GLOBAL DEVELOPMENT ALLIANCES

THE DEVELOPMENT FRONTIER

Global Frameworks Increase USAID's Partnership Capacity

USAID has been designing and managing Global Development Alliances since 2001 and now counts more than 525 alliances created with more than 1800 partners. From the outset, GDA's focus has been on leveraging resources and building alliances for greater development impact. Recently, the GDA initiated a new alliance relationship known as Global Frameworks.

While building alliances in individual countries or regions makes up the core of USAID's GDA worldwide partnership work, Global Frameworks focus on organizations that have a global reach, infrastructure, team, and vision. High-value partners from the private sector join with USAID through a Global Memorandum of Understanding (MOU), a Cooperative Agreement, a Leader with Associate Award, or the GDA Collaboration Agreement. These organizations are pre-selected and aligned with USAID's development objectives.

The Global Framework makes it easy for USAID missions to create new "ready-to-go" alliances that make the best use of resources. Missions can benefit from buying into a Global Framework through a range of procurement methods appropriate to their needs and objectives. USAID currently manages five Global Framework relationships: Academy for Educational Development (AED) on tourism, Starbucks on agriculture, Coca-Cola on water, Intel on education, and Rotary International on a range of topics.

Sri Lanka Rural Firms Supply Last Mile Link to Internet

USAID and the US-based Synergy Strategies Group (SSG) have created a public-private partnership to bring internet to rural Sri Lanka. The project is the result of a one-year contract between USAID/Sri Lanka and SSG and is also supported by the multinational firms Qualcomm, Dialog Telekom, and Microsoft, as well as the local Sri Lankan companies InfoShare, the National Development Bank, and Lanka Orix Leasing Company. The project, part of a Last Mile Initiative program, will develop internet centers, called Easy Sevas.

The first Easy Seva, located in the central hill town of Matale, opened this June. SSG plans to open 25 Easy Seva internet centers in remote regions by August 2007. Easy Seva is "very much a private sector-driven project," said USAID Sri Lanka Mission Director Rebecca Cohn. "From our corporate partners, we've received financial support,

technology, software, technical expertise, and know-how." The centers will provide rural residents with online employment training and a chance to search for new jobs, and receive micro-loans and other banking services, in addition to calling relatives overseas at low rates.

Steve Schmida, president of SSG, said the initiative represents a new approach to delivering development assistance. "This project is not about charity, it's about value-added service," Schmida said. "There is a high demand for the services our partners are providing." He also said that Sri Lanka's market system could accommodate hundreds more internet centers through private sector implementation of the business model developed with USAID.

Celebrating Seventh Anniversary of Cisco Alliance

Strategic Advisor Melanie Oliviero represented the Global Development Alliance (GDA) at a New York conference for alliance partners hosted by Cisco Systems. The partners met in New York City on June 4-5 to assess the impact of their efforts and to plan activities that focus more on developing employment opportunities and new or expanded enterprises.

The meeting also marked the seventh year of the Networking Academy Alliance, a multimillion dollar global e-learning initiative that is cultivating a robust Information and Communications Technology (ICT) workforce in developing countries. The partners are UNDP, International Telecommunications Union (ITU), Cisco Systems, and Cisco's NGO affiliate, Cisco Learning Institute, who joined forces in response to the 2000 G-8 *Least Developed Country Initiative*.

In addition to training in ICT, the alliance also provides scholarships for girls and women to attend the Networking Academies and job-searching guidance to Academy graduates. The Networking Academy Alliance will continue to strengthen ICT education and infrastructure to further economic growth and sustainability in various regions of the world.

Herbal Treatment for Malaria East Africa

A treatment for malaria will soon be widely available as a home-grown crop in the area of the world hardest-hit by the deadly infectious disease—Sub-Saharan Africa. Ninety percent of malaria-related deaths occur here, where malaria and poverty kill millions of people a year.

The GDA sponsored a preliminary investigation of expanding production of artemisia—an herb used in the treatment of malaria—as a cash crop, as well as the extraction of artemisinin, the active ingredient in the drug, in East Africa. TechnoServe, a small business development organization, conducted the investigation.

