

Round about Outdoor HIV/AIDS Initiative, South Africa

With estimates of 12 to 20 percent of South Africans infected with HIV/AIDS, 7 million people lacking access to clean water and poor child-friendly infrastructure, the Roundabout project's goal was threefold: educating and promoting HIV/AIDS awareness among young women in rural communities, providing access to clean water and supplying play equipment for children. The idea was that Roundabouts-simple circular play structures that use children's energy to draw water-would be installed above rural wells to provide children with a recreational outlet, local residents with potable water, and the community with HIV/AIDS messages placed on the facilities' water holding tanks. In 2002, a Development Marketplace award of \$165,000 allowed this idea to become a reality. Roundabout was able to initially install 50 play pumps in 40 rural villages throughout South Africa. Today, the original target has been greatly exceeded with 350 pumps installed. The success story continues-in partnership with Coca-Cola the model is intended to be replicated in 24 African countries and the concept has been embraced by UNICEF international promotion.

Good Governance Linking LGOs and CSOs, Peru

Creating a "Public Window" for the Peruvian citizens, the project, based at a Peruvian University, sought to increase local government transparency, accountability and efficiency. Capitalizing on the power of Internet Technology, the project provided citizens with web-based access to previously unavailable public sector information, and helped facilitate and streamline local government operations through e-mail

and electronic database systems. Strengthening democratic participation at the local level, the project has not only led to discussion with the Peruvian government to expand the program to 20 additional Peruvian cities, but it has attracted other Latin American and European countries and development agencies such as the Swiss Agency for Development, which has approved a contribution to further disseminate the Public Window beyond the initial DM Award of \$100,000.

E-Commerce For Farmers, Philippines

E-commerce for farmers brings relevant market information via a free electronic bulletin board directly to participating farm cooperatives, to assist them in making better decisions with better pricing information. Historically, these Filipino farmers were prevented from getting the best return from their agricultural products because of a market information gap. The US\$188,000 DM and Infodev award granted to B2Bpricenow.com have helped to create an electronic platform enabling Filipino farmers to negotiate better prices and change the way agricultural business is done. B2Bpricenow also trains farmers on technology use and Internet access. A new partnership forged with Smart Communications enables farmers to trade their agricultural products and supplies via mobile phones. The combination of the website and mobile phone eliminates middleman fees and reducing farmers' risk of being cheated. This, in turn, enhances the efficiency of the Philippine agricultural market and helps reduce farmer poverty and exploitation. The company now serves 700 of the 3,700 farm cooperatives in the country, is profitable after two years, and has begun replicating the concept in Thailand.

There are a number of ways you can become involved in supporting the innovative ideas and rich sharing of knowledge that DM facilitates. For example, you can:

Co-sponsor and grant awards to the best of the innovations.

Join the World Bank Group and its partners in committing funds for winners of the next Global DM.

Provide In-Kind Support.

Support an event or the innovators themselves with in-kind support – e.g., provision of computer equipment to winning teams, access to training programs, business-consulting services, or organizational development support.

Support to Country Innovation Days.

Partner with Development Marketplace in forthcoming CIDs. Contact the Development Marketplace Team for more details. You can send E-mail to: DMinfo@worldbank.org developmentmarketzambia@worldbank.org

Participate on assessment teams.

Help to select the next DM winners and leaders in innovation by becoming a member of the jury teams.

Provide technical Support to the Innovators.

Share your technical expertise with innovators as project advisors or team members.

Nominate Innovators.

Nominate innovators to compete at the global-level or country-level events. Inform your networks of how to participate in the process and especially in the call for proposals.

Other.

Please get in touch with us to discuss any other ideas you may have on building an effective partnership with Development Marketplace. You can send E-mail to: DMinfo@worldbank.org

How Does Development Marketplace Work?

Development Marketplace is guided by the values of inclusiveness, diversity, fairness, and transparency. The overall process is described below. Steps within the overall process may vary slightly from year to year.

Theme selection

The World Bank, in consultation with its DM partners picks specific themes that reflect their development priorities. For example, the theme for the upcoming DM2003 is: "Making Services Work for the poor."

Call for proposals

The announcement for the global competition is kicked off with a "Call for Proposals," approximately 8-9 months before the marketplace is held.

