



**USAID**  
FROM THE AMERICAN PEOPLE

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## GLOBAL DEVELOPMENT ALLIANCES **THE DEVELOPMENT FRONTIER**

### **Kunder Highlights GDA's Innovation Success**



*Source: Center for U.S. Global Engagement*

At the U.S. Global Leadership Campaign Washington Conference on July 24, USAID's Acting Deputy Administrator James Kunder highlighted the importance of the Global Development Alliance Business Model and public-private partnerships to the future of foreign assistance. Speaking on a panel headed by the leaders of the largest U.S. aid agencies, Acting Deputy Administrator Kunder talked about how the United States has to keep up with the changing landscape of development. "USAID has the Global Development

Alliance," he said. "The model leverages private sector investment and does so highly successfully."

During the panel, entitled "The Future of Foreign Assistance," Acting Deputy Administrator Kunder advocated the reevaluation of traditional government-to-government assistance to the developing world. "What we need to take development to the next generation," he said, "... [is to] tap into the vast resources the private sector offers." He continued that the development lexicon has to progress from using terms such as "foreign aid" to using "partnerships" and "interaction".

The panel, hosted by the Center for U.S. Global Engagement, also featured USAID's Acting Administrator Henrietta Fore, Millennium Challenge Corporation CEO Ambassador John Danilovich, and Ambassador Mark Dybul of the Office of Global AIDS Coordination. Appearing together for the first time, the agency heads also discussed the USAID reform process, funding for HIV/AIDS initiatives, and balancing innovation in international development with measured results.

### **MTV Asia and Pacific to Begin Airing Anti-Human Trafficking Messaging**



MTV Asia and Pacific will begin airing anti-human trafficking programming in 10 languages starting September 2007, as part of the MTV EXIT (End Exploitation and Trafficking) Global Development Alliance. The \$13.8 million alliance between USAID, MTV and MTV Europe Foundation will consist of anti-human trafficking messaging that will be made available online, at live awareness and prevention events, and through innovative partnerships with local, national, and international anti-trafficking organizations. The programming has the potential to reach more than 300 million households and up to 900 million people in over 25 countries across the region. A documentary featuring the stories of victims of human trafficking in Bangladesh and Nepal, presented by Bollywood star Lara

Dutton, will kick off the campaign. The documentaries will be followed by a series of public service announcements in 2007 and 2008.

## USAID Explores Partnership Possibilities with Wal-Mart



Source: Global Development Alliance

On July 23, USAID traveled to Bentonville, Arkansas, to meet with Wal-Mart Stores, Inc. to explore global partnership opportunities across agricultural and forestry value chains. Wal-Mart, the world's largest retailer, buys from 50,000 suppliers in more than 50 countries worldwide and plays a key role in shaping global supply chains and generating income in USAID-assisted countries. Opportunities for public-private partnership are ever-increasing as the company seeks to break down barriers within the organization and connect more intimately with its suppliers and the outside world.

The USAID team, led by the Global Development Alliance's Dawn Liberi, discussed agricultural and forestry value chains and areas of public-private cooperation. "The opportunity to strategically impact global markets and supply chains to reduce poverty around the world is at the center of USAID's dialogue with Wal-Mart," said Ms. Liberi.

"This isn't about changing a company, this is about changing the lives of millions of people around the world," said Kristi Ragan, Strategic Advisor to the GDA. Ragan and Liberi were accompanied by Mars Corporation's Megan Sibole and Daniel Hsu from the GDA, Chris Kosnik from Sustainable Agriculture and Natural Resources Management, Alicia Grimes from Forestry and Natural Resources Management, and John Wasielewski from the Development Credit Authority.

## Central American Labor Standards GDA Extended to Sept. 2008

Working conditions for garment workers and manufacturers in Central America got a significant boost this month as USAID extended the Continuous Improvement in the Central American Workplace (CIMCAW) Global Development Alliance (GDA) by 18 months. This innovative GDA's \$1.8 million extension will enable CIMCAW to scale up its labor standards training and technical assistance activities, build on its lessons learned, and broaden the partnership to increase its impact and sustainability on local garment manufacturers in the region.



