

The World Bank
Washington, D.C. 20433
U.S.A.

JOY PHUMAPHI
Vice President & Network Head
Human Development

FAYEZUL CHOUDHURY
Vice President and Controller
Controller, Strategy, and Resource Management

May 22, 2007

Welcome to the 2007 Development Marketplace!

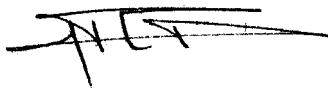
It is a special privilege to welcome the 104 finalists to the 2007 Development Marketplace. With its theme “Improving Results in Health, Nutrition and Population for the Poor,” this year’s competition seeks to showcase and celebrate some of the heroic efforts at the grassroots level that seek new and better ways to address the developing world’s staggering health needs through innovative local solutions.

Millions of people in the developing world are dying from preventable diseases, millions more are dying of devastating epidemics such as AIDS, and nearly 150 million children under five are suffering from malnutrition. We have assembled a group of nonprofit organizations, small businesses, development professionals, academics, government agencies, and private individuals from 42 countries to address some of these problems.

We at the World Bank take great pride in bringing these groups and their creative ideas to the Development Marketplace, where they can tap into funding and other resources and engage with the international development community at large.

As a global community, we share a common responsibility to meet the needs of our poorest fellow citizens. We must find ways to work collectively to make poverty, deprivation, and disease a chronicle of the past. And so, we take this opportunity to recognize and appreciate the work of all of the finalists of the 2007 Development Marketplace. We salute your efforts and wish you success in your endeavors.

Sincerely,



Joy Phumaphi



FayeZul Choudhury



Tuesday, May 22, 2007

10 AM–10:30 AM

Opening Ceremony

Main Complex Building, Atrium

OPEN TO ALL

Opening Statements by Hans-Martin Boehmer, Manager, Corporate Strategy and Integrated Risk Management, and Kei Kawabata, Sector Manager, Health, Nutrition and Population Team.

10:30 AM–4:00 PM

Marketplace Open

Main Complex Building, Atrium

OPEN TO ALL

Development Marketplace jurors visit finalists stands.

Guests, World Bank staff and the general public visit finalist stands. People's Choice voting opens.

4:15 PM–6:15 PM

Knowledge Exchange: Project Implementation Workshops

Main Complex Building, Preston Auditorium

BY INVITATION ONLY

DM2007 Finalists, World Bank staff and other guests

Wednesday, May 23, 2007

9:30 AM–11:30 AM

Knowledge Exchange: Measuring Outcomes Workshop

Main Complex Building, Preston Auditorium

BY INVITATION ONLY

DM2007 Finalists, World Bank staff and other guests

12:00 PM–2:00 PM

Marketplace Open

Main Complex Building, Atrium

OPEN TO ALL

DM visitors, World Bank staff and the general public visit finalist stands. People's Choice voting closes at 2 pm.

2:15 PM–3:45 PM

Knowledge Exchange: Accessing Resources Workshop

Main Complex Building, Preston Auditorium

BY INVITATION ONLY

DM2007 Finalists, World Bank staff and other guests

4:00 PM–5:15 PM

Award Ceremony

Main Complex Building, Atrium

OPEN TO ALL

Winners announced and awards presented.

5:30 PM–6:30 PM

Orientation for Winners

Main Complex Building, Level C1

DM2007 WINNERS AND DM TEAM ONLY

Briefing for Winners of DM2007 on next steps.



During the two days of the Development Marketplace, finalists, guests and World Bank staff will have the opportunity to vote for their favorite projects. Each Marketplace attendee will have the opportunity to cast three votes (either for one project or spread amongst two or three projects). Voting stickers will be given at the visitors' registration or information booth. They must be placed on the finalists' booths by 2:00 PM on Wednesday, May 23rd. Winners will be announced at the closing ceremony on May 23rd.

To find out more about the projects, please pick up a DM2007 Proposal Summary Book or visit www.developmentmarketplace.org.



DM2007
PARTNERS

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THE BILL & MELINDA GATES FOUNDATION

The Bill & Melinda Gates Foundation works to reduce inequities around the world. In the developing world, it focuses on health, extreme poverty and free public access to digital information. In the United States, the foundation supports programs related to education and free Internet access via public libraries. In its local region, the foundation promotes strategies and programs that help low-income families. Based in Seattle, the foundation is led by co-chairs Bill Gates, Melinda Gates and William H. Gates Sr. and CEO Patty Stonesifer.

www.gatesfoundation.org

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THE MIT SLOAN SCHOOL OF MANAGEMENT

The MIT Sloan School of Management is a leading global business school with an increasing focus on hands-on projects outside the United States. This approach allows students to directly apply the skills developed in their courses and previous business experiences while increasing their awareness of key global issues. Students at MIT Sloan worked closely with the 2007 Development Marketplace finalists in the preparation of their proposals.

<http://mitsloan.mit.edu>

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WORLD BANK'S HEALTH, NUTRITION AND
POPULATION TEAM

Transforming the human and economic well-being of millions of the world's poorest people lies at the heart of the Human Development Network's mission, and, in particular, its Health, Nutrition and Population (HNP) team which commits innovative policy and operational support to the World Bank's over-arching mission of reducing global poverty. A new milestone in these HNP efforts is the Bank's new health, nutrition and population strategy which will help developing countries strengthen their health systems to improve the health and well-being of millions of the world's poorest people. It will also help to boost their economic growth, reduce poverty caused by catastrophic illness and provide the structural 'glue' that combines multiple health-related programs within client countries. The new plan updates the Bank's contribution to improving health outcomes at the global, regional and national levels, including the 2015 Millennium Development Goals.

