Tikiouine, will amongst others connect the souk and the universities. Transit hubs will be created along this first BRT line to be built in Morocco in order to regenerate nearby public spaces.

With the creation of a Local Development Corporation for urban mobility, the strategic planning of mobility and the inter-municipal nature of the initiative, the Agadir BRT is a truly innovative project.

**15 km**  
OF EFFICIENT AND ENVIRONMENTALLY FRIENDLY BUS LINE

**60,000**  
BENEFICIARIES PER DAY

**9 MUNICIPALITIES**  
**1 MILLION INHABITANTS,**  
BROUGHT TOGETHER TO CARRY THE PROJECT

### GREATER AGADIR

With one million inhabitants, Greater Agadir is the main coastal resort of Morocco, with a flourishing economy and tourism. Created in 2015, the inter-communal establishment of the Greater Agadir Urban Cluster brings together nine municipalities: Agadir, Inezgane, Dcheira, Ait Melloul, Lqiaaa, Dragua, Temsia, Taghazout and Aourir.



## DETAILS

### Project progress



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### Project promoter

Greater Agadir Urban Cluster

# PROJECT FOR THE REHABILITATION OF ALEXANDRIA'S COTTON DISTRICT AND ITS SURROUNDING AREA



© INTA for AFD

## THE PROJECT

### A new life for brownfield sites from 19<sup>th</sup> century Alexandria

Minat Al Bassal, the old 19th century industrial cotton district, is a unique site of modern Egyptian heritage, whose rehabilitation would provide an opportunity for local economic redevelopment. This restoration of industrial heritage would also stimulate the rehabilitation of the neighbouring district of Kafr Ashry, located in the central part of Alexandria.

This project, promoted by the Governorate of Alexandria, aims to develop synergies and complementarities between the two neighbourhoods, and consists in restoring the industrial warehouses of Minat al Bassal through an adaptive urban reuse, to improve public spaces and the area around the Mahmoudieh canal, to carry out small public works with high labour intensity for public spaces and facades in Kafr Ashry and to improve its accessibility. This project will promote industrial culture and heritage to the citizens of Alexandria, and will also develop a new urban hub, creating opportunities and jobs for its inhabitants.

**2**  
NEIGHBOURHOODS RESTORED

**8**  
URBAN HERITAGE BUILDINGS COVERED

**SOME 20**  
EGYPTIAN AND INTERNATIONAL STAKEHOLDERS INVOLVED

## ALEXANDRIA

Alexandria is Egypt's biggest port and the country's second largest city. With 4.5 million inhabitants and a total area of 300 km<sup>2</sup>, population density is high, especially in Minat Al Bassal and Kafr Ashry, in the central part of Alexandria.



## DETAILS

### Project progress



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### Project promoter

Governorate of Alexandria  
Cotton Holding  
Egyptian banks

# URBAN DEVELOPMENT PROJECT IN AQABA



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## THE PROJECT

### Modernisation and rehabilitation of Aqaba through integrated urban development

The city of Aqaba is launching an urban development programme to revitalise several neighbourhoods by developing their public spaces while improving public transport and waste management.

This development programme, led by the Aqaba Special Economic Zone Authority (ASEZA), focuses on the rehabilitation and revitalisation of Aqaba city centre and the strengthening of links between the different parts of the city: the city centre, its souk, the old town, the fishing harbour, residential areas, the hotel sectors and the cruise terminal.

The aim of this UPFI project is to ensure a balanced urban expansion and structured development planning in order to establish a coherent framework that can absorb the city's future economic and population growth. This urban upgrade strategy will ultimately enhance the touristic and economic appeal of Aqaba and improve quality of life for its residents.

**120,000**

INHABITANTS IN 2010

**280,000**

POTENTIAL PROJECT BENEFICIARIES

THE PROJECT COVERS 375 KM<sup>2</sup> OF THE AQABA STRATEGIC ZONE

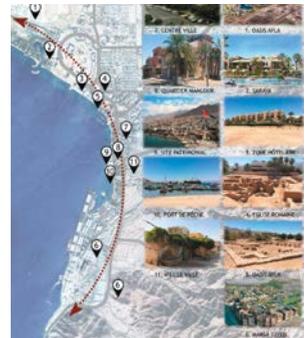
### AQABA

The main gateway to international trade and a major industrial centre of Jordan, Aqaba is also one of the top tourist destinations in the country thanks to its location on the banks of the Red Sea and its proximity to Petra and Wadi Rum.