Source: USAID

Launched in 2004, the CIMCAW GDA has made great strides in helping local Central American suppliers in Guatemala, Nicaragua, Honduras, and the Dominican Republic meet the demand for high-quality apparel produced under internationally acceptable working conditions. So far, the \$3.7 million alliance has trained and disseminated information to approximately 40,000 stakeholders, including the private sector, unions, nongovernmental organizations, and multinational brands. Alliance partners include USAID, Gap Inc., Timberland, Limited Brands, DAI, Social Accountability International, and the International Textile Garment and Leather Workers' Federation.

## Study Finds Networking Academies Boost IT Job Opportunities in Africa



Source: USAID

Academies is significant.

As a driver of social and economic development, information technology (IT) is increasingly playing a transformative role in the developing world, and IT skills are becoming a requirement. For the more than 400,000 students in Cisco's Networking Academies around the world, this couldn't be truer. In Africa, not only are new economic doors opened for graduates of the Academies, but women are becoming competitive in a field traditionally dominated by men. A recent study of the Least Developed Country Initiative, a \$2.9 million Global Development Alliance (GDA) that seeks to provide Internet-based learning and IT skills, shows that far from being anecdotal, the development impact of Cisco's Networking

The study found more than 60 percent of graduates find jobs upon completion of an Academy course, and of that group 12 percent started their own companies. Thirty-one percent of Academy graduates were women, a number that exceeded expectations. In addition, women respondents in the study reported having more confidence and better career opportunities as a result of attending a course.

The study, conducted by GCR Custom Research, measured the impact of the Networking Academies by surveying more than 600 students, instructors, employers and community leaders in six of the 41 African nations the Least Developed Country Initiative operates in. Approximately 27,000 students graduate from the LDC Initiative's Networking Academies each year. USAID, Cisco, the Cisco E-Learning Institute, the UN Development Programme, Panduit, Hewlett-Packard, and International Telecommunications Union are all partners in the alliance.

## P&G Wins \$2 Million for Children's Safe Drinking Water Project

American Express card members voted to award \$2 million to provide up to two billion liters of safe drinking water to children around the world. On Aug. 7, more than 30,000 cardholders picked the Children's Safe Drinking Water project, a project that will supply water purification technology to countries in Africa, Asia and the Americas, as the winner of the American Express Member's Project. The winning project was the brainchild of Dr. Greg Allgood, director of the Children's Safe Drinking Water program at Proctor & Gamble. Unsafe drinking water is a huge problem, said Dr. Allgood.



Source: The Member's Project, American Express

"Not a problem that any one approach can address, but through a combination of approaches, we can have a dramatic impact." The awarded funds will go to UNICEF to implement the project.

Proctor & Gamble is a Global Development Alliance partner on the Safe Drinking Water Alliance, a \$6.8 million program which has distributed 70 million packets of PUR water purification tablets in more than 40 countries to treat 700 million liters of drinking water in Africa, Asia and Haiti.

## A Juggling Act: SID Event Focuses on GDAs



*Source: Global Development Alliance*

On July 26, the Society for International Development Washington Work Group on Corporate Responsibility held a roundtable on how to manage public-private partnerships. Two Global Development Alliances (GDAs), the Chevron Arrive Alive Initiative (AAI) and the Continuous Improvement in the Central American Workplace (CIMCAW) were highlighted as models of exemplary partnerships.

The discussion brought together Heidi Pervin, Global Program Manager for Chevron, and Samira Salem, Development Specialist for DAI, a USAID contractor. Thought-leaders in alliance building, Ms. Pervin and Ms. Salem highlighted the importance of full engagement from all sides and detailed the challenges in building and managing alliances. In discussing Chevron's Arrive Alive Initiative, Ms. Pervin said, "Chevron couldn't do this alone. We had to do it with others—likeminded individuals, likeminded companies."

The Arrive Alive Initiative aims to prevent road crashes in Africa and Central America, and counts Coca-Cola, Shell, and BP as alliance partners. CIMCAW is a labor standards alliance between international brand leaders and local manufacturers.

Johns Hopkins University's School of Advanced International Studies hosted the event and DAI and Chevron were co-chairs.

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