www.worldbank.org/hnp

INDEX OF FINALIST PROPOSALS

- 0072 Carabao Mosquito Decoy and Trap: Malaria Protection
- 0109 Protecting Ground Water through Low Cost Rural Sanitation
- 0131 Sea Gardens for the Coastal Landless
- 0290 Improved Health through Clean Water
- 0378 Bartering Away Guinea Worm
- 0452 Food Security in Semi-Arid Zones
- 0455 Transportation & Power for Village Health Centers
- 0472 Development of Nursing in Vietnam: Phase 2
- 0493 Roving Feeding Center: Bringing Nutrition to Malnourished Children
- 0512 Sustainable Sanitary Health for Improved Girls Education
- 0540 Fuel from the Fields Alternative Charcoal
- 0552 Promotion of Rural Aquaculture by Empowering Ethnic Women
- 0617 Walk-in Clinics for Masses
- 0660 MicroNutrient Express Capsules
- 0709 Mukuru Pilot Drainage Project
- 0730 Partnership with Healers to Treat Mental Illness
- 0791 Improvement of Stoves and Fresh Vegetables
- 0945 Probiotic Yogurt for Health & Nutrition: Women Helping Women
- 1091 Liberd'AIDS
- 1092 Clean Energy Basket for Safe & Healthy Life
- 1138 Telehealth in Rural Nepal
- 1153 Cash on Trash
- 1256 Micro-Enterprise for Nutrition in Rural Orissa
- 1360 Advancing Nutrition through Spirulina Production
- 1380 Suppression of Dengue Transmission with Novel Mosquito Traps
- 1386 From Health to Wealth – The Private Sector Fighting Malaria
- 1387 Improving the Smear Positive TB Case Detection & Cure Rate
- 1437 Health Insurance for Street Children
- 1455 Making Wise Use of Sawdust in Nigeria
- 1459 Finca Sana: Health and Highly Mobile Populations
- 1490 Implementing MODS for TB and MDRTB Diagnosis
- 1491 Healthy Practices for the Use of Water Resources in Peru
- 1508 MOVE Latin America MOVE
- 1541 Fortifying Flour with Micronutrients at Villages
- 1597 The Tremendous Natural Resource of the Moringa Tree
- 1724 Improving Healthcare-seeking for Childhood Illness
- 1747 Building Capacity in Cataract Surgery in South Africa
- 1772 Children's Sanitation & Hygiene Promotion Project
- 1837 Sustainable Irrigation Water in Rural South Africa
- 1867 Access to ART for Vulnerable Population in Russia
- 1900 Hearth & Home Communities Fighting Malnutrition
- 1914 Reproductive Health is Not Just a Game!
- 1943 Identification and Management of TB in Children
- 1947 Using New Technologies to Improve Rural Healthcare
- 1951 Utilizing Soccer to Improve Health Awareness
- 1971 Expanding Access to AIDS Treatment Using Electronic Decision Support
- 2037 Selling Soap to Buy Medicines for the Poor
- 2069 Financing Community-based Health Insurance Schemes from Pork
- 2105 Revolutionizing Sanitation in Madagascar
- 2200 Mobilizing Pharmacies for HIV Prevention
- 2258 Achieving Health through Enterprising Water Supply
- 2275 Training Young Health Trainers in Nablus – We are the Future
- 2277 Integrated Fish Pond Management for Better Health
- 2294 Health Bank for the Poor: Redeem Your Health Goods
- 2393 Mission Mobile for Vision – Northeast India
- 2432 Traditional & Modern Health Systems Collaboration
- 2437 Up-scaling Dissemination of Maternal Health Information
- 2447 Clean Water by Riverbank Filtration (RBF)
- 2499 Saving Lives: Safe Mother Rapid Response
- 2556 Identifying and Learning from Maternal Deaths
- 2572 Older Bolivian Citizens Monitor Access to Health Services
- 2581 International 2-Stroke Retrofit Project
- 2613 Mantra Medical
- 2678 Talking about Sex with Your Hands, WPF Vietnam
- 2754 Improving Health through Sanitation & Biogas
- 2864 Applying Social Franchising To Health Care
- 2875 Traditional Preparations for Complementary Feeding
- 2890 Integrated Mobile Health Clinic for Remote Peoples
- 2930 Enzymes and Empowerment: Improving Environmental Health
- 2972 Prevention-Oriented Mechanism to Combat Brucellosis
- 3036 The Fallen Womb: An Untold Tragedy of Nepalese Women
- 3040 Probiotic Bacteria-enriched Yogurt to Improve Women's Health
- 3048 Scale Up of Health Audits
- 3065 Demographic Surveillance Pilot for Afghanistan
- 3075 Indigenous Nutritional Food Packages Promoted by Entrepreneurial Poor
- 3092 Expansion of an Outreach Program for Pediatric Cancer in Argentina
- 3117 Distributing Essential Information on Cell Phones
- 3120 Improve Health Condition by Reducing Indoor Air Pollution
- 3172 Food Security through Soymilk
- 3175 Cultivation of Flowers by Treating Organic Effluents
- 3250 Emergency Taxi Service in Rural Areas of Ghana
- 3264 Plants for Health - PPP model, Rural Mozambique
- 3290 The New Sudan School of Health Sciences
- 3299 Home-based Public Malnutrition Treatment in Haiti
- 3375 Community Therapeutic Care–New Generation (CTC-NG)
- 3393 Campo Amigo Ecuador: Youth as Agents of Change
- 3499 "Tuk Sa'at" Meaning Pure Water
- 3502 Family Planning on Wheels
- 3570 Peer-driven Civilian and Prison TB Control Program
- 3596 Linking Social Health Insurance to Equity Funds
- 3774 Health Systems Support
- 3780 Zambia Outpatient Treatment of Acute Malnutrition
- 3788 Improving Health of Factory Workers from Foundries
- 3851 Not Just a Piece of Cloth
- 3885 Program for Nepalese Migrants & Their Families
- 3935 Establish Access to CD4 Testing in Rural Settings
- 3937 Let's Use the Energy from Compost for Cultivating Vegetables!
- 3961 Sounds of Life!
- 3989 Microinsurance for Health
- 4024 Accompagnateurs: Scaling up HIV-care in resource-poor settings
- 4057 Building a Virtual Bridge to a Brighter Future
- 4083 Soybean-enriched School Breakfasts in Bolivia
- 4085 Information Systems for Tuberculosis (ITS TB)
- 4115 People-managed Groundwater Recharge and Drainage

