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FROM THE AMERICAN PEOPLE

**GLOBAL DEVELOPMENT ALLIANCE'S
THE DEVELOPMENT FRONTIER**

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Message from the Director
Partnerships for Food Security

It is no longer breaking news that we are in the midst of a growing food security emergency. Every major newspaper, TV, or radio news program is reporting on the global crisis due to skyrocketing food prices. Millions of the poorest among us in Africa, Asia, and Latin America are unable to afford the most basic staples. In the last 12 months alone, prices have increased by more than 50 percent. For many, this crisis means hunger, deprivation, and making hard choices.

To combat the effects of the food security emergency, the U.S. government has pledged more than \$5 billion through 2009 to benefit countries hit hard by rising prices and decreased agricultural production. The U.S. Agency for International Development (USAID), the United States' primary development assistance agency, is employing a bold strategy to implement and invest in programs that increase food supplies, make markets work for the poor, and reduce the risk of poverty. Partnerships with the private sector are essential to implementing this strategy. USAID, through partnerships, is effectively leveraging investments, sharing risks, and creating sustainable solutions that will provide affordable food for all.

In this month's Opportunity Window, I encourage you to read about how public-private partnerships address food security challenges. Working in areas ranging from agricultural sector productivity to nutrition, companies such as Monsanto, Pioneer Hi-bred, Kemseed, Cargill, and Olam International are providing reliable access to markets and agricultural inputs while building farmer capacity. Access to food is crucial to the health and well-being of those USAID serves. Each one of us needs to be part of the solution to provide that access.

**USAID and the African Development Bank
Agree to Mobilize up to \$125 M
For African Entrepreneurs**

This spring, USAID and the African Development Bank (AfDB) launched a partnership to support entrepreneurs in Africa. For the first time, these partners will extend joint loan guarantees through a Memorandum of Understanding (MOU) that promotes development of Africa's burgeoning private sector.

"This partnership is a prime example of how development organizations can build upon and reinforce one another's strengths," said USAID Administrator Henrietta Fore. "The result is a much-needed expansion of financial services for African entrepreneurs."



Source: USAID. Admin. Fore shakes hands with African Development Bank President Donald Kaberuka after signing MOU.

Historically, small and medium enterprises in Africa have had extremely limited access to essential credit for day-to-day business operations, financing to upgrade equipment or technology, and capital investments. The joint loan guarantee reduces the risk for local banks, encouraging them to lend more to these underserved businesses.

Within six months, USAID and AfDB are expected to mobilize as much as \$125 million in private financing to African small and medium business owners. A quarter of that money will go to women-owned businesses.



Source: USAID. Administrator Fore visits Uganda.

Fore Celebrates Partnership to Promote Ecotourism In Uganda

This spring, USAID Administrator Henrietta Fore participated in the grand opening of Uganda's Kaniyo Pabidi Chimp Trekking Facility in Budongo Forest. The Budongo forest, which is in the western part of Uganda, is home to about 700 chimpanzees. By partnering with the Ugandan National Forestry Authority, The Walt Disney Company, Jane Goodall Institute, and Let's Go Travel,

USAID has helped to bolster the eco-tourism site to include a new visitor reception center, lodging for tourists, improvements to 20-kilometers of trekking trails as well as on habitation in the forest for the endangered chimps. The facility is estimated to generate from \$350,000 to \$400,000 per year in tourism and trekking fees.

"Uganda is a country with incredible natural beauty, bio-diversity and tourism potential," said Fore. The eco-tourism facility is "an example of how biodiversity conservation activities can contribute to economic growth, sustainable enterprise development, community participation and revenue sharing, while conserving a threatened great ape, the chimpanzee."

Radiohead Teams Up with USAID/MTV On Campaign to End Human Trafficking

This spring, Radiohead joined the MTV EXIT (End Exploitation and Trafficking) campaign, an ongoing partnership between USAID and MTV Europe Foundation to raise awareness about human trafficking and increase prevention. In May, the band released a music video that highlights child trafficking to the new single "All I Need," from the album *In Rainbows*.



