



# The World Bank

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## World Bank Competition Awards Over US\$6 Million in Start-Up Funding to Social Entrepreneurs

### *47 Small-Scale, Innovative Development Projects from 27 Countries to Benefit*

**December 4, 2003**—World Bank President James D. Wolfensohn today announced 47 winners of the 2003 Development Marketplace (DM) Global Competition from 27 countries, who will share more than US\$6 million in seed money to fund creative ideas for tackling local development challenges.

Whether using car tires to reinforce walls in earthquake-prone Turkey or training rats to detect tuberculosis in Tanzania, this funding will help to turn the winners' innovative local ideas into viable programs that will yield concrete benefits for their communities and help reduce world poverty.

*“At a time when we are in a race to attain the Millennium Development Goals—and achieve a new balance between rich and poor nations—the need for creative ideas and uncommon partnerships is ever greater,”* said **Wolfensohn**. *“These imaginative individuals, non-governmental organizations, academics, development professionals, and private companies gathered here collectively demonstrate the best of development. They remind us that the world can indeed come together to solve difficult problems and provide innovation during these challenging times.”*

One of today's winners, **Blandine Le Bourgeois of the Handicap International—Philippine Mission**, said *“with this prize we will build a boat to sail to remote islands to reach people with disabilities who currently do not have any access to health services.”*

Selected from more than 2,700 applications, this year's 183 finalists represent new approaches in different fields, including biodiversity conservation, HIV/AIDS prevention, education, small and medium enterprise (SME) development, rural development, health, energy, and more.

*‘It is rare in life to meet the best ideas championed by the best people and see them all in one room with a group of people who have made a conscious commitment to believe in these ideas,’* said **Sushmita Ghosh, Development Marketplace jury co-chair and President of Ashoka**.

This year's competition was augmented by over US\$800,000 that the Global Environment Facility (GEF) contributed to the award pool. “The GEF is proud to be a partner in the Development Marketplace, which enables social entrepreneurs and local leaders to create and implement projects that benefit local communities. GEF's contribution of US\$1 million will

help fund innovative ways of protecting the natural environment, while creating livelihoods and opportunities for the world's poor," said Leonard Good, the GEF's Chief Executive Officer and Chairman.

In addition to general Development Marketplace awards, six special award categories were created this year in partnerships with other funders. These new categories provided funding for projects focused on market-based incentives to strengthen biodiversity conservation, HIV/AIDS, SME development, information and communication technology (ICT), environmental conservation and climate change and, finally, the People's Choice award, where the public itself was able to vote for its favorite project.

The two-day showcase of resourceful thinking and networking opportunities also allowed the finalists, World Bank staff, and visitors from around the world to share ideas and past experiences through organized, and informal discussions collectively known as the Knowledge Exchange.

Building on the latest World Bank *World Development Report: Making Services Work for Poor People*, the theme of the 2003 Marketplace emphasized service delivery and aimed to provide seed funding for pilot projects that explore new ways of providing effective service delivery to those whom traditional channels have failed. It is hoped that the 47 service-related winning projects may in the future provide an on-the-ground application of the academic work already set forth in the Report.

Considered a "different way of doing business" at the Bank, where the competition process emulates a venture approach to innovative project financing, the Development Marketplace (DM) was launched as a recognition that solutions to development challenges can have small beginnings, and are often found by those living closest to local problems.

*"The Development Marketplace is a way of providing seed capital to people at the grassroots level. It gives us a way of working with people who work on development without going through government and line ministries, and we can directly work with them,"* said **John Wilton, World Bank Vice President for Strategy, Finance, and Risk Management**, who oversees the Development Marketplace.

*"All of these finalists are stars and seeing them all in one place is highly inspirational, and something that only the World Bank can put together. All of these projects are highly innovative but high-risk, and that is something typically is not getting funded,"* said **Mirjam Schoning, a jury member and Director of the Schwab Foundation for Social Entrepreneurship**.

This year's awards were financed not only by the World Bank, but also by a variety of partners in the development community. Funding partners of the 2003 Marketplace include the World Bank, the International Finance Corporation (IFC), UNAIDS, the Global Environment Facility (GEF), USAID, and Microsoft.

Several past DM winners were also present at this year's Marketplace where they served on the international jury team and led discussions about their own lessons of implementation, finding additional funding sources, and how they are now scaling-up or being mainstreamed into other projects.

