

North American Conference

November 7 - 9, 1985

Chicago, USA

CELEBRATING THE IERD

and

CREATING NEW MODES OF SERVICE

The Institute of Cultural Affairs

North America Conference  
IERD Phase III

WHAT NEEDS TO HAPPEN

The opening session was focused on studying the learnings from the IERD, including a discussion of a Report on Phase III activities, entitled "The New Reality of Development." Below are statements of 'What Needs to Happen' on the basis of the six dimensions of that report.

In the arena of SHARING APPROACHES THAT WORK what needs to happen is:

1. Local networking to increase awareness of other successful projects.
2. Increase public awareness through mass media and other re-education processes to communicate the urgency of the development business.
3. A "Small Talk Campaign" - people to people.
4. Explore the impact and uses of the documentation process.

In the arena of RURAL DEVELOPMENT PRACTITIONERS what needs to happen is:

1. More events to bring together practitioners to share experience.
2. Build linkages with other sectors/actors such as private sector.
3. Work to overcome the still existing distinction between private, government and non-government practitioners. Strengthen focus on common commitment.

In the arena of PRACTITIONERS SPEAK OUT what needs to happen is:

1. Enable development organizations to see the cruciality of getting input from practitioners.
2. More network connections.
3. Provide forums for practitioners.
4. Creative ways to publicize the documentation.
5. Interchange of sustenance tools between local practitioners to sustain one another.

In the arena of DEVELOPMENT EDUCATION what needs to happen is:

1. Development of reliable information systems.
2. Creation of networks for data interchange.
3. Articulating the new vision of volunteer teams.
4. Developing new modalities of training.

In the arena of DEVELOPMENT POLICY CONSULTATIONS what needs to happen is:

1. Better rural poor organizations as pressure groups.
2. "Soft" development - non-formal training.
3. Spotlighting what is working in this regard.
4. Women empowered to take a role.

In the arena of EXPERIMENTAL PARTNERSHIPS what needs to happen is:

1. Intensifying collaborative experimentation.
2. Document how successful collaboration is working.
3. Develop an apprenticeship method.
4. Establish common grounds between all the groups.