DM2007 FLOOR PLAN

INTERNET
KIOSKS

Partner Booths

INFORMATION
BOOTH

DM
GATE

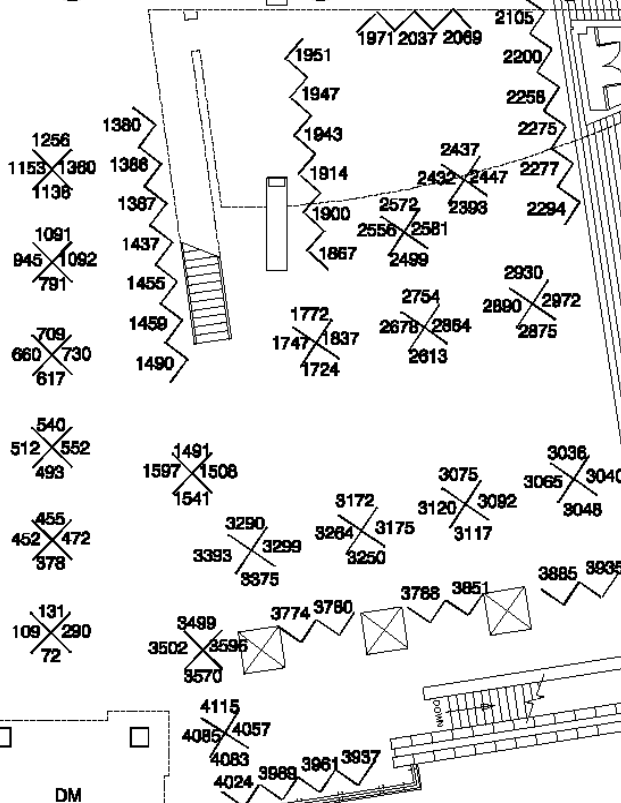
DEVELOPMENT MARKETPLACE
MAY 22-23, 2007

The World Bank
Main Complex Atrium
Washington, DC

Registration

FORMER
DM WINNER
BOOTH

DM PHOTO EXHIBITION





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I. SECTOR DIALOGUES

Monday, May 21

4:00 pm–5:30 pm

OPEN TO DM2007 FINALISTS ONLY

The primary objective of the sector dialogues is to encourage discussions among the finalists in which they share common challenges, learn from each other's experiences and build relationships with development practitioners working on similar issues. Each section will be composed of a sector specialist in that topic from the World Bank's Health, Nutrition and Population unit, a moderator and approximately 20 finalists. Finalists will be grouped according to the following sectors for the discussions:

- HIV/AIDS
- Nutrition
- Public Health
- Health Systems
- Reproductive Health
- Water-Sanitation-Energy

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II. PROJECT IMPLEMENTATION WORKSHOPS

Tuesday, May 22

4:15 pm–6:15 pm

OPEN TO DM2007 FINALISTS ONLY

Three elective sessions are offered concurrently during this segment of the Knowledge Exchange. The topics for these sessions were designed with input from the finalists and are meant to strengthen implementation of the finalists' projects. The following workshops are offered to finalists:

- **SUSTAINABLE OPERATIONAL MODELS:** Before an organization commences a project, it should have a plan to ensure financial sustainability. This workshop will discuss how teams can design and implement a sustainable operating model for their projects. It will cover topics including the "value proposition" (the benefits a project offers for clients and donors), key financial factors affecting implementation and other issues that contribute to the success of projects. The session will feature former DM winners sharing their experience in creating sustainable projects and will include a hands-on exercise in which finalists can define a sustainable model for their own proposals.
- **EFFECTIVE TRAINING FOR HEALTH PROJECTS:** This session draws on a range of methods to teach participants how to develop and

implement effective training programs. Speakers will present basic concepts, creative ideas and other helpful tips as they guide participants through the different stages of a training program: planning, implementation and follow-up. Through hands-on group activities, participants will have an opportunity to practice new skills learned through the lecture and share their experiences, lessons learned and best practices with other finalists.

- **BEHAVIOR CHANGE COMMUNICATION:** Many health projects encourage specific behaviors by communicating with beneficiaries in order to create desired health outcomes. This session will provide both a conceptual framework for behavior change communication and practical methods for how projects can effectively change habits and behavior. At the end of this session, participants should have an understanding of how effective communication can foster positive behaviors, affect the actions of individuals and groups and maintain desirable behavior among beneficiaries.

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III. MEASURING OUTCOMES WORKSHOP

Wednesday, May 23

9:30 am–11:30 am

OPEN TO DM2007 FINALISTS ONLY

A results-based monitoring and evaluation (M&E) framework is essential in order for projects to successfully grow and scale up. The M&E framework provides implementing organizations with the necessary indicators to evaluate and improve performance. It demonstrates progress to current funders while providing tangible results for future ones to show that the project deserves support. In creating and implementing an M&E framework, one of the major challenges that projects face is identifying appropriate indicators that go beyond simply tracking their project activities to truly measuring their outcomes.

This workshop will address this challenge by providing a basic overview of the key steps involved in measuring results for a health project. At the end of the workshop, finalists should have a general understanding of results-based monitoring and evaluation and the different components involved in measuring outcomes for their project (indicators, baselines and targets).

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IV. ACCESSING RESOURCES WORKSHOP

Wednesday, May 23

2:15 pm–3:45 pm

OPEN TO DM2007 FINALISTS ONLY

This session is designed to walk finalists through the key considerations for accessing resources (both financial resources and technical assistance) as they implement their project idea. During this session, the first panelist will provide a general overview of how to assess project needs, the kinds of resources available to strengthen project implementation and effective ways to work with resource providers. A past DM winner will then discuss the project team's experience of successfully leveraging financial resources and technical assistance. Finally, a funding provider will discuss the qualities it looks for when determining which projects to support.

PAST
GLOBAL DM
WINNERS



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VILLAGEREACH: HEALTH CARE FOR REMOTE COMMUNITIES

In 2003, VillageReach won a DM grant to create a supply chain of medicines and vaccines to villages in the remote northern Mozambique province of Cabo Delgado. Two years later, some 58,000 children were fully immunized by their first birthday, a 36 percent rise over the number of children immunized before VillageReach began its work.

To date, the project has built a reliable health logistics system that covers 251 clinics serving more than 5 million people in two provinces. The logistics system has extended the reach of a range of health programs such as routine clinic operations, outreach services and a national measles campaign.

