Global River Center
in Non-Urban Sub-Saharan Africa

- Health Component -

AfroPHC webinar
9-11 September 2020
Dr. Lars Chr. Kyburg & Elizabeth Boye
The unique center concept combining trade, learning, fun, community services and communication in ways that improve quality of life for particularly the youth in non-urban Africa. - A true impact business.
Africa faces rapid urbanisation.

It’s home to the world’s youngest and fastest-growing population.

They tend to migrate to the unsatisfying slums of the urban centres, in pursuit of their dreams.

The River Centers are established to prevent that, particularly the youth migrate to the cities by enhancing inclusive economic development and democratisation in non-urban Africa.
The Problem in Numbers

70%

Of Africans are under 30

Young people account for:
40% of the workforce
60% of the unemployed

More than half of all urban dwellers in Sub-Saharan Africa live in slums.
Part of the solution

The vision

- To build 200 state of the art sustainable activity centres of 2000 m² across all of Sub-Saharan-Africa. Revenues generated by lease and events.
- To bring back trade, prosperity, entertainment, connectivity and local engagement to non-urban Africa.
- To bring contemporary life, decent and fulfilling, to non-urban African.
The concept:

- Combining well tested and known elements - in a new way - trade, skills, development, entertainment, connectivity and communication, community services and town hall functions in a sustainable building.

- Made possible by modern technology.

- Eco-friendly building.

- Complimenting smart cities and climate investments.
Our Vision

- enhancing the quality of life for citizens in non-urban Sub-Saharan Africa by building 200 Global River Centers
- creating a multi-functional powerhouse consisting of the following elements
  - Infrastructure, including
    - Trading Hub
    - Education Hub
    - Entertainment Hub
    - Community Hub
  - Health improvements
- driving incentives to stay in non-urban sub-Saharan Africa
Why is Health important?

Health as
✓ a major aspect of quality of life
✓ creator of jobs (health provision)
✓ means to improve productivity (healthy workforce)
✓ basis to generate income
Why Health in the Global River Center?

Improving
• access to professional health care providers
• provision of health services
• information, communication, education, awareness raising

Creating synergy effects
• infrastructure
• patient/customer flow
• combination of commercial and health
• Public-Private-Partnerships
• serving demands of target population

➢ Health as driving-force to attract people to GRC and building bloc for sustainability in the region
# Health in the Global River Center

<table>
<thead>
<tr>
<th>Trading Hub</th>
<th>Education Hub</th>
<th>Entertainment Hub</th>
<th>Community Hub</th>
<th>Medical Services</th>
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<tbody>
<tr>
<td>Pharmacy</td>
<td>Awareness raising of health issues</td>
<td>Health related movies</td>
<td>Awareness raising of health issues</td>
<td>General Practitioner</td>
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<td>Optician</td>
<td>Health related roadshows</td>
<td>Sport activities/events</td>
<td>Health related roadshows</td>
<td>Gynaecology</td>
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<td>Gym</td>
<td>Sanitation</td>
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<td>Ophthalmology</td>
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<td>Family planning</td>
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<td>Imaging (x-ray, CT)</td>
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Connect with public health network and Development partners

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Trading Hub

**Why?**
- Access to and availability of medical/healthy supplies.

**How?**
- Pharmacy
- Optician
- Gym
- Healthy nutrition

Entertainment Hub

**Why?**
- Healthy lifestyle and public health.

**How?**
- Health related multimedia, cinema, events, festivals, sport and cultural activities.
- Connectivity with Learning Hub

Community Hub

**Why?**
- Community and public health services, Social health protection/insurance functions.

**How?**
- Public health administration and social health protection/insurance services.
- Registration, co-payments

Learning Hub

**Why?**
- Clean air initiatives.
- Deliveries with midwives.
- No smoking.
- Alcohol as a danger.
- Healthy nutrition.
- Safety in traffic.
- Drinkwater
- Occupational safety and health.

**How?**
- Awareness raising on health issues.
- Connectivity with Entertainment Hub.

Infrastructure

Space for non-urban interdisciplinary multifunctional medical centre, including GP, Gyn, Paed, Midwivery, ENT, lab, x-ray + CT, Physio.
How to fund Health in GRC?

As per national legislation:

• Commercial / out-of-pocket

• Publicly funded

• Co-payment

• PPP
Thank you for your time.
www.GlobalRiverCenter.com