**International Exposition of Rural Development**

**Phase III**

**November 8-9, 1985**

**Strategic Planning Workshop**

**"Building Collaborative Strategies for Development"**

**Facilitated by the ICA**

## THE PRACTICAL VISION

IERD PHASE III

Facilitated by ICA

TOWARD CREATING INNOVATIVE DEVELOPMENT PLANS			TOWARD COLLABORATIVE INVENTIONS TO AWAKEN THE LATENT LOCAL DEVELOPMENT DEMAND			TOWARD BUILDING HUMAN DEVELOPMENT NETWORKS		
SUSTAINABLE RESOURCE DEMONSTRATION	ADVENTURE CAPITALIZATION INCENTIVES	INTEGRATED MULTI-SECTOR PLANNING	CREATING DEVELOPMENT ALLIANCES	REGIONAL GRASS-ROOTS INFRASTRUCTURE	INDIGENOUS INSTITUTION BUILDING	COMPREHENSIVE LIFE-LONG SKILLS EMPOWERMENT	COMPREHENSIVE WELLNESS NETWORK	RE-DIRECTED PLANETARY PRIORITIES
3 LEVEL AGRICULTURE PLAN IMPLEMENTATION	REGIONAL MARKETING SCHEMES & INTERFACE	PARTICIPATORY VILLAGE PLANNING	WEBBING OF SIMILAR CONCERNED AGENCIES	LOCAL REGIONAL INTERFACE SYSTEMS	COMPREHENSIVE NUTRITION PROGRAMS	AFRICAN LEADERSHIP TRAINING CENTERS	ACTIVITY TO END HUNGER	USE OF CULTURAL STRENGTHS FOR CHILD CARE
	LOCAL ECONOMIC DEVELOPMENT PROCESS	GOVERNMENTS WORKING TOGETHER	ECONOMIC DEVELOPMENT FORUMS	REGENERATIVE AGRICULTURAL COMMUNITIES	WOMEN'S LITERACY HEALTH CLASSES	ADULT LITERACY TRAINING	CURATIVE HEALTH CLINICS	
INVOLVE LOCALS IN COOPERATIVE MARKETING	ECOLOGICALLY SOUND INDUSTRY	LOCAL VALUE CENTERED PLANNING	WATER RESOURCES AGENCY COOPERATION	ENVIRONMENT RESOURCE DEMONSTRATIONS	VILLAGE ECONOMIC TRAINING BY CORPORATE EXECUTIVES	LITERACY CENTER LIBRARY	WELL BABIES NUTRITION PROGRAMS	COLORFUL YOUTH SINGING & DANCING GROUPS AT COMMUNITY FESTIVALS
		GLOBAL COMMUNICATIONS SYSTEMS THAT ARE VILLAGE ORIENTED AND LINKED	MINI BUS TRANSPORT SYSTEM	MULTIPLE VILLAGE COOPERATIVES	COLLABORATIVE LEADERSHIP TRAINING PROGRAMS	INDIGENOUS LEADERSHIP CORPS	WELLNESS CLINIC NETWORKS	
	TOURISM DEVELOPMENT	SATW EVENTS	LOCALS ARTICULATE NEEDS & REQUEST ASSISTANCE	SAFE WATER SYSTEMS	HIGHER AND BROADER EDUCATION	SUSTAINABLE PROJECTS LOCAL TRAINING	GOOD PRODUCE AVAILABILITY	ESTABLISH NUCLEAR FREE ZONES
		COMMUNITY SERVICE ORIENTED CONDOS	COLLABORATIVE PROJECT DESIGNS	PARKS PLAYGROUNDS CLEAN STREETS	WOMEN'S TRAINING SCHEME	WOMEN EMPOWERMENT PROGRAMS	PREVENTIVE HEALTH PROGRAMS	
GREATER MECHANIZATION IN RICE PADDIES	NEIGHBORHOOD WORKPLACE FOR WOMEN	FAMILY GEODESIC DOME GARDEN/FISH FARM	CROSS COMMUNITY FOCUSED COALITIONS	MODULAR ADAPTABLE DWELLING CONSTRUCTION	COMMUNITY NEWS EDUCATION MOVIES	NATIONAL MOVEMENTS LEADERSHIP TRAINING	VILLAGE HEALTH STRUCTURE	CONVERT MISSILES TO SPACE EXPLORATION
	USING LOCAL RESOURCES FOR NATIVE PRODUCTS PROCESSING							
FRESH CLEAN WATER MAINTAINED IN EACH VILLAGE	ENTERPRISE ZONE DEVELOPMENT	HYDRO INTENSIVE GARDENING	FORUMS FOR LIKE-FOCUSSED AGENCIES	PAVED ROADS	MULTIPLE SHORT TERM SKILLS PROGRAMS BY 2-3 COOPERATIVE ORGANIZATIONS	EDUCATION STRUCTURES FOR ALL CHILDREN	NEIGHBORHOOD HEALTH STRUCTURES	
	SUSTAINED FUNDS FOR SMALL PROJECTS	COLLABORATIVE PLANNING CONSULTS	NGO COOPERATIVES	VILLAGE AND STOREFRONT PAINTING	INDIGENOUS PVO's	EXTRA NATIONAL VOLUNTEERS' PROGRAM		