Incoming proposals (roughly 3 pages) include information about the project idea and implementation plan, what makes it innovative, an overall budget outline, and the proposed partners. After a review process (described below), a select number of applicants qualify as finalists and are asked to submit a fuller proposal (roughly 10 pages). This proposal describes a more comprehensive business or implementation plan with detailed budget and is submitted 2-3 months before the global competition.

All finalists are invited to participate at the global competition, which is typically a two-day event hosted at the World Bank headquarters in Washington, DC.

Review of proposals

Incoming proposals that meet the DM's eligibility criteria are reviewed by a group of World Bank group staff and external assessors. Proposals are evaluated against a set of assessment criteria that are announced in the Call for

Proposals such as, innovation, sustainability, realism, results, and replicability. Roughly 200 finalists are invited to submit a longer proposal and attend the global competition.

Selection of Winners and Knowledge Forum

At the competition, an independent jury comprised of World Bank staff and external leading development individuals (academia, civil society, foundations, government, other donor institutions, and the private sector) evaluate each proposal and select about 40-50 winners.

To take advantage of the rich gathering of development actors, DM convenes a Knowledge Forum that engages the participants in inventive partnerships, networks, and opportunities for discussion of the key challenges facing development entrepreneurs.

Project Implementation

Winners sign a project agreement that indicates how and when the award money will be disbursed to them. These disbursements correspond to the achievement of key milestones specified in their proposals. Each project is assigned a World Bank staff member who serves as liaison between the World Bank and the award winner. The liaison also monitors the project performance, marshals technical assistance or other resources if necessary, and helps disseminate lessons learned to the broader development community.

Becoming a Development Marketplace Partner

Since the first Development Marketplace in 2002, there has been dramatic increase in the number of applications for both the global event and at CIDs. This enthusiasm has led us to the view that there are many more good ideas than there is award money. Having pioneered and tested the DM concept, the World Bank is eager to bring in more partners for upcoming global DMs as well as CIDs. These partnerships will not only help increase the number and amount of awards presented at these events, they will also bring the first-hand benefits of DM to our partners and enhance the impact of our collective efforts. As a DM partner, your organization could participate in a variety of ways:

- Become identified with an initiative highly focused on innovation and development impact, without the bureaucratic and political constraints of standard institutional practices and instruments, and with low operating cost to your organization;
- be able to support the best ideas irrespective of origin and source (governmental, non-governmental, civil society, village and community-based organizations, private sector);
- select DM winners as part of a world-class jury;
- award prizes in a thematic area or subject that your organization feels is particularly important;
- gain access to pipe line of projects already vetted by development experts, and to ideas that your organization may wish to pursue on its own;
- have an opportunity to provide follow-on funding to past DM winners. This is an opportunity to invest in projects with a demonstrated track record of success;
- build contacts with networks, individuals, and service providers in a country or region working on key issues that your organization is interested in developing a project in;
- support promising ideas with the knowledge that World Bank staff will assist and monitoring implementation;
- access a diverse range of technical experts outside of your organization to review project ideas; and
- reduce transaction costs and reap efficiencies in your organization to review project identification to project monitoring and evaluation.

What is Development Marketplace?

"The Development Marketplace is a real opportunity to come together, with no bureaucracy, with no preconditions, and no preconceptions about each other, just about ideas and trying to see how we can help people. It is, in fact, the very best of development: people-based, partnership-based, with development impact."

-James D. Wolfensohn, President, The World Bank

Development Marketplace (DM) is a program that promotes development ideas through early stage seed funding. We link social entrepreneurs with ideas for fighting poverty to partners with resources able to help implement their vision. Our goal is to create a marketplace of ideas' talent, and resources that address the challenges of economic growth and poverty alleviation. The DM program is about finding solutions beyond established channels through an open, transparent, and competitive process with minimum cost and bureaucracy. In November 2002, the Harvard Business Review (HBR) described DM as an "entrepreneurial approach to the challenge of reducing global poverty."

Practically speaking, DM brings visionaries and entrepreneurs together in an Innovation Competition where they "sell" their ideas to groups that can provide financial and/or technical assistance support. DM applies a venture capital approach to meet the challenges of development. The program makes small investments in multiple projects that both diversifies risk, and seed numerous new approaches to resolving problems. It

is a low-cost, low-risk way of identifying ideas that work on the ground and have the potential to grow and be replicated in other countries.