## **Some Other Winning Proposals Included:**

- a. Chili as a Tool for Conservation and Development in Zimbabwe. This project promotes the production of chili peppers in the Zambezi Valley of Southern Africa as a way to protect farmers from incursions by elephants, which in turn reduces human-animal conflict. In addition, the chili crop creates a new high-value export product for the farmers.
- b. Empregar: Job Market Insertion for AIDS Orphans in Brazil. This project seeks to empower poor adolescent AIDS-orphans in Salvador, Brazil by helping them enter into steady, legal jobs that will help break the cycle of poverty they are trapped in.
- c. Doko Dai Mobile Library, Nepal. This project seeks to raise literacy rates among children and increase employment opportunities for villagers in Nepal's remote mountainous areas by using traditional channels (Doko Dai) to bring books and educational materials to these communities.

### **About Development Marketplace (DM)**

The Development Marketplace is a World Bank program that promotes innovative development ideas through early stage seed funding. It links a wide range of social entrepreneurs with ideas for fighting poverty to partners with resources able to help implement their vision. The DM's goal is to create a marketplace of ideas, talent, and resources that address the challenges of economic growth and poverty alleviation. Since 1998, Development Marketplace has funded over 370 innovative projects in 61 countries, with investments of over US\$22 million. Recognizing these accomplishments, the November 2002 issue of Harvard Business Review described Development Marketplace as "Best Practice" in innovation. For more information please go to [www.developmentmarketplace.org](http://www.developmentmarketplace.org).

### **About the Global Environment Facility (GEF)**

The Global Environment Facility (GEF) unites 176 member governments—in partnership with international institutions, NGOs, and the private sector—to address global environmental issues while supporting national sustainable development initiatives. The GEF channels multilateral funds to support efforts to conserve biodiversity, reduce the risks of climate change, protect the ozone layer, clean up international waters, stop land degradation, and eliminate persistent organic pollutants. Since its inception in 1991, the GEF has allocated \$4.5 billion in grants, supplemented by \$14 billion in additional financing, for 1300 projects in more than 140 developing countries and countries with transitional economies. As one of the GEF's implementing agencies, the World Bank helps countries prepare and implement GEF projects.

To view the complete list of the winners, please go to [www.developmentmarketplace.org](http://www.developmentmarketplace.org)

<b>Project Title</b>	<b>Country of Implementation</b>
Accessing Mental Health Care in Rural South Africa	South Africa
Building Legal Capacity to Enforce Social Rights	Argentina
Carbon-Neutral/BioDiesel Fueled Energy System	India
Traditional Medicine and Healthcare	Suriname
Chili as a Tool for Conservation and Development	Zimbabwe
Sustainable 'Doko Dai' Mobile Library	Nepal
Community Empowerment and Fynbos Conservation	South Africa
Conserving Biodiversity through Wood Sale Auctions	Latvia

Digital Divide Data: Jobs & Training for the Poor	Cambodia
Drishtee: Connecting India Village by Village	India
EMPREGAR: Job Market Insertion for AIDS Orphans	Brazil
Enhancing Livelihoods by Conserving Biodiversity	India
Fly Fishing for Biodiversity Conservation	Mongolia
Getting Ready for the Market	Mexico
Ha Tien - Habitats and Handbags	Viet Nam
Handheld Software Tools for Program Assessment	Zambia
HIV Awareness Project of the Deaf	Kenya
Equal Opportunity for Persons with Disabilities	Ethiopia
Locally-Made Paper & Craft to Preserve Rainforests	Brazil
Magic Bus: Mentoring At-risk Children	India
Dress for Development (and Success)	Bolivia
Power to the Poor	Ghana
Computers on Wheels	India
Marmalade of Oca: An Andean Delight	Peru
Zero Grazing Dairy for Small Farmers Rural	Rwanda
Prevention of Mother-to-Child HIV Transmission	Romania
Reduce Land Use Conflicts through Local Incentives	Nepal
Rural Connectivity for Enhanced Healthcare	South Africa
Scojo India: Low-Cost Reading Glasses for the Poor	India
Seismic Performance Improvement of Masonry Houses	Turkey
Sustainable Development by Recycling Coconut Husks	Brazil
VillageReach: Health Care for Remote Communities	Mozambique
Sustainable Freedom Initiative for Bonded Laborers	India
That's Enough! Or in Amharic "YIBEKAL"	Ethiopia
The HotPot Initiative	Mexico
Training African Rats as a Cheap Diagnostic Tool	Tanzania
Tribal Rat Catchers - No More Occupational Hazards	India
Wild Silk Helps Conserve Himalayan Oak Forests	India
Hilwai Rehabilitation Boat for Disabled Persons	Philippines
Restoring Lives of Vulnerable	Sierra Leone
Prevent Under-Age Prostitution with Skill Building	Mongolia
Piloting Managed Health Care for Sex Workers	Bangladesh
ChildHope & Aparajeyo - Justice for Children	Bangladesh
Protecting the Environment	Burkina Faso
Arsenic Biosand Water Filter for Rural	Nepal
Prey Veng Safe Water Project	Cambodia
Reforestation as a Savings Mechanism for the Poor	Peru