NORTH AMERICA CONFERENCE

IERD PHASE III

## THE UNDERLYING CONTRADICTIONS

NOV. 8-9, 1985

FACILITATED BY ICA

LIMITING PAROCHIAL VALUE SYSTEMS	VESTED INSTITUTIONAL SELF INTEREST	UNCREATIVE RESOURCE GENERATION	DIVISIVE AND CRISIS-MODE PLANNING	UNDEFINED POTENTIAL LINKAGES	INEFFECTIVE PARTNERSHIP MODELS UNDER SHAR.AFF.TECH	UNDEVELOPED LEADERSHIP SKILLS	THREATENED POWER STRUCTURES	ENTRENCHED MILITARISTIC PRIORITIES
outmoded traditional roles, values & materialism	vested institutional self interest	narrow focused finance practices	short range needs consciousness	success stories don't get told	replication schemes are inadequate	limited human development expertise	maintaining control & power of \$ and people	gross misappropriation of funds
culturally sanctioned disparities	adversarial mind-set dominance	unrecognized return on investment by private sector	priorities hazy	local national history telling omit regional story	"see it thru" patrons needed	limited local-level management experience	restrictive government control	dependence on arms industry for economic growth
conflicting values and philosophies	mis-trust other sectors	lack of time spent thinking creatively re: funding	established divisive planning methods	media over commercialized	few effective alliance models	transferring skills to appropriate tech.	top down mind-set	unproven economic conversion
fundamentalist religious attitudes	entrenched parochial loyalties	lack of creative funding ideas	lack of conflict resolution and consensus skills	lack of information exchange	business people not used as resource	over dependence on professionals	old boy system of politics	untracking entrenched politic commitment
discouraged leadership	conflicting regional values	complex regulations & fluctuating economy blocks loc.cap.atrat	use of pre-fab technologies	isolation among NGO's and FVO's	problems of scale	lack of partnership training modes		
no agreement on how to reach vision	competitive operating modes	collateral based loans	crisis more urgent than long-term	inordinate time required to earn a living	needed technology not yet developed or recognized			
unclear need to collaborate	territorial possessiveness	lack of professional staff to establish effective program	isolated planning processes	limited capability in communicating w/ state & loc.agencies	lack of technology			
different objectives of groups block common interest	turf protecting	mountainous waste of resources	single issue emphasis	undefined avenues of linkage				
not national priority	protective territorial self-interest	relying on government for sustenance						
fatalistic mind set	territorial protectionism	\$ resources removed from area						
ullah mentality	competition for credit-funding	restricted access to funding						
unconsented values about what is developed	private voluntary organization's arrogance							
priority on personal professional advancement	rigid & restrictive operational guidelines							
lack of integrative education	institutional turfism							
PV mistrust of private sector								
inability to project a new vision								
no shared common vision re:developm't between								
17	14	11	8	8	7	5	4	4

GLOBAL HUMAN DEVELOPMENT UNIVERSITY	FEEDBACK MECHANISMS FOR FLEXIBILITY	DEVELOPMENT INTERCHANGE SYMPOSIUMS	INTERNATIONAL IMAGE INTERCHANGE DIALOGUES	ACCELERATING DEVELOPMENT EDUCATION INTERCHANGE
Joint Training Staffs (Un, Peace Corps, Denom'l) Uniform system to train leaders University of Human Development (with football team) Human Development courses - (offered at Universities) Coalition building training school	Government and business collaboration New development directions think-tank Management Circles	Technical SATW Symposium County Coalition to sponsor forums Technological Synergism Symposium Collaborative partners "Missing-Link Fair" Low tech 'People to People' Exchange Consult 3rd World seminar with donor agencies Linkage Conference Party	National Exposition on Urban Development Breaking Identity Barriers Boundaries Sessions Depth Image Change programmes Conversation on militarism supporting poverty Continental 4-sector SATW Conferences	
WORLD-WIDE DATA SERVICE	INFORMATION COMPILATION MECHANISMS	PUBLIC INFORMATION IMPACT ON THE POWER OF COLLABORATION	MASS COMMUNICATION FOR AWAKENMENT	EXPANDING MASS INFORMATION RESOURCE SYSTEMS
Institutionalize Nuclear Free Zones Develop specific success - failure criteria Common format for reporting and evaluation Collect collaboration success stories Locate joint ventures Global data-base for assistance	Development data-base coordination Organization gifts / skills listings Job development networks Sign language for computer interchanges	Space explorations programs 2 year targeted development education campaign - city / county TV spots inviting participation Public TV SATW video series Project who / when / where / how	Mini series on Development - TV Mobile Social Arts Troupe HBO documentaries on cultural diversities	
CULTURAL EXCHANGE CELEBRATIONS	JOINT PROJECT LAUNCHING	COORDINATED IMPLEMENTATION PROCESS	TRAINING FOR IMPLEMENTATION	ORGANIZING SUSTAINABLE LOCAL DEVELOPMENT ACTION
Ethnic Group Coalitions Support Cultural events and festivals Collegial cultural exchanges	Navajo Reservation Consult Series 3 phase US / Mexico Border Spotlight programme Farming Victims change agent training Map organizational overlaps Developing world pilot collaborations	"Forward Looking Strategies" (World Conference Document) Conferences Create World-Regional Problem Solving Units  International Development Agency Strategic Planning Events	Leadership Exchange Consulting Train and incorporate incorporate unemployed workers Coalition sponsored neighborhood leadership training Basic skills training centers	
COLLABORATIVE RESOURCE SHARING	MOBILIZING ACTION DEMONSTRATIONS	DEVELOPING CATALYZER NETWORKS	GEOGRAPHICALLY BASED COALITIONS	INTENSIFYING COLLABORATION FOR HUMAN RESOURCE MOBILIZATION
United Funding Strategies for 3rd world development Link expertise and funding local access Joint projects design for coop action funding Secular/religious business pilot enterprises Identify possibilities Sharing self-generating resources methods	Combine hunger info with action Multi-agency vision to action workshop Create private development low-interest loan fund Statewide coalition of public, private and local groups to sponsor implementation modules	Develop underground networks for collaboration with NGOs Implement Aquarian Conspiracy University and Service Clubs Volunteer Exchange to 3rd World	Coalitions of Neighborhood group City/County vocational schools joint task force County-wide development coalition Coalition of counties for economic development	

