



USAID
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OFFICE OF GLOBAL DEVELOPMENT ALLIANCES

THE DEVELOPMENT FRONTIER

New Agreement with Starbucks Supports Coffee Farmers

The Office of the Global Development Alliances is pleased to announce its new collaboration agreement, The Farmer Support Program, between Starbucks Coffee Company and USAID. This program is designed to increase access to credit, encourage sustainable coffee growing practices, improve environmental and social conditions in coffee growing communities, and support the implementation and measure the impact of C.A.F.E (Coffee and Farmer Equity) practices in selected locations.



GDA has awarded Starbucks \$500,000 for the Farmer Support Program from October 2006 through December 31, 2007. Starbucks is committing an additional \$500,000 to this program and could contribute additional resources. This program is in addition to the many excellent activities USAID Missions have on the ground with Starbucks.

The Collaboration Agreement between USAID and Starbucks will focus on supporting the three programs where Starbucks is currently engaged to advance their work in improving the livelihoods of coffee farmers. This program provides both partners with significant flexibility in choosing investment and project opportunities.

US Trade Representative Visits Pioneering GDA in Vietnam



United States Trade Representative Susan Schwab recently visited a Vietnamese community technology center that hosts a GDA between USAID and Microsoft, QUALCOMM, Hewlett-Packard, Vietnam's EVN Telecom, and the Center for Research and Consulting on Management. This innovative alliance provides unprecedented job and income opportunities to people across Vietnam through intensive Information and Communications Technology (ICT) skills training and high-speed 3G wireless Internet access. The focus on partnerships is timely in light of the President's recent visit and with Vietnam's coming accession to the World Trade Organization

The technology GDA seeks to develop sustainable ICT training centers in each of Vietnam's 64 provinces. By 2007, the program will have trained 60,000 people and certified 1,000 trainers. The program's centers provide free or discounted courses to underserved citizens with marketable training courses, which allow them to generate income to sustain their operations in the long run. Officials from Microsoft, USAID, QUALCOMM, EVN, and Hewlett-Packard praised the program's accomplishments in empowering Vietnamese citizens with ICT skills to earn jobs and create new business opportunities in the country's rapidly developing economy.

USAID-IFC: Helping Small Businesses Scale Up



USAID and the International Finance Corporation (IFC) signed a Memorandum of Understanding on the IFC Grassroots Business Initiative (GBI) to support businesses that create sustainable economic opportunities for the poor and marginalized. These businesses provide income, training, and services to those who need it most, bridging a gap in the global marketplace. GBI provides partners with a package of

funding and technical assistance to strengthen each organization. USAID and IFC will cooperate in the development and scaling up of entrepreneurship to alleviate poverty and improve human welfare through innovative private sector development and investment.

GDA Highlighted in *New York Times* Coverage of BSR Conference

USAID's GDA received notable recognition in a recent *New York Times* supplement on the annual Business for Social Responsibility (BSR) Conference, held in New York in early November. The supplement highlighted that the GDA "has engineered billions of dollars for poverty alleviation projects" and that it is "a testament to the magnitude of partnership efforts." The supplement also discussed GDA alliances with Starbucks in Rwanda and Cisco Systems in Latin America to underscore the business and social value of public-private partnerships. The BSR Conference attracted some 1,200 participants, with over 60% coming from the private sector. The GDA office participated in the event and made a presentation on impact measurement. Neville Isdell, CEO and Chairman of Coca-Cola, mentioned USAID several times in his plenary address to recognize the excellent work of GDAs in the developing world. To view the *New York Times* supplement, please visit

http://www.usaid.gov/our_work/global_partnerships/gda/highlight_bsr_conf_06.pdf

Harvard Business Review Reinforces Value of GDA Model



In the November 2006 Issue of *Harvard Business Review*, Lynn Fritz and Anisya Thomas of the Fritz Institute, a \$20 million nonprofit development foundation, present the case for improved public-private coordination for humanitarian disaster response. The article shows how the GDA model can play an important role in streamlining business practices to increase the effectiveness of humanitarian response. By directing companies working with international assistance organizations to prepare for the complex logistical needs triggered by catastrophic events, aid agencies will not be blindsided by events such as the Tsunami and the Pakistan earthquake.

Sierra Leone Diamonds GDA Fuels Peace

In 2002, USAID established the Kono Peace Diamond Alliance in Sierra Leone to help the West African nation recover from a bloody civil war that was fueled in part by illegal gem sales. The Kono Alliance has united producers, buyers, advocates, government officials, and others in an effort to bring more of the diamonds to the legal market and secure a bigger share of profits for mining communities. The Alliance also seeks to monitor diamond royalties and fees, halt environmental degradation, and reduce exploitation of miners, especially children. Alliance partners include the government of Sierra Leone, industry heavyweight De Beers, diamond mining communities, local organizations, and international donors.

RESOURCES

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