Initially launched in 1998 to promote innovation within the World Bank Group, the DM program today is more externally focused on the broader international community and operates at two levels: the Global Development Marketplace which is generally held every 18-24 months in Washington, DC, and Country Innovation Days (CIDs), held on a rolling basis at the national or sub-regional level to address local development issues. Both the Global DM and CIDs also include a Knowledge Forum to promote knowledge sharing, create networking opportunities, identify synergies, and establish new and creative partnerships to meet some of the most pressing concerns of our time.

For more information on becoming a Development Marketplace partner, please contact the DM Team Leader at the contact information on this folder.

Examples of Country Innovation Days

Guatemala Country Innovation Day, June 2002

In Guatemala, most poverty tends to be concentrated in rural areas of the country, and the key to addressing issues of poverty and growth lies in improving the productivity of rural areas. To highlight this issue, in June 2002, the World Bank and the Soros Foundation sponsored an Innovation Day in Guatemala with the theme of Premio a la Productividad Rural (Prize for Rural Productivity). The sponsors sought ideas that were both innovative and proven, in order to provide a measure of project sustainability.

Eighty-two applicants submitted proposals, from which 20 finalists were selected after screening and site visits. Each finalist demonstrated his or her project idea at a stand at Parquee de la Industria, an industry fair park in Guatemala City. Ideas ranged from exporting lemon products to the Persian Gulf, to community road maintenance, to the production of cosmetics and herbal remedies from native plants. The final jury was composed of seven members with expertise in the field of rural productivity and included, among others, the Guatemalan Import/Export organizations, UN World Food Program, Soros Foundation, the World Bank, and the 1992 Nobel Laureate Rigoberta Menchu.

In all, 10 projects each won approximately \$15,000 to further their work. Several finalists proposed ideas relating to sustainable forestry, including El conejo Scale, which produces wood products in the Chimaltenango area from fast-growing and environmentally sustainable local timber. A business partner based in the capital markets the products - intended for the domestic market. As demand for these products is growing, the Sacala team used their award funding to move the production facility closer to the forest and closer to where its workers live, expand the facility, and assist two neighboring communities to plant the same species of tree to enable to become future suppliers to Sacala. The next result of that activity was that Sacala has been able to increase its employee base from six to 14 (mostly women), and increase output to meet demand. More important, the project has been able to pilot the feasibility of this approach and export it to neighboring communities. This project and others are now eligible for consideration for onward funding by the Soros Foundation's new rural venture fund, which was announced at the Innovation Day in June 2002.

Representative Past Country Innovation Days

Country	Date	Theme	Awards	Total Awards	Sample
Brazil	2002	Innovative Social Experiences	26	\$250,000	Nature conservancy, UNDP, UNESCO, UNICEF, ILO, USAID
Burkina Faso	2002	Rural productivity and Artisans in the fight Against Poverty	10	\$1000,000	UNDP, SAIO, C ONCERTACION
Egypt	2003	Skills Enhancement towards Development	15	\$250,000	NGO Service Centre, Sawiris Foundation for Social Development
Thailand	2001	Using information Technology to Improve the Quality of Life in Rural Thailand	14	\$145,000	Thai Chamber of Commerce, Kenan Institute, Cisco Systems (Thailand), McKinsey & Company
Ukraine	2001	Health-care, Social Protection of Vulnerable Groups,	15	\$163,000	European Union, United Nations Development Program, Government of the Netherlands

What are Country Innovation Days?

Held at the national or sub-regional level, Country Innovation Days (CIDs) are dedicated to identifying and supporting innovative development ideas and building synergies among local and regional social entrepreneurs. Country Innovation Days are Country-level programs that follow the Global Development Marketplace form and include:

1. Innovation Competition – an open competition where start-up funds are awarded to teams proposing ideas that brings people and institutions together, and has the greatest scale-up potential.
2. Knowledge Forum – Where various leaders in the development community share their experiences around pre-selected themes that are of local and global interest in development.

A CID differs from the Global Development Marketplace in that it is tailored to address region or country-specific issues and present opportunities for very small, community-based projects to benefit from the DM approach. CID awards tend to be smaller than Global DM awards.