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IERD Phase III  
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#### DISCERNING NEW OPTIONS FOR DEVELOPMENT

The third working session on Friday morning turned to identifying new options and creating practical moves within three specific arenas. Below are reports from the three groups.

#### GLOBAL DATA BASE - providing relevant data to local communities

This workshop received reports on the current condition of two data bases: Barbara Schmidt-Rahmer discussed a newly forming data base including information about the 150 different Non Government Organizations which have a consultative status with UNICEF. Carol Walters reported on the IERD data base which includes documentation from over 1000 local projects in 50 countries. UNICEF's will be in-house and the IERD is going on-line through the European Communities Host Organization (ECHO) in March, 1986. Searches are now available by request from ICA offices.

This workshop recommends:

1. Information regarding the IERD data base, called RURALNET, be disseminated through international newsletters of UN agencies and NGOs.
2. A system of updating the data base be established.
3. Active marketing and advertising of RURALNET availability.
4. Ways to protect the 'integrity' of the data base be established.
5. Do a cost analysis, "Who pays whom" to make it self supporting.
6. Include other data bases in RURALNET.
7. Seek collaborative partners such as ECHO and EASY LINK.
8. Investigate what other development agencies are doing with data bases and attempt to coordinate their development and accessibility.

#### LOCAL DEVELOPMENT - Empowering the local development process

This workshop included presentations from Joep Van Arendonk of UNFPA, Royce Downey, City Manager of Bangor, Michigan and Judi White, a recent staff member with ICA: Kenya.

This workshop recommended:

1. CREATE A GLOBAL STEERING COMMITTEE - sustain IERD momentum
  - a. Name a 'permanent' global steering committee (from current NSCs)
  - b. Conduct a meeting of current 'core leadership.'
  - c. Identify goals, directions and people.
  - d. Plan for a rotating participation dynamic.
  - e. Identify a locus.
2. LOCALIZED IERD DIALOGUE / INTERCHANGE CAMPAIGN - Phase IV?
  - a. Sharing Approaches That Work symposiums on key urban issues.
  - b. IERD product dialogues.
  - c. Interchange / engagement system for IERD colleagues.