## DETAILS

### Project progress



© INTA for AFD

### Project promoter

Aqaba Special Economic Zone Authority (ASEZA)

# PROJECT FOR THE DEVELOPMENT OF THE BOUREGREG VALLEY IN RABAT (ZONE 3)



© AAVB

## THE PROJECT

### Integrated and sustainable development of the Bouregreg Valley

Since 2006, the Bouregreg Valley Development Agency (AAVB) has been working for the development of the Bouregreg Valley in order to provide, within the Rabat-Salé-Témara metropolitan area, a new space for living, working and recreation. Based on an integrated urban development model, this creation of an eco-city rests on four principles: protecting the environment of the valley, promoting a social and civic approach, preserving and rehabilitating heritage, and improving the living environment of the population.

The UPFI is supporting the AAVB in the development of zone 3 of this project, which is broken up into 6 zones. When it is completed, zone 3 – which covers the largest surface area – will see the construction of mixed-use facilities (residential buildings, offices, retail spaces, public areas, hospital, university, etc.). The project will also see the restoration of the Chellah, a Marinid necropolis designated as a UNESCO world heritage site and the development of peri-urban agriculture. The project's vision of creating a benchmark eco-city in Morocco earned zone 3 the UfM label, which was given in May 2015.

**6,000**  
HECTARES OF  
ECO-CITY

**6** ZONES  
DEVELOPED

**3,200,000 M<sup>2</sup>**  
OF BUILT AREA  
OVER ZONE 3 OF  
THE PROJECT

### RABAT-SALÉ-TÉMARA METROPOLITAN AREA

With 2 million inhabitants, Rabat-Salé-Témara is the second most important urban area in Morocco, both in size and economic importance, as well as the political centre of Morocco, home to Rabat, the capital of the Kingdom. The metropolitan area is divided by the Valley of the Bouregreg River.



## DETAILS

### Project progress



© AAVB

### Project promoter

Bouregreg Valley Development Agency (AAVB)

# URBAN DEVELOPMENT PROJECT IN NORTHERN GIZA IN CAIRO

(KAWMEYA – IMBABA AND AL WARRAK)



© Pierre-Arnaud BARTHÉLÉMY AFD

## THE PROJECT

### Kawmeya, a model of sustainable urban redevelopment in a poor neighbourhood

Since the 1990s, the Governorate of Giza has launched an integrated urban redevelopment project for the 950,000 inhabitants of the neighbourhoods of Imbaba and Al Warrak. Following the transformation of the old Imbaba airport site into a mixed-use urban zone, plans are now underway for the development of the Kawmeya sector. This urban redevelopment project will provide new basic public facilities, job and revenue-creating activities and public spaces. Two public service centres will thus be created in Kawmeya and neighbouring zones will be developed through restoration of buildings, improved roads and upgrading of essential services (water, energy, sanitation, etc.). The project is also exploring the feasibility of a development plan for the urban zone to the west of the ring road, which has been strongly impacted by the expansion of irregular settlements.

This project for the development of a precarious neighbourhood received the UfM label in 2014.

**70**  
HECTARES OF THE KAWMEYA DISTRICT REDEVELOPED

**50,000**  
BENEFICIARIES OF THE PROJECT IN KAWMEYA

**250,000**  
POTENTIAL USERS OF THE NEW KAWMEYA PUBLIC SERVICES AND FACILITIES

### GIZA NORTH SECTOR

Giza North is mainly made up of the neighbourhoods of Imbaba and Al Warrak; in 2006 it concentrated nearly 878,000 inhabitants over 1,319 hectares. This undeveloped urban area, the most densely inhabited in Egypt, suffers from increased urbanisation.



## DETAILS

### Project progress



© ARTELIA for AFD

### Project promoter

Governorate of Giza  
Egyptian Ministry of Housing, Utilities and Urban Development

# MULTI-SITE URBAN REGENERATION PROJECT IN JERICO



© UGP for AFD

## THE PROJECT

**Jericho: an urban regeneration project with many benefits for its inhabitants and its economy**

In order to boost economic development, the UPFI is working with the Jericho Municipality to restore strategic installations connected to agricultural activities and tourism, the drivers of the local economy.

