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GLOBAL DEVELOPMENT ALLIANCE'S **THE DEVELOPMENT FRONTIER** October/November 2007



From Left: Henrietta Fore, USAID Administrator; Gerri Elliot, Corporate Vice President, Microsoft; Amb. John Danilovich, CEO of MCC; Dr. Thomas Kenyon, Deputy Global AIDS Coordinator, PEPFAR.

USAID, PEPFAR, MCC and Microsoft Sign Global MOU

On October 22, leaders of the three largest U.S. federal aid agencies signed a global memorandum of understanding (MOU) with Microsoft Corporation at the National Press Club in Washington, DC. Henrietta H. Fore, then-acting administrator for the U.S. Agency for International Development was joined by Ambassador John Danilovich, CEO of the Millennium Challenge Corporation (MCC), and Dr. Thomas Kenyon, principal deputy global AIDS coordinator of the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) as well as Gerri Elliot, corporate vice president of the Microsoft Corporation for the signing.

"In this age of increasing interconnectedness, this global collaboration with Microsoft will help to mobilize ideas and resources, skills and technologies to spur innovation and deliver results far more efficiently and effectively than ever before," said Fore.

The global MOU marks a historic commitment between the three aid agencies and Microsoft to work together to promote international development in the areas of economic growth, health, governance, education, and humanitarian assistance around the globe. Through the MOU, the partners hope to catalyze the global community to address diverse social and business challenges faced by those who currently receive few or no benefits from technology.

The first initiative under this global MOU will be a national business innovation competition and awards program to promote entrepreneurship in Indonesia.

"Microsoft believes in enabling new innovative avenues of social and economic empowerment," said Microsoft's Gerri Elliot.

An additional four projects in Central America, Africa, and South Asia are already in the works.

USAID, AGRA “Seed” Alliance to Promote Agro-business in West Africa

USAID has partnered with the Alliance for a Green Revolution in Africa (AGRA) on a five-year, \$61 million alliance to develop a commercial seed industry in West Africa. The West Africa Seed Alliance seeks to develop an industry that will provide small-scale farmers in Ghana, Mali, Nigeria, Burkina Faso, and Niger with affordable, timely, and reliable access to high-quality seeds and planting material.

Through this Global Development Alliance, partners will establish a network of over 800 agro-dealers in each of the five focus countries to reach more than 500,000 farmers. USAID has committed \$6.1 million to support the program.



Source: Alliance for a Green Revolution

“USAID and the rest of the alliance partners consider this West Africa Seed Alliance to be quite critical to the region’s economic development,” says Robert Kagbo, senior agricultural advisor for USAID/West Africa. “It seeks to address a food security challenge which neither national governments nor the private sector alone has been able to resolve in spite of millions of dollars invested.”

AGRA is an initiative supported by the Rockefeller Foundation and the Bill and Melinda Gates Foundation. Other alliance partners include Pioneer Hi-bred, a Dupont business; Monsanto; Kemseed; and the African Trade Association. The Alliance will be implemented with cooperation from regional organizations such as the Economic Community of West African States (ECOWAS), the Permanent Inter-State Committee for Control of Drought in the Sahel, the West and Central African Council for Agricultural Research and Development, and the West African Economic and Monetary Union.

Prestigious Award for Corporate Excellence Goes to General Electric

General Electric (GE) received the 2007 Award for Corporate Excellence (ACE) from the U.S. Secretary of State Condoleezza Rice for its role in post-Tsunami relief efforts in Indonesia in a ceremony in Washington, DC on November 6.



Source: State Dept, Secretary Rice hosts 2007 ACE multinational winner GE.

“This award honors American companies operating abroad that have the vision to build lasting bridges in their host countries,” Secretary of State Condoleezza Rice said. “In doing so, they embody the principles that the United States seeks to promote around the world: innovation and leadership, conscience and compassion, freedom and opportunity.”

Established in 1999 by the State Department, the ACE award recognizes the role U.S. businesses play globally as corporate citizens, with nominees submitted by U.S. ambassadors around the world. GE won the award in the multinational category and Transnational Automotive Group won the award in the small-medium sized enterprises category for its work providing safe transportation in Cameroon. The two winners were selected from a record 62 nominations and nine finalists, including CalEnergy, Citibank, Coca-Cola, General Motors, Merck, Microsoft and Ruralfone.

GE is a USAID partner and was actively involved in post-Tsunami recovery in Indonesia. Working with Habitat for Humanity, it provided \$800,000 to construct 147 houses and a “community learning center” in Banda Aceh. More than 5000 volunteer hours were spent on building the houses and the Center’s foundation. Water purification technology was used to provide drinking water in Aceh in the post-Tsunami months. The company donated medical equipment such as portable ultrasound and x-ray units to assist medical personnel in providing care. GE also supported the Emergency School program to provide supplies to temporary classrooms in Aceh.