TechnoServe has received grants from USAID, WHO, and the US-based BetterWorld Together Foundation to help local farmers and businesses raise their artemisinin

production levels in order to produce the drugs in Africa. USAID and TechnoServe will each provide $1.1 million to implement the initiative.

Advanced Bio Extracts Limited (ABE), based in Nairobi, Kenya, receives financial, administrative, and technical support from TechnoServe to produce the anti-malaria treatment. ABE operates in the East African countries of Kenya, Uganda, and Tanzania.

There are 923 smallholder farmers in northern Tanzania who grow artemisia. By the time their crops are harvested, collected, and sold, these farmers will have earned more than $90,000. Furthermore, the crop yield of 2006 was expected to raise their income to $300,000. Artemisia grown in 2006 is also expected to supply the active ingredient for 35 to 40 million malaria treatments in East Africa.

Child and Family Wellness Shops – Franchising Community Health

GDA has supported the Child and Family Wellness Shops (CFWshops), a project to deliver franchise pharmacy chains to developing countries. CFW is an example of using franchising as a social tool. The franchise is run by locally trained health care entrepreneurs who serve the poor. Franchises currently operate in Kenya, but partners plan to set up franchises all over Africa.

Entrepreneurs are required to pay a $300 franchise fee to open their first franchise. The central office offers business training, marketing, medicine transportation, and micro loans to get the shops outfitted with medicine. Over 1 million patients have been served with the CFWshops franchise.
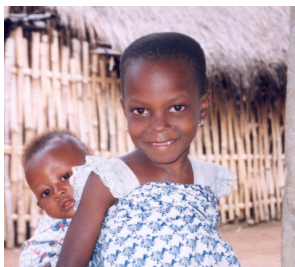
The CFWshops network was created in response to the fact that 25,000 children die each day due to lack of medication. The CFW distribution system of franchising has established strict quality control to prevent counterfeit medications from entering its system. Most stores have a trained nurse on staff.

CFWshops do not distribute antiretroviral drugs. They focus on widespread but cheaper ways to treat diseases like malaria. The CFW franchisee operates for profit, while the franchisor is a not-for-profit organization funded by charitable donations. In an effort to popularize the CFW brand, the shops also conduct free medical screenings and demonstrate water purification techniques. Since CFW is part NGO, part commercial franchise, charitable donations go to a separate account that pays directly for treatment at the stores.

Improved GDA Training in Central America

This June, GDA launched a new training program in El Salvador and Guatemala for key USAID mission staff. Participants included contracting officers, technical staff, local employees, and alliance builders. During this two-week tour, GDA Senior Advisor Jerry O'Brien, Strategic Advisor Kristi Ragan, and Program Officer

Anay Shah delivered the redesigned GDA training.

GDA is reaching out to a new generation of motivated private-sector partners, including many of the world's largest corporations such as Chevron, Wal-Mart, Microsoft, M & M Mars, and Coca-Cola. GDA is also coordinating with bilateral donors like Germany, the UK, and France, as well as other key US government agencies that have created their own partnership offices, such as the Millennium Challenge Corporation (MCC), the State Department, and the Office of the US Global AIDS Coordinator (OGAC).

Dr. Carmen Henriquez, a recent trainee from the USAID Mission in El Salvador, is responsible for alliances for the Human Investment Office and is a senior technical manager for health alliances at her mission. "It is important to recognize that USAID should be working more closely with implementers when alliances with the private sector are part of an activity," she said.

Liliana Gil, another trainee, is the Planning and Program Office technical support manager for the Economic Growth team at the USAID Mission in Guatemala. GDA trainers, Ms. Gil said, assessed the mission's alliance activities and will continue to build strategic partnerships with the private sector.

SUBSCRIPTION INFORMATION

To subscribe, click here:

www.usaid.gov/cgi-bin/listserv.cgi?listname=USAID_GDA_NEWSLETTER

You can also unsubscribe from the above page.

RESOURCES

For information about GDA, please visit: www.usaid.gov/gda

For country list, please visit: www.usaid.gov/locations/missiondirectory.html

CONTACT US

For feedback or questions, email by clicking: GDA@usaid.gov