Winning a DM award was a catalyst for broader recognition and expansion of the organization's operations. It has leveraged more than \$7 million in additional grant funding to extend its reach from foundations like Gates, Skoll and Hunter as well as the Dutch government.

VillageReach also created its own for-profit venture—VidaGas, which distributes liquid propane gas—and uses the profits to help sustain its core non-profit operations. In 2006, VidaGas received the World Business Award, sponsored by the ICC, UNDP and others, in recognition of its "best practices in alleviating poverty and boosting development."

Craig Nakagawa, acting director for VillageReach, will participate in this year's global competition as a juror and speaker in the Knowledge Exchange.

PICTURED ABOVE: The VillageReach system delivers vaccines and other medical supplies over an area the size of New York. The project has created a durable, scalable method to meet the demands for health services in two provinces.



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SCOJO INDIA: LOW-COST READING GLASSES FOR THE POOR

Blurry vision affects millions of villagers in India. As they reach the age of 35—a time that should mark the prime of their careers—their up-close vision begins to blur, limiting their ability to work with their hands, decreasing productivity and income. In 2003, Scojo Foundation won a DM grant to train community-based women entrepreneurs as “Vision Entrepreneurs” who can screen for blurry up-close vision, sell affordable eyewear and refer those requiring more advanced care to reputable eye clinics.

The project has created some 300 Vision Entrepreneurs in five states in India. More than 27,000 pairs of glasses have been sold for about US\$3 per pair, or one third of the previous cost of glasses and more than 55,000 people have been referred for further testing. Scojo now also operates in Bangladesh, El Salvador and Guatemala and is exploring expansion to Ghana.

The project has received more than US\$1 million from groups including Acumen Fund, Draper Richards Foundation, USAID and Open Society Institute.

The Scojo Foundation also won the 2005 Social Capitalist Award from Fast Company Magazine and the Monitor Group for its work in “using the disciplines of the corporate world to tackle daunting social problems.”

Jordan Kassalow, co-founder of Scojo Foundation, and Graham Macmillan, director, will participate in this year’s Development Marketplace competition as juror and Knowledge Exchange speaker, respectively.

PICTURED ABOVE: Scojo Customer Threading a Needle: Village in Mahbubnagar, Andhra Pradesh, India.



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PILOTING MANAGED HEALTH CARE FOR SEX WORKERS

Commercial sex workers and their children are the most socially disadvantaged and marginalized groups in Bangladesh. In 2003, PIACT Bangladesh won a DM award for a project to set up medical services at three of the country’s 14 brothels. Within two years, the project was able to set-up and successfully run a sex workers’ managed healthcare system and regular medical services.

Sex workers were organized to make regular contributions towards a fund that pays for the operating expenses of the health centers. The project also established a referral system with external health facilities. More than 2,000 commercial sex workers and their children now have improved medical care and women can learn about prevention and treatment of sexually transmitted diseases.

The project’s innovation lies in its application of a self-help approach to reshaping the attitudes and outlooks of commercial sex workers.

Abu Yusuf Choudhury, director of PIACT Bangladesh, will participate in DM2007 as a juror.

PICTURED ABOVE: Doctor injects the arm of a sex worker at a satellite clinic in a brothel.



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CLEAN & RELIABLE LED LIGHTING FOR TRIBAL HOMES IN INDIA

As many as 1.5 billion people—nearly 150 million in India alone—light their houses using kerosene as the primary lighting media. The fuel is dangerous, dirty and consumes nearly 4 percent of a typical rural household’s budget. THRIVE, an Indian organization, won a DM grant in 2006 to provide clean, safe, inexpensive LED home lighting in 200 villages in Orissa, India.

The project has trained 94 village entrepreneurs with technical expertise for simple maintenance and charging of the light battery and installed more than 2,200 LED lights. The project team continues to improve upon the technology of the original LED light, currently providing double the projected luminosity, easier mobility and durability. Health messages appear on the front of the LED light pertaining to nutrition, ante-natal and post-natal health and HIV/AIDS awareness in English or Oriya languages.

The project has raised interest among international agencies. It is running a smaller scale pilot project in Afghanistan in partnership with the United Nations’ mission there. LED lights are also being disbursed by the Columbia University Earth Institute in Kenya and PROSEED in Cambodia, among others.

Ranganayakulu Bodavala, THRIVE’s president, will participate in this year’s Development Marketplace as a Knowledge Exchange panelist.

PICTURED ABOVE: Girls studying together using the LED light.



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TRAINING AFRICAN RATS AS A CHEAP DIAGNOSTIC TOOL

Tuberculosis (TB) kills more than 2 million people worldwide each, a number that is quickly rising. Yet many cases go undetected. APOPO, a Belgian research organization, won a DM grant in 2003 to train rats to detect and diagnose the disease.

The unusual idea is being developed into what could be one of modern times’ most useful medical technologies by a group of Belgian and Tanzanian researchers and animal trainers. The approach is simple: rats sniff a series of human sputum samples and pinpoint the samples which contain TB bacteria.

With a microscope, a lab technician can process a maximum of 30 TB samples per day, while a rat can screen the same amount in 7 minutes. Rats can screen vulnerable populations in slums, refugee camps and other over-populated areas. Suspected TB patients can then be referred to the existing public health services for confirmation and treatment.

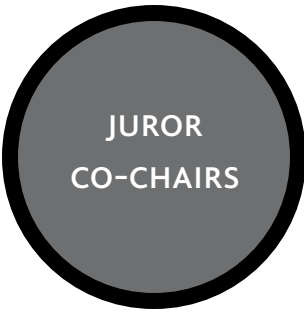
With DM funds, APOPO built a research facility in Tanzania. In partnership with the leading national TB programs, it has set up a sample collection program in six regional health centers that administer TB treatment. About 900 sputum samples are collected weekly and used for comparative testing by the rats.

The organization has also received grants from Johnson and Johnson, a private trust and the National Institute of Health.

Bart Weetjens, APOPO’s director, will participate in this year’s competition as juror.

PICTURED ABOVE: Rats detect the smell of the TB-bacilli in sputum samples. They discriminate positive samples by keeping their nose fixed in a sniffing hole above the sample. They are rewarded with mashed banana and peanuts.