USAID and GMF Launch \$20 Million Black Sea Trust in Bucharest



Source: GMF, Ceylan Akman

On October 23, USAID, the German Marshall Fund of the United States (GMF), the Charles Stewart Mott Foundation, and the Governments of Romania and Latvia launched a \$20 million Global Development Alliance (GDA) trust to promote regional cooperation throughout the Black Sea region.

Based in Bucharest, the Black Sea Trust for Regional Cooperation will provide grants to grassroots civil society activists, NGOs, and governments throughout the Black Sea region to implement projects that work to foster and strengthen regional cooperation, civic participation, and democratic governance through cross-border collaboration. The trust also promotes

exchanges with Balkan, Baltic, and Central European experts. USAID’s \$10 million contribution to the Black Sea Trust will focus on financing grants to organizations in Armenia, Azerbaijan, Georgia, Moldova, Ukraine, and regions of Russia that border the Black Sea.

“We are excited about the Black Sea Trust’s focus on cross-border activities, which will enable us to build on sustaining partnerships among civil society groups throughout the region, and will allow us to work beyond the scope of our USAID bilateral assistance programs,” said Claire Ehmann, senior civil society advisor for the Europe & Eurasia region, who helped create the alliance.

The trust will spend USAID’s gift over 10 years, allowing support to continue past closeout. GMF and other donors will then decide whether to spend down remaining funds or invest further in the trust. The alliance partners expect the Black Sea Trust to grow to over \$30 million throughout its lifetime.

The Black Sea Trust builds on the success of the Balkan Trust for Democracy, an ongoing \$30 million GDA initiative that has awarded over \$12.2 million in grants to support democratic reform and good governance in southeastern Europe since 2003.

GDA Leads Partnership Offices in Interagency Collaboration

The Global Development Alliance (GDA) hosted five federal partnership agencies during a week of strategic alliance building workshops and meetings in San Francisco, CA on October 22-26. Leading a group of representatives from the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR), the Millennium Challenge Corporation (MCC), the Overseas Private Investment Corporation (OPIC), and the

State Department, GDA coordinated and hosted the four other federal agencies in high-level meetings with key private sector partners such as Coca-Cola, Starbucks, and Cisco to determine where there are areas of intersection for greater interagency collaboration in public-private sector alliances.

The high-level meetings followed two-days of workshops that the GDA hosted at the San Francisco Federal Reserve with venture capitalists and foundations. Clear areas of collaboration emerged around the development and deployment of clean energy and biomedical technologies as well as leveraging opportunities to scale up small and medium social enterprises by local entrepreneurs in many regions where USAID is active. As a bloc, the U.S. Government partnership agencies are prepared to seize opportunities to engage key allies within both the venture capital and grant making foundation communities from early stage project development to piloting demonstration activities through to scaling up and implementing major social and economic programs in ways that extend greater knowledge, market access and financial resources to people in most need.

Cocoa Communities get Education Support from “ECHOES” Alliance



USAID and the World Cocoa Foundation (WCF) have launched a two-year, \$6.12 million Global Development Alliance to improve access to basic education for children and youth in rural cocoa-farming communities in Ghana.

The “Empowering Cocoa Households with Opportunities and Education Solutions” (ECHOES) alliance brings together USAID’s Africa Education Initiative; WCF member companies that include ED&F Man Company, Ltd. Starbucks, Kraft Foods, the Norwegian Association of Chocolate Manufacturers, the Hershey Company, Olam International, Mars Inc., and Cloetta Fazer; and the government of Ghana.

ECHOES will strengthen teacher skills, develop community learning centers, provide family support scholarships, and teach relevant skills to thousands of local students and young adults. The end result of the alliance will be the validation of a replicable West African model of education in farm communities that improves child wellness and community sustainability.

“The ECHOES alliance is a major advance for education in rural Africa,” said Dr. Sarah E. Moten, chief of the Education Division for USAID’s Africa Bureau. “The joining together of industry and governments is a partnership that promises genuine improvement in the lives of African children.”

A diversified, community-driven economic development model is crucial for the future of cocoa farming communities. Young people who don't migrate to urban areas lack access to education or attend schools only sporadically. This creates problems for reinvestment that threaten the future of the rural economy, which is the current source of livelihood for 60% of the population in cocoa communities.



Source: USAID

Winrock International and the International Foundation for Education and Self-Help are the implementing partners on the alliance.

Training Update: Georgia, Washington, and Ecuador



October and November were busy months for the Global Development Alliance (GDA)! GDA conducted strategic alliance building outreach and training in Georgia, Washington, and Ecuador for USAID ambassadors, potential private sector

partners and other federal employees.