"Human trafficking and exploitation is happening..." says Radiohead lead singer Thom Yorke. "Cheap clothes, trainers, electrical goods and so on are tainted with human exploitation." The video juxtaposes a day in the life of an affluent youngster with that of a child making shoes in a sweatshop, sending a message that everyone plays a role in creating the demand for trafficking and exploitation. It is available for download online at www.mtvexit.org.

"The collaboration represents an innovative and creative example of fusing musical content with educational information," said Simon Goff, campaign director of MTV EXIT.

Radiohead's collaboration will enable MTV EXIT to reach a global audience— as many as 560 million households around the world.

USAID and the American Chemistry Council Announce Safe Drinking Water Partnership

In June, USAID and the American Chemistry Council (ACC) announced a new two-year, \$1.3 million partnership to provide safe drinking water to poverty-stricken communities in Ghana, Mali, and Niger.

The USAID-led program uses chlorine-based disinfection and safe water storage techniques to disinfect and store water in individual households. This partnership can dramatically improve water quality and reduce diarrheal illnesses in vulnerable populations by 50 percent.



Source: WAWI. Collecting water from a well.

"This year, as we celebrate the 100th anniversary of drinking water chlorination in the U.S., we want to help others around the world gain sustainable access to safe drinking water," said ACC President and CEO Jack N. Gerard. "This partnership highlights the important contributions chemistry makes to society."

This partnership, which is projected to reach 3 million people in two years, builds on USAID, ACC, and the World Chlorine Council's longstanding commitment to the West Africa Water Initiative (WAWI). Over the last five years, the WAWI alliance made up of 13 partner organizations has invested over \$50 million for programs designed to create healthier lives through access to clean water.

U.S. Corporations Pledge \$67 M For Relief Efforts in China, Burma

In the wake of last month's devastating disasters in China and Burma, U.S. corporations pledged more than \$67 million for humanitarian assistance relief efforts, making this the third-largest international aid initiative undertaken by the American business community.



Source: US Marine Corps. US Air Force Senior Airman Daniel L. Mortensen secures supplies destined for Burma.

To date, U.S. businesses have pledged \$6.9 million for victims of Burma's Cyclone Nargis and more than \$61 million in response to China's 7.6-magnitude Sichuan province earthquake, the U.S. Chamber of Commerce Business Civic Leadership Center (BCLC) reported in a May 20 press release.

Corporate pledges include cash, goods, and services for disaster response efforts including preparedness planning, risk mitigation, immediate relief, and long-term rebuilding.

More than 17 corporate donors have pledged \$1 million or more in a mix of cash, technical support, or other goods and services, including Caterpillar, Chevron Corporation, General Electric, GlaxoSmithKline, Merck & Company, Proctor & Gamble, United Parcel Service, Wal-Mart, and The Walt Disney Company.

Only the Pakistan earthquake relief effort in 2005 and the Southeast Asia tsunami response in 2004 received more U.S. corporate dollars for disaster relief efforts.



Source: USAID

Motorola Joins USAID-Supported Youth Employment Program in Brazil

The Motorola Foundation announced that it is joining the USAID Brazil Mission's Enter Jovem Program to provide low-income, at-risk youth with the professional training and skills they need to successfully find employment.

Since 2003, the Enter Jovem Program has offered training at all levels, from technical training, resume writing, job application preparation, interview skills and job search techniques, as well as courses on ethics, civic values, and codes of conduct in the workplace to Brazilians ages 16-24. To date, nearly 4,200 youth from Salvador, Recife, and Fortaleza have completed training for jobs, with an emphasis on information and communications technology.

Thanks to Motorola's investment of \$100,000, bolstered by an additional \$100,000 from USAID, an additional 800 youth will be trained through September 2008.