Photo by Xavier Rossi



JUROR
CO-CHAIRS

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CRISTIAN C. BAEZA

Acting Director, Health, Nutrition and Population,
Human Development, World Bank

Cristian C. Baeza is the Acting Director of Health, Nutrition and Population within the World Bank's Human Development Network. He focuses on health systems and financing and their contribution to social protection and poverty alleviation. Previously, Cristian was the World Bank's Lead Health Policy Specialist for Latin America and the Caribbean and Senior Health Systems Specialist for Social Security Policy and Development at the International Labor Organization. He also founded Chile's Latin American Center for Health Systems Research and was Director of the Chilean National Health Fund. He has an MD from the University of Chile and holds an MPH from Johns Hopkins University.

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JOE CERRELL

Director, Global Health Advocacy, Gates Foundation

Joe Cerrell is the Director of Global Health Advocacy at the Gates Foundation where he oversees global health communications, public policy, finance and product commercialization. Prior to joining the Gates Foundation, he served as assistant press secretary to former Vice President Al Gore and was Vice President of the Philanthropy Practice at APCO Worldwide. Joe also held the position of communications advisor for three U.S. presidential campaigns. He serves on the board of directors of DATA (Debt AIDS Trade Africa) and is an advisory board member of the Clinton Global Initiative. Joe received a Bachelor's degree from the University of Southern California.



JURY
MEMBERS

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JAMES W. ADAMS

Vice President, East Asia and Pacific Region, World Bank

James W. Adams is the Vice President for the East Asia and Pacific Region at the World Bank, where he has overall responsibility for operations in the region. During his career at the World Bank, he has been the Vice President and Head of Network, Operations Policy and Country Services and held a variety of operational positions in East Asia, Latin American and Sub-Saharan Africa, including Country Director for Tanzania and Uganda. Previously, James worked with the General Agreement on Tariffs and Trade in Geneva, Switzerland. He studied at Colgate University and holds a Masters in Public Administration from Princeton University.

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MAX AITKEN

Senior Manager, Small and Medium Enterprises Department,
International Finance Corporation

Max Aitken is currently a Senior Manager in the Small and Medium Enterprises (SME) Department at the IFC where he oversees partnerships and donor relations work. While at IFC, he has worked on investments in the East Asia/Pacific and Central/Southern Europe regions, SME areas and led the establishment of significant advisory services programs in the Mekong region, Balkans, Western China, North Africa, Latin American, South Asia and Indonesia. Prior to joining IFC, Max worked at the World Bank and in Australia's private sector. He has a Masters in Economics from the University of Reading.

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STEPHEN B. BLOUNT

Director, Coordinating Office for Global Health,
U.S. Centers for Disease Control and Prevention

Stephen B. Blount is the Director of the Coordinating Office for Global Health (COGH) at the Center for Disease Control (CDC). He joined CDC in 1988 and was appointed the first Director of COGH in 1997. He is responsible for CDC's global health portfolio, with an annual budget of \$900 million. Previously, Stephen was Director of Epidemiology at the Detroit Health Department and Director of the Caribbean Epidemiology Center in Trinidad. He has also worked at the World Health Organization and taught at several universities. Stephen has an MD from Tufts University and an MPH from the University of Michigan.

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JAMES P. BOND

Country Director of Benin, Côte d'Ivoire, Mali, Mauritania and Togo, World Bank

James P. Bond is the Country Director (CD) for Benin, Côte d'Ivoire, Mali, Mauritania and Togo, overseeing World Bank operations in these countries. In his 21 years at the World Bank, James served as CD for Madagascar, Mauritius, Comoros and Seychelles; Director of Environmental and Socially Sustainable Development in the African Region; head of Oil, Gas, Mining and Chemicals Department; and Director of Energy, Mining and Telecommunications. Previously, he spent 10 years in the oil industry. James holds a Ph.D. in Economy from the University of Paris Pantheon-Sorbonne and a Masters in Petroleum and Energy Economy from Ecole Française des Ingénieurs.

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ABU YUSUF CHOUDHURY

Director, PIACT Bangladesh

Abu Yusuf Choudhury is the Director of PIACT Bangladesh and a winner of the 2003 Global Development Marketplace. He has been working in family planning, nutrition and HIV/AIDS prevention for the development of disadvantaged peoples for 30 years. Abu Yusuf has authored 76 reports and publications, including "The Way Ahead for Family Planning in Bangladesh" and "Effectiveness of Bio-social Variables on Changes in Nutrition Status of Rural Bangladesh Children, Pre- and Post-Monsoon Flooding." He is a member of several national and international forums, including the Rotary Club.

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FAYEZUL CHOUDHURY

Controller and Vice President, Strategy and Resource Management, World Bank

Fayezul Choudhury is the World Bank's Controller and Vice President of Strategy and Resource Management. During his career in the World Bank Group, he has held a variety of managerial positions in the World Bank and the International Finance Corporation (IFC). He previously worked in one of London's major public accounting and management consulting firms and chaired the International Steering Committee of the International Forum for Accountancy Development. Fayezul is a member of the Iraq Advisory and Monitoring Board and the International Public Interest Oversight Board. Fayezul has an MA Hons in Engineering Science and Economics from the University of Oxford.

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ALAN COURT

Director, UNICEF Program Division

Alan Court is the Director of the UNICEF Program Division where he plays a central role in guiding UNICEF programs towards the achievement of the Millennium Development Goals. He previously served as Director of the UNICEF Supply Division in Copenhagen and spent a distinguished career in various UNICEF field offices from 1975 to

2000, including UNICEF Country Representative in India and Deputy Regional Director of the Americas and Caribbean region in Bogotá, Colombia. Alan has also worked in Bangladesh, Bolivia, Chad, Ethiopia, Nepal and the former Yugoslavia. He holds a Masters in Rural Social Development from the University of Reading.

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MICHELE DE NEVERS

Director, Sector and Thematic Programs, World Bank Institute

Michele de Nevers is Director of the World Bank Institute's Sector and Thematic Programs. She has been at the World Bank Institute (WBI) since 2000 and leads the effort in supporting clients' institutional effectiveness and organizational development in World Bank member countries. Before joining the WBI, Michele served the World Bank Group for 19 years, working on industrial development issues in South Asia, country risk issues and environment programs in Latin America, Eastern Europe and Central Asia. She holds a Masters in Management from the Massachusetts Institute of Technology.