- October 8-11, Anay Shah, Ruth Ku, and Michael Silberman joined GDA's new Europe and Eurasia Regional Alliance Builder (RAB) Nancy Wildfeir-Field in Tbilisi, Georgia for the Mission's first tutorial in alliance building. While there, GDA staff members were able to map out key sectors to target for potential strategic alliances.
- November 7-8, the GDA held its 46th Alliance Workshop in Washington with 34 attendees from USAID, the Department of Agriculture, the Office of the U.S. Global AIDS Coordinator, and the Department of Labor. A private sector guest panel included representatives from Starbucks, Intel, and the Council on Foundations who shared their experiences of partnering with USAID and managing multi-stakeholder initiatives.
- November 13-16, GDA's Jerry O'Brien, Kristi Ragan, and Anay Shah delivered strategic alliance-building training at the USAID Mission in Quito, Ecuador. The team also trained and consulted with 30 potential alliance and implementing partners.

Henrietta H. Fore Assumes Leadership of USAID

On November 13, the U.S. Senate confirmed Henrietta H. Fore as the new Administrator of the U.S. Agency for International Development (USAID). The next day, President George W. Bush signed her appointment, making Fore the Agency's first woman Administrator.

Underscoring her commitment to the Global Development Alliance (GDA) business model, Administrator Fore is significantly stepping up efforts to develop more effective partnerships with the private sector. Since 2002, USAID has provided \$2.1 billion to over 600 public-private alliances and leveraged over \$5.8 billion in partner contributions. Administrator Fore has challenged USAID to triple these figures.

USAID staff in Washington and in the field will define the state of the art of alliance-building, focusing on creating high quality, sustainable alliances faster and more often. To reach this goal, GDA is enhancing technical and operational assistance to the field.

Upcoming GDA Events

<p>Corporate Council on Africa Business Summit</p> <p>Acting GDA Coordinator Jim Thompson will attend the Corporate Council on Africa Business Summit.</p>	Capetown, South Africa	11/14-11/16
<p>Strategic Alliance-Building Outreach</p> <p>GDA and will deliver training and conduct a strategic alliance-building outreach session at the USAID mission in Quito, Ecuador.</p>	Quito, Ecuador	11/14-11/16
<p>CIMCAW Launch</p> <p>Acting Administrator Henrietta H. Fore will welcome Wal-Mart into the alliance for Continuous Improvement of the Central American Workplace (CIMCAW).</p>	Washington, DC	11/27
<p>Strategic Alliance-Building Outreach</p> <p>GDA, PEPFAR, and DCA will deliver training and conduct a strategic alliance-building outreach session at the USAID mission in Abuja, Nigeria. GDA, PEPFAR, and DCA will conduct an outreach session for private sector partners later that week in Lagos, Nigeria.</p>	Abuja, Nigeria & Lagos, Nigeria	12/3-12/5, 12/6-12/7
<p>Strategic Alliance-Building Outreach</p> <p>GDA and PEPFAR will deliver training and conduct a strategic alliance-building outreach session at the USAID mission in Maputo, Mozambique.</p>	Maputo, Mozambique	12/10-12/13

Recently at GDA

GDA Senior Advisor **Barbara Addy** chaired a session at the World Bank (10/10), entitled Business and Nutrition: Reaching out to the Poorest Four Billion.

GDA, in collaboration with DAI, SID-Washington, and Georgetown University's Mortara Center for International Studies, hosted discussions with these speakers:

- **Michael Rawding**, vice president of Microsoft's Unlimited Potential Group (10/11)
- **Sue Mecklenburg**, Starbucks's vice president for sustainable procurement practices (11/6)

On 10/18, GDA Remittance Specialist **Thomas Debass** addressed efforts to facilitate the flow of remittances.

During the World Bank Annual Meeting on 10/19, Administrator **Henrietta H. Fore** and Acting GDA Coordinator **Jim Thompson** hosted a discussion on public-private alliances to promote funding for small and medium-sized enterprises in Africa.

GDA convened USAID, PEPFAR, MCC, OPIC, and the State Department for strategic alliance-building sessions with venture capitalists (10/22) and foundations (10/23) in San Francisco. Later that week, at the Business for Social Responsibility conference, Acting GDA Coordinator **Jim Thompson** discussed with PEPFAR and key corporate leaders the strategic value of working collaboratively to promote women's rights in emerging economies.

On 10/22, during the Mission Directors' Conference, Administrator **Henrietta H. Fore** and Acting GDA Coordinator **Jim Thompson** hosted a panel in which **Dawn Liberi** (ex-Iraq), **Patrick Fleuret** (Sudan), **Jennifer Adams** (Brazil), and **Debbie Kennedy** (El Salvador) discussed public-private alliances. That evening, GDA hosted a reception for Mission Directors and representatives of the private sector.

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