The relocation of facilities with a high urban nuisance factor into less residential zones will allow the development of municipal land in the city centre in order to expand public spaces open to all.

- A new abattoir meeting health and environmental international standards
- A new municipal garage
- Enlarging the Spanish Gardens; new green spaces open to all

This UPFI project was given the UfM label in June 2016 by the UfM and its 43 member states.

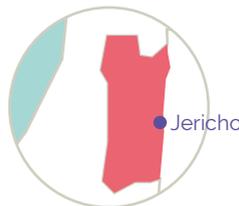
**3**  
REHABILITATED  
SITES

**50,000**  
BENEFICIARY  
INHABITANTS

IMPROVEMENT  
OF MUNICIPAL  
FACILITIES  
AND CREATION OF  
PUBLIC SPACES

### JERICO

The city of Jericho is the main hub of the region located on the west bank of the River Jordan in Palestine, and plays a vital role in the economic development of the Jericho Governorate. The city faces a number of urban challenges due to the fact that it is the only city of the governorate.



## DETAILS

### Project progress



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### Project promoter

Jericho Municipality

# NATIONAL MULTI-CITY REGIONAL AND LOCAL DEVELOPMENT PROGRAMME (PHASE 2)



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## THE PROJECT

### Strengthening the technical and financial resources of Jordanian municipalities

With proper organisation, municipalities are the best level to identify and meet the needs of local people. Following an initial programme, the Jordanian Ministry of Municipal Affairs and its partners in the UPFI initiative want to launch a second Regional and Local Development Programme (RLDP) to build up capacities and investments in Jordanian municipalities.

Composed of a programme of investments identified for each beneficiary municipality and a support-advice component, RLDP 2 will support Jordanian local authorities in setting up, implementing and managing their urban development projects.

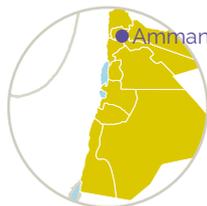
The ultimate goal is to help municipalities to provide their populations with a better urban framework and a more efficient, higher quality service in the operational implementation of urban projects, while strengthening the territorial balance of the country.

**30**  
TOWNS POTENTIALLY  
BENEFITTING FROM  
INVESTMENTS UNDER RLDP 2

**20**  
TOWNS CONCERNED BY  
THE FIRST PHASE OF  
THE FEASIBILITY STUDY

### LOCAL AUTHORITIES IN JORDAN

Local authorities in Jordan need to be strengthened, as their remit has a vital role to play in people's quality of life, through waste collection, urban planning, management of public spaces, public facilities, etc. Local authorities also play a key role in local economic development.



## DETAILS

### Project progress



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### Project promoter

Jordanian Ministry  
of Municipal Affairs

# PROJECT FOR THE DEVELOPMENT OF THE TAPARURA SEAFRONT IN SFAX



© ARTELIA for AFD

## THE PROJECT

### Creating a new mixed-use urban neighbourhood and reconnecting Sfax to its coastline

Sfax has launched a planning project for a new neighbourhood based on the principle of sustainable development. Taparura, 'rising from the waters of the Mediterranean' is an ambitious integrated urban development project that aims to make the port city of Sfax more attractive.

The aim of this development project is to create a mixed-use neighbourhood that is integrated within the existing urban fabric, taking advantage of the coastal nature of the site. One of the major challenges of this project is also structuring of the planning agency, the SEACNVS, which will pilot the implementation of this major urban project.

The major potential of this urban project has been recognised by the Union for the Mediterranean and its 43 member states, which gave it the UfM label in December 2014.

**420**

HECTARES OF SUSTAINABLE URBAN DEVELOPMENT RECLAIMED FROM THE SEA

**50,000 to 70,000**

POTENTIAL NEW RESIDENTS FOR THE TAPARURA SITE

## DETAILS

### Project progress



© ARTELIA for AFD

### Project promoter

Company for the Study and Planning of the North Coasts of the City of Sfax (SEACNVS)

### SFAX

Located in the east of Tunisia near the Gulf of Gabès, and with more than 500,000 inhabitants, Greater Sfax is the country's second largest city and the second economic hub, thanks to the export of agricultural produce such as olive oil and fish.