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CINNAMON DORNSIFE

Associate Director, International Development Program, Paul H. Nitze School of Advanced International Studies (SAIS) of Johns Hopkins University

Cinnamon Dornsife is Associate Director of the International Development Program at Johns Hopkins University's Paul H. Nitze School of Advanced International Studies (SAIS). Cinnamon has over 30 years of experience in international banking, economic development and foreign policy, including 13 years at The Asia Foundation and work with the World Bank, the U.S. Department of Agriculture and Pathfinder Fund. During 2000 and 2001, she was U.S. Executive Director and Ambassador to the Asian Development Bank. Cinnamon has been an adviser to a range of non-profit groups. She sits on the Bretton Woods Committee as well as on the boards of several foundations and policy institutes. Cinnamon holds a Masters in International Relations from SAIS.

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DECLAN J. DUFF

Vice President, Industries, International Finance Corporation

Declan J. Duff is Vice President, Industries and a member of IFC's Management Group. He is responsible for the sectoral management of IFC's investment and advisory activities worldwide. Declan has been involved in a range of advisory and investment-related activities, including directing the Global Financial Markets Department, establishing the World Bank Group's program to finance sub-national borrowers without sovereign guarantees and directing IFC's Infrastructure Department. Previously, he spent 10 years with Mellon Bank as head of international risk and later as vice president and head of business development for Europe, Africa and Middle East. Declan has a Masters of Economics from Cambridge University.

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WARREN EVANS

Director, Environment Department, World Bank

Warren Evans is the Director of the Environment Department at the World Bank. His main responsibilities include overseeing the implementation of World Bank's environment strategy. Before joining the World Bank in 2003, Warren held technical and managerial positions at the Asian Development Bank, including Director for the Environment and Social Safeguards Division. He has also he worked on environmental issues in developing countries included serving as advisor to the Thai National Environment Board and as Managing Director of an international environmental consulting firm based in Asia. He holds a Masters degree in Environmental Health Engineering from the University of Kansas.

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ELIZABETH FOX

Deputy Director of the Office of Health, Infectious Diseases and Nutrition, Global Health Bureau, USAID

Elizabeth Fox is the Deputy Director of the Office of Health, Infectious Diseases and Nutrition in the Global Bureau at USAID. Elizabeth has been with USAID for 10 years, and for the last two years has managed USAID's Research Report to Congress on Health. Previously, Elizabeth designed and implemented programs to institutionalize behavior change and communication planning in BASICS worldwide programs for child survival. She has previously consulted for the Pan-American Health Organization, UNESCO, the World Bank and the International Development Research Center. She holds a Ph.D. in International Relations and a Masters in Communications.

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PAMELA HARTIGAN

Managing Director, Schwab Foundation for Social Entrepreneurship

Pamela Hartigan is the Managing Director of the Schwab Foundation for Social Entrepreneurship. She is the Foundation's first Managing Director and is responsible for shaping the strategy and operations pursued by the Foundation. Pamela spent 12 years at the World Health Organization, holding various leadership positions as Program Manager for the Special Program for Research and Training in Tropical Diseases, heading the Department of Health Promotion and Director of the Department for Violence and Injury Prevention. Pamela holds a Ph.D. in Human Development Psychology from Catholic University and a Masters in Education from American University.

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JORDAN KASSALOW

Chairman and Co-Founder, Scojo Foundation

Jordan Kassalow is the Chairman and Co-Founder of Scojo Foundation and a winner of the 2003 Development Marketplace. He is the co-founder of Scojo Vision, LLC, a multi-million dollar eyeglass

company in the United States. Previously, he was Director of the Onchocerciasis Division at Helen Keller International. Jordan is an Adjunct Senior Fellow in Global Health at the Council on Foreign Relations and serves on several boards including Lighthouse International. He received a Ph.D in Optometry from the New England College of Optometry and an MPH from Johns Hopkins University.

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MOHSEN KHALIL

Director, Global Information and Technologies Department, World Bank and International Finance Corporation

Mohsen Khalil is a joint Director at the World Bank and IFC of the Global Information and Communication Technologies Department. During his tenure with the World Bank Group, Mohsen has held several managerial and technical positions. Previously, he served as Chief Advisor to the Lebanese Minister of Post and Telecommunications and Board Director of Lebanon's Autonomous Fund for Housing. He also worked with McKinsey & Company and NASA. Mohsen holds a Ph.D. in Electrical Engineering from the University of Southern California and a Masters of Science from the University of Wisconsin, Madison and MIT Sloan School of Management.

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NICHOLAS KRAFFT

Director of Operations, Human Development Network, World Bank

Nicholas Krafft is Director of Operations at the World Bank's Human Development Network, which has responsibility for education, health, social protection, children and youth and disability. During his 21 years at the World Bank, Nicholas' role has included Representative to the Special Envoy for Gaza Disengagement; Program Director for the work in Iraq; Manager for West Bank and Gaza; and Division Chief for Agriculture, Rural Poverty and Environment in Latin America. He took a two year sabbatical in 1996 to work as Advisor to South Africa's Ministry of Agriculture and Land Affairs. Nicholas holds a post-graduate degree in economics from the London School of Economics.

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RUTH LEVINE

Director of Programs and Senior Fellow, Center for Global Development

Ruth Levine is the Director of Programs and Senior Fellow at the Center for Global Development. Ruth has 17 years of experience working on health and family planning financing issues in Latin America, Eastern Africa, the Middle East and South Asia. She has also co-authored several books and reports. Before joining the Center for Global Development, Ruth designed, supervised and evaluated health sector loans at the World Bank and the Inter-American Development Bank. She led the World Bank's knowledge management activities in health economics and finance between 1999 and 2002. Ruth holds a Ph.D. in Economic Demography from Johns Hopkins University.

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CRAIG NAKAGAWA

Acting President, VillageReach

Craig Nakagawa is the Acting President of VillageReach, a winner of the 2003 Development Marketplace. Craig began his career in global health and economic development at the investment bank Lehman Brothers, where he was a member of the firm’s global pharmaceuticals practice. He has also worked at Teledesic, a global satellite venture started by Craig McCaw and Bill Gates, to bridge the digital divide by enabling broadband communications anywhere in the world. Craig has an MBA from the University of Chicago and a Bachelor’s from the Jackson School of International Studies at the University of Washington.

