Productivity and Urban Renewal in East Jerusalem Programme (PURE)

Supporting the resilience of Palestinians residing in East Jerusalem by improving socio-economic conditions
PURE
Productivity and Urban Renewal in East Jerusalem

A Unique Project

The Productivity and Urban Renewal in East Jerusalem Programme (PURE) aims at supporting the resilience of Palestinians residing in East Jerusalem by improving socio-economic conditions through the urban revitalization of two key commercial centres in the city namely Salah Eddin and Sultan Suleiman streets. The programme will also enhance economic development and foster private sector investments by tapping into tourism and commercial opportunities in East Jerusalem. It will create an enabling environment for competitive and attractive commercial gateways, supporting productivity and social cohesion. The overall Programme value amounts to USD 22 million.

A Strategic Partnership

The Productivity and Urban Renewal Programme (PURE) is currently funded by the Islamic Development Bank (IDB) and the European Union (EU) for the amount of USD 11 million. The Programme will be implemented by UNDP’s Programme of Assistance to the Palestinian People (UNDP/PAPP) in cooperation with the Islamic Waqf and the Arab Chamber of Commerce in Jerusalem.

Key Results

PURE will address the needs of the Palestinians living in East Jerusalem, the Arab Chamber of Commerce of Jerusalem, businessmen and the local population at large. Comprehensive technical studies (including town planning) for Sultan Suleiman and Salah Eddin streets will also be produced through the programme.

Over 120 commercial and 50 business activities will directly benefit from the project, in addition to 350-400 businessmen and workers. Approximately 16,000 work days will also be created throughout the programme.

The programme will also increase awareness and provide legal support against restrictions, operating businesses, licensing, and finally ensure that Palestinians are involved in the develop-

Salah Eddin Street

one of East Jerusalem’s major shopping and commerce thoroughfares. It is named after the first Sultan of Egypt and Syria, Salah Eddin. Salah Eddin street represents historical social and commercial heritage for Palestinians with its sacred spaces, such as the cemetery, in addition to its endless shopping opportunities and unique, outstanding traditional cuisine, which offers a real Middle Eastern flavour to locals and visitors.

Sultan Suleiman Street

The Sultan Suleiman street connects with Salah Eddin Street at Herod’s Gate. It reflects a unique spiritual character of historical buildings and monuments.

The location of the street along the walls of the old city, which were built in the 16th century (1535-1538) by the Sultan Suleiman the Magnificent of the Ottoman Turks, enrich the cultural and heritage value of the street.