Rapid and growing urbanisation raises issues of territorial equity, access to jobs and social justice, which the countries of the Southern and Eastern Mediterranean need to face. The AFD, which has a long experience in the area of urban development, and has at its disposal a variety of means of intervention, is the co-founder and manager of the UPFI European initiative. The UPFI is an innovative initiative, which aims to facilitate the emergence and the funding of urban projects that can contribute, across the region, to the reduction of social and economic inequalities and to making territories more attractive”.

**M. Rémy RIOUX,**  
**Director General of the AFD**



Financing of integrated urban development is a key priority for the EIB, and we play an important role in delivering the EU Urban Agenda through our lending, grant-loan blending and advisory work. As a co-founder of the UPFI, we see this initiative as a way to prepare innovative high quality urban projects which bring tangible environmental, economic and social benefits to citizens of the Mediterranean region, leading to sustainable communities. Working with our partners, especially the European Commission, the Union for the Mediterranean and the Agence Francaise de Developpement, we can ensure close coordination bringing both technical expert support, the UfM label of quality, and long-term financing”.

**M. Jan VAPAAVUORI,**  
**Vice-president of the EIB**



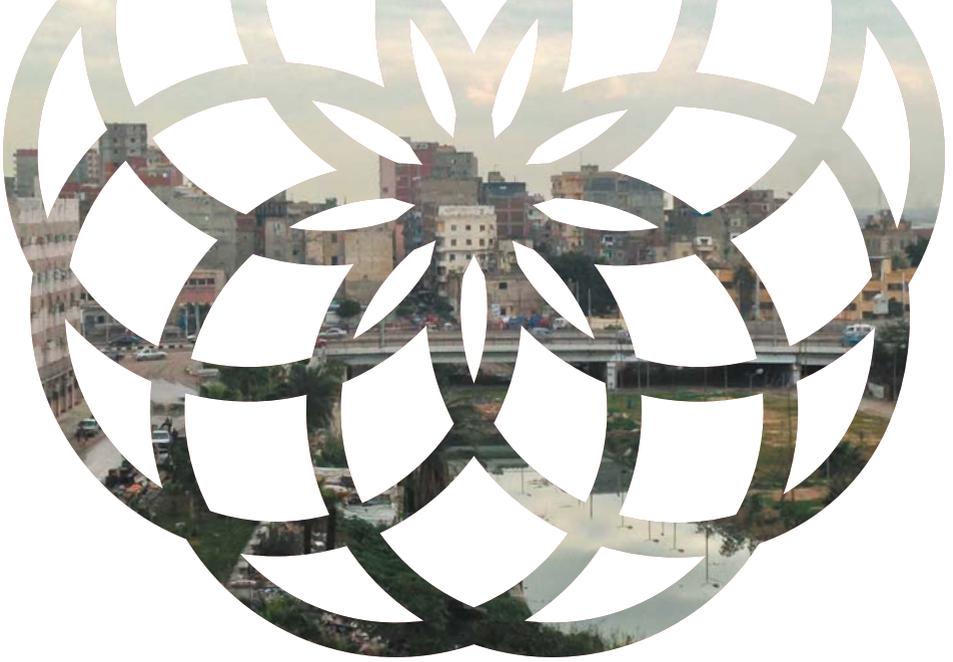
The cities of the future will be different from the ones we live in today. That is why planners will have to take decisions now to shape the way cities will look like. UPFI serves this purpose by assisting them in selecting strategic projects that will help make cities more sustainable".

**M. Christian DANIELSSON,**  
**Director General, Directorate-General for Neighbourhood and Enlargement Negotiations (DG NEAR)**



Fostering regional cooperation in the field of sustainable urban development is paramount to effectively advance regional integration, stability and human development. The Urban Projects Finance Initiative represents a clear opportunity to actively promote a regional and collaborative approach for the urban development of the Mediterranean and for the creation of job opportunities especially for our youth, which is the main asset for the future of our region".

**M. Fathallah SIJILMASSI,**  
**Secretary General of the UfM**



Find more on all our projects at  
[www.upfi-med.com](http://www.upfi-med.com)



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