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RONALD O’CONNOR

Founder and Senior Adviser, Management Sciences for Health

Ronald O’Connor is Founder and Senior Adviser to Management Sciences for Health (MSH). Before founding MSH in 1971, he worked with the Centers for Disease Control in the Family Planning Evaluation Division of the Epidemic Intelligence Service. Ronald has worked in India and Afghanistan and served as consultant to the United Nations and other development agencies for more than 30 years. He organized the first major international conference on managing family planning programs with Nafis Sadik for the UNFPA in 1972 and has contributed to numerous studies on health care in Muslim Asia. Ronald has an MD, MS-Hygiene and an MS from the MIT Sloan School of Management.

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JULIANA OYEGUN

Director, Diversity Programs, World Bank

Juliana Oyegun is the Director of Diversity Programs at the World Bank since 2001. Since 2001, she has provided strategic advice and support to senior management on building values-based approaches to diversity and inclusion. She facilitates mainstreaming diversity into the World Bank’s business, human resources planning and management process. Prior to this, Juliana served as Special Advisor for Gender Equity at the UNHCR in Geneva where she facilitated the promotion of a culture of gender equity and parity. She received a Masters in Gender and Development from the University of East Anglia and an LL.B Hons from the University of Lagos.

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ENRIQUE J. RUEDA-SABATER

Director, Business Development – Emerging Markets, CISCO Systems

Enrique J. Rueda-Sabater is the Director of Business Development in the Emerging Markets at CISCO Systems. Before joining CISCO in mid-2006, he spent two decades at the World Bank working in operations in several regions, fundraising (for the International Development Association-IDA) and advising the United Nations for

the 2002 Financing for Development summit. During his last three years at the World Bank he was the Director of Strategy, responsible for strategic analysis, planning and integrated risk management and oversight of the Development Marketplace program. Enrique is a Spanish national with graduate degrees in business and economics.

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GREG STARBIRD

Vice President, The HealthStore Foundation

Greg Starbird is Vice President of The HealthStore Foundation, a U.S. non-profit corporation using business format franchising to increase access to essential drugs and basic healthcare in the developing world. The HealthStore Foundation’s CFW shops franchise network in Kenya has served over 1,000,000 patients since inception and currently comprises 65 franchised drug shops and medical clinics. Prior to joining The HealthStore Foundation, Greg directed a program at Star Education, an innovative and award-winning private organization working in Los Angeles public schools. Greg attended Cornell University and U.C. Santa Barbara and has a Masters of Divinity from Fuller Theological Seminary.

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ONNO SCHELLEKENS

Managing Director, PharmAccess Foundation

Onno Schellekens is the Managing Director of PharmAccess Foundation. PharmAccess is a non-profit organization focused on improving quality basic health care including HIV/AIDS treatment and care in Africa. Onno is also founder of the Health Insurance Fund and the Investment Fund for Health in Africa. The Health Insurance Fund, established in 2005, aims to introduce medical insurance schemes for low- and no-income groups through private healthcare providers. Prior to PharmAccess, Onno spent 10 years at Solvay Pharmaceuticals, a European chemical and pharmaceutical company. He holds a Masters from the School of Management and Organization from the University Groningen, The Netherlands.

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JULIAN SCHWEITZER

Director, Human Development Sector, South Asia Region, World Bank

Julian Schweitzer is Director of the World Bank’s Human Development Sector in the South Asia Region, responsible for the World Bank’s operations in health, nutrition, population, education and social protection. During his World Bank tenure, he has worked on human development issues in the Middle East and North Africa and the transition economies of Europe and Latin America. Before joining the World Bank, Julian worked in the public and private sectors in the UK and India. He holds a Ph.D. in Physics from the University of London and has authored numerous articles and chapters of books in the human development field.

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MARGRET THALWITZ

Director, Global Programs and Partnerships, Concessional Finance and Global Partnerships Vice Presidency, World Bank

Margret Thalwitz is Director of Global Programs and Partnerships within the World Bank's Concessional Finance and Global Partnerships Vice Presidency. Margret joined the Bank as a Young Professional in 1977 and has since held several positions as both a country and project economist in the Southern Africa, India and Eastern Europe Departments. She also worked as the World Special Representative for South East Europe at the EC/World Bank Office for South East Europe in Brussels in 2002. Margret holds an Economics degree from the University of Freiburg and a post-graduate diploma in Development Economics from the German Development Institute.

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HASAN TULUY

Chief Operating Officer, Multilateral Investment Guarantee Agency, World Bank

Hasan Tuluy is Chief Operating Officer at the Multilateral Investment Guarantee Agency. Since 1987 he has held a range of technical and managerial positions in the World Bank Group in the West Africa and Middle East and North Africa (MENA) regions, including Country Director for Burkina Faso, Mali, Mauritania and Sao Tome and Principe; Director of the Corporate Strategy Group; and Director for MENA's Operations and Country Services Department. Previously, he worked as Advisor to the Ministry of Agriculture in Morocco, Tunisia, Madagascar and Guinea. Hasan holds a Ph.D. and Masters from the Fletcher School in Development Economics/Trade.

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BART WEETJENS

Director, APOPO

Bart Weetjens is the Founder and Director of APOPO and a winner of the 2003 Development Marketplace. APOPO facilitated the creation of mine detection rats (HeroRATS) which was developed and tested in cooperation with the Sokoine University of Agriculture in Tanzania. In 2004 the HeroRATS service was accredited by the International Mine Action Standards. Bart is involved in training rats as a rapid screening test for early detection of tuberculosis and training rats to locate earthquake victims. He is also actively marketing and disseminating rat detection technology. Bart has a degree (high distinction) in Product Development/Industrial Design from Architecture Institute, Antwerpen.