3. FACILITATOR NETWORK EXCHANGE - share the expertise
  - a. Create a survey form to gather facilitator availability info.
  - b. Contact Emericks and Speikers for mailing surveys
  - c. Name geographic coordination centers.
  - d. Basic LENS Training 4 times a year in 4 locations.
  - e. Exchange training models between locations.
  - f. Invent prog funding design for local and overseas vol. training.
4. ENCOURAGE IERD LOCAL PROJECT REPLICATION
  - a. Determine data base access process.
  - b. Make data base wisdom available to other projects.
5. UN DECADE FOR WOMEN 'Forward Looking Strategies' CONFERENCE
  - a. Target a pilot conference in Chicago.
  - b. Form organizing co-sponsors committee: funding, marketing, programme content and leadership.
  - c. Contact all groups related to the strategies, e.g. local development groups, agencies, clubs.
  - d. Serious work on session on a Sharing Approaches that Work conference mechanism / construct.
  - e. Documentation of this pilot for other regions with next conferences scheduled.
6. SPIRIT METHOD DELIVERY SYSTEM - to sustain local practitioners
  - a. Encourage participation in spirit training workshops.
  - b. Develop kits of spirit tools (e.g. videos) for exchange.
  - c. Establish international social artists network.
  - d. Share spirit approaches that work (SSATW) - manuals, videos.

#### DEVELOPMENT EDUCATION - mobilizing public responsibility for the development process

This workshop heard reports on development education programmes currently in progress from Robert Rodale, President of Rodale Press on the Regeneration project he has initiated and from Doris Hahn, ICA: Houston on the Heart of the Matter project.

This workshop recommended:

- a. Directed funding for collaborative systems approach.
- b. Retooling of persons with local practice to give people images of regenerative versus external inputs in a balance.
- c. Documentation of the development of a systematic (systemic) approach.
- d. Use 'Regeneration' magazine as a tool of dissemination.
- e. Community education council in rural satellites around community college network.
- f. Appropriate communication methods - research required on what's effective.



## The Database of Rural Development Projects

### I. Background

The Database of Rural Development Projects is a computerised compilation of projects from over 50 countries which has been developed over the past three years as one aspect of the International Exposition of Rural Development (IERD). This computerised database supports the Directory of Rural Development Projects.

This database was initiated during Phase I of the International Exposition of Rural Development (IERD) with the technical assistance of the Control Data Corporation in Minneapolis and through their world-wide affiliates. The Central International Event of the IERD was held in New Delhi in February 1984 with 650 participants from 55 countries representing 300 rural development projects and an equal number of sponsoring and supporting organisations. These projects are indexed and described in one page summary presentations in the Directory of Rural Development Projects published by K.G. Saur Company, Munich.

The Database of Rural Development Projects contains information provided by projects on their activities through response to questionnaires and participation in IERD programmes. This includes some statistical information but is primarily descriptive--focused toward describing the methods, models, and processes that comprise the approaches utilised by these projects in overcoming the problems and accomplishing the objectives they have determined for themselves.

The projects listed in the 1st Edition of the Directory are primarily those selected by National Steering Committees or recommended by Co-sponsors to be represented at the Central International Event of the IERD in New Delhi, February 1984. The database includes several hundred more which will be indexed in the 2nd edition of the Directory.

#### A. Entering the Database

Any project having an approach they wish to share (method, model or process), may enter the database upon request. There are two steps to the procedure. The first is the completion of the questionnaire known as "Form 1" which may be obtained from a local ICA office or by writing ICAI in Brussels. The second is to arrange a site visit and interview with the ICA office nearest to you so that a more extensive description may be written for public dissemination in a fashion which meets the approval of the project. This is not an evaluation by the ICA but a description following the format of the database to insure accuracy in describing the "approach(es) that work(s)" in this project. The description is created jointly between the ICA facilitators and the project participants and is subject to the approval of the project staff before public dissemination. Projects are asked to provide materials which they wish to make publicly available to be kept on file with ICAI in Brussels.

#### B. Maintaining the Database

While the Directory serves as a reference to both types of information, with a short summary of each project, the full information on each project is kept in the Database. This information is updated each year and new projects are entered into the database as they are received. The directory is published every two years. Materials provided to ICAI are kept in permanent archives for reference purposes only.

## The Database of Rural Development Projects (continued)

### C. Accessing the Database

There are currently two modes of access to the database. The first is on-line access which may be arranged directly with Control Data Corporation. The second is published searches which may be arranged directly through ICAI, Brussels. A published search contains all the information in the database on the projects related to a specific subject or cross-reference of two or more subjects. The development subjects search categories are listed in Part III of the Directory in the subject and the word indexes. The broad variety of search categories and criteria are discussed in Section II.

## II. Contents

The following sections itemise the search