USAID Mission in Brazil Coordinates First Social Partnership Workshop

On May 12, 2008, more than 70 representatives from major U.S. corporations in Brazil attended the first in a series of Social Partnership Workshops organized by the USAID Mission in Brazil and the + Unidos Group. The meeting provided an opportunity for 63 U.S. corporations that make up the + Unidos Group to discuss their local Corporate Social Responsibility (CSR) initiatives and to explore how the organizations can work together to reduce inefficiencies and increase the long-term impact of development programs.



During the half-day workshop, partners in the + Unidos Group identified 36 potential partnership opportunities, focusing on issues addressed by the USAID Mission in Brazil, including: the environment, renewable energy, malaria, HIV/AIDS, and youth employment.

Launched in October 2006 by the U.S. Ambassador to Brazil Clifford Sobel, the + Unidos Group is a conglomeration of the largest U.S. corporations in Brazil working on corporate social responsibility initiatives. The goal of the group is to find ways to increase the impact of CSR projects, through cooperation and the sharing of ideas and experiences.

NY Times Columnist Thomas Friedman Applauds Public-Private Partnerships

Pulitzer Prize winning *New York Times* columnist and author Thomas Friedman recently ventured to North Sumatra, Indonesia to visit a USAID-supported partnership, while completing research for his latest book *Hot, Flat and Crowded*. Friedman (author of *The Lexus and the Olive Tree*, *From Beirut to Jerusalem*, and *The World Is Flat*), cheered the project as an innovative approach to protect Indonesia's forests because it involved the private sector. The \$11.5 million initiative promotes orangutan habitat conservation and is supported by the local municipal government, the International Centre for Research in Agroforestry, and Conservation International.



Source: USAID, Women tending plants as part of the Food Resources Bank Alliance.

On May 1, U.S. President George W. Bush asked Congress to provide an additional \$770 million to support food aid and development programs, bringing the total U.S. Government contribution to the fight against global hunger to nearly \$5 billion through 2008 and 2009. This investment, which makes the United States the largest provider of food aid in the world, sends “a clear message to the world that America will lead the fight against hunger for years to come,” said Bush.

To do this, the United States is pursuing a three-pronged approach to address the underlying causes of chronic hunger: expanded humanitarian assistance, looking at the most critical needs globally; attacking the underlying causes of food insecurity through a significant increase in staple food production; and addressing policy barriers and trade policies adversely impacting food prices.

As part of this approach, USAID is taking full advantage of innovative public-private partnership models to meet humanitarian needs and expanding development. By engaging with the private sector and non-governmental organizations, USAID is significantly expanding its capacity to leverage more resources to address immediate and longer-term food needs. Through partnerships, USAID is increasing investment in agricultural research – harnessing science and technology to boost food production growth and environmental sustainability – and promoting more efficient and effective agricultural value chains and regional trade corridors. Alliances are therefore opening markets and creating sustainable solutions that lead to affordable food for all.

The Global Development Alliance encourages you to evaluate opportunities to build strategic alliances or partnerships to address the food security crisis. Some examples of innovative partnerships that bolster food security include:

- In Egypt, Heinz is collaborating with USAID to enhance the capacity of 8,000 Egyptian farmers to profitably produce quality tomatoes and other high-value crops. As production increases, Heinz is planning to invest in a tomato-processing plant in Upper Egypt.
- In Central America, Wal-Mart, the world’s biggest retailer, supports Mercy Corps to work with small-holder farmers to improve the supply chain while improving farmer livelihoods. Wal-Mart supports value-added processing at the local level and helps farmers to increase production to export to CAFTA countries.
- In five sub-Saharan countries, Monsanto is sharing proprietary seed technology with small-holder farmers to increase crop yield and resistance to drought and disease.
- In Malawi, Nutriset, an international food company, co-financed the development of Plump’y Nut, a ready-to-use food and emergency nutrition supplement to address widespread severe child malnutrition and meet notional needs for targeted groups.

To learn more about how USAID is addressing the global food crisis through partnerships, go to: http://www.usaid.gov/our_work/global_partnerships/gda/ or contact Katie Sell at ksell@usaid.gov.

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