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DEBREWOK ZEWIDIE

Director, Global HIV/AIDS Program, World Bank

Debrewok Zewdie is the Director of the Global HIV/AIDS Program for the World Bank. Prior to this position, she managed the AIDS Campaign Team for Africa and was also the Deputy Regional Director of the Africa Region for the AIDS Control and Prevention project of Family Health International in Nairobi, Kenya. Debrewok has held several research, management and teaching positions focusing on public health. She received her Ph.D. in Immunology from the University of London, St. Mary's Hospital Medical School and was a Senior MacArthur Fellow at Harvard University's School of Population and Development Studies.



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DEVELOPMENT GATEWAY FOUNDATION

The Development Gateway Foundation provides web-based tools to make aid and development efforts more effective. It offers innovative solutions that increase access to critical information, building local capacity and bringing partners together for positive change. The foundation is a nonprofit organization with activities around the world. It focuses on areas in which the Internet can have a high impact on development: better coordination of international aid; more efficient government, particularly in procurement; and the online exchange of knowledge and best practices. Programs and tools include: dgMarket, Aid Management Platform, AiDA and the Country Gateway Network.

www.dgfoundation.org

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DISEASE CONTROL PRIORITIES PROJECT

The Disease Control Priorities Project is an ongoing effort to assess disease control priorities and produce evidence-based analysis and resource materials to inform health policy making in developing countries. This is accomplished through the publication of three important books, the website and a variety of events worldwide.

www.dcp2.org

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GLOBALGIVING

GlobalGiving is an online marketplace founded by the creators of the original Development Marketplace program. GlobalGiving identifies high-impact community projects all over the world, enables donors to specify where to direct their money and allows them to stay connected to see the positive difference their gifts have made. All DM finalists are eligible to post their projects on GlobalGiving.

www.globalgiving.com

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GLOBAL SOCIAL BENEFIT INCUBATOR

The Global Social Benefit Incubator (GSBI) provides an intensive two-week residential program at Santa Clara University that enables successful technology innovators to scale their endeavors and achieve sustainability. Participants develop know-how in the

areas of marketing, finance, business planning and organizational capacity building. The GSBI combines classroom instruction, case studies and best practices with carefully matched mentoring on the specific scaling and sustainability challenges of each participating organization. Participants receive full scholarships.

www.scu.edu/sts/programsandpartnerships/gsbi/index.cfm

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HEALTHY DEVELOPMENT: THE WORLD BANK'S STRATEGY FOR HEALTH, NUTRITION AND POPULATION RESULTS

The World Bank's new health, nutrition and population strategy will help developing countries strengthen their health systems to improve the health and well-being of millions of the world's poorest people, boost economic growth, reduce poverty caused by catastrophic illness and provide the structural 'glue' that combines multiple health-related programs within client countries. Called Healthy Development: The World Bank's Strategy for Health, Nutrition and Population Results, the new plan updates the Bank's contribution to improving health outcomes at the global, regional and national levels, including the 2015 Millennium Development Goals.

www.worldbank.org/hnp

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INFODEV

infoDev, a global partnership of international development agencies, works to maximize the impact of information and communication technologies (ICTs) in development programs. Through innovative pilot projects, training, capacity building support, action-oriented research and toolkits, infoDev helps practitioners, policymakers and donors turn ICT knowledge into action. In 2002, infoDev launched its Business Incubator Initiative to foster ICT-enabled entrepreneurship and innovation in developing countries. Currently, the Initiative supports 65 incubators in 47 countries through financial and technical assistance. These incubators help entrepreneurs and small businesses to commercialize their ideas and grow their businesses.

www.infodev.org/businessincubation

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MBAS WITHOUT BORDERS

MBA Without Borders (MWB), founded in Canada in 2004, sends MBAs (business volunteers) from around the world to provide short-term business assistance to local and international businesses and NGOs working in developing countries. With over 3,000 MBAs within its direct network and links to 400 MBA communities, MWB works in the healthcare, agriculture, financial, income-generation and climate change industries. MWB is focused on bringing MBAs to Africa, Central Asia, South-East Asia, South Asia, Eastern Europe, Latin America (including Mexico) and the Caribbean.

www.mbaswithoutborders.org



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ABOUT DEVELOPMENT MARKETPLACE

The World Bank’s Development Marketplace (DM) is a competitive grant program that identifies and funds innovative, small-scale development projects that deliver results. Since 1998, the DM has awarded over US\$40 million to innovative projects in more than 70 countries through Global Competitions and Country-Level and Regional Development Marketplaces (CDMs).

Open to all applicants, DM draws a variety of individuals and institutions (NGOs, government agencies, donor agencies, academic institutions and private sector companies) to work in partnerships, finding unique solutions for common problems in the developing world that can then be expanded or replicated elsewhere. In doing so, the World Bank and its partners gain a valuable way to listen to—and learn from—those who can make an important contribution in the fight against poverty.

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GLOBAL COMPETITIONS AND CDMS

The DM program operates on two levels: global and regional or country-level. The Global Development Marketplace is a worldwide competition held every 12-18 months at the World Bank headquarters in Washington, DC. These competitions focus on topical development issues and include a Knowledge Exchange component to cross-fertilize information and experiences among participants. Since its inception, the Global DM has disbursed over US\$28 million in awards to over 200 winning proposals.

CDMs adapt the Marketplace model to specifically address national/regional development issues. Awards are usually between US\$5,000 and US\$30,000, and recipients are often local NGOs or small enterprises. CDMs have awarded over US\$13 million to more than 750 winners in 51 countries.

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DEVELOPMENT MARKETPLACE 2007

The 2007 Global Development Marketplace (DM2007) is being held in collaboration with the World Bank’s Health, Nutrition and Population (HNP) unit. The competition received more than 2,800 applications, of which 104 proposals from 42 countries qualified as finalists after passing through multiple rounds of assessment. These finalists will make their case for funding directly to a jury of development professionals at the Marketplace, May 22-23. Together with its co-funders, Development Marketplace will award roughly US\$4 million in grants to this year’s winners.



The 2007 Development Marketplace Team
BACK (FROM LEFT TO RIGHT): Keiko Nagai, Shiyana Valentine, Onur Ozlu, Kristina Stefanova, Frank DiSilvestro, Sarah Mattingly, Jason George, Helena Hwang **FRONT (FROM LEFT TO RIGHT):** Laura Coronel, Nicole Kligen, Joyita Mukherjee, Vanya Candia, Carolyn Florey