

The Capital Advisory Platform

Bridging the gap between sustainable urban development projects and investors

The Capital Advisory Platform (CAP) is an initiative of United Nations Human Settlements Programme (UN Habitat) in partnership with the Global Development Incubator that aims to mobilise significant private capital towards sustainable urban development through translating the urban planning needs of governments into a pipeline of bankable projects for private investors.

One approach to achieve this, is through curating and publishing **Sector Perspectives**. These are short articles written by industry practitioners that present an innovation, insight, expert opinion or case study from private companies and public actors developing sustainable urban infrastructure today.

Guide for developing sector perspectives

- The purpose of the sector perspectives is to showcase examples of successful and ideally impactful and commercially viable sustainable urban developments from around the world
- Articles must be on one of the following urban development sectors: transport infrastructure, water/sanitation, electricity and green public spaces and social infrastructure, real estate and housing financing
- Articles should present an original idea or novel application of an existing idea. Where possible please ground your analysis in recent data!!
- Sector perspectives will be published online on the UN Habitat website and must be of high quality and compelling. This means that they should be: immediately engaging, well presented, and provide ideas or actions that can be replicated or applied by others e.g. in a new geography or sector
- Articles of between 1 000 and 1,600 words in length
- Each article should open with a 100 – 200 word introduction that clearly summaries the who, what, how, where and why of the article and highlight the main conclusion or compelling aspect. This can then be followed by a detailed exploration of issues in subsequent sections. An example of good writing style is that used in the Harvard Business Review ([see here an article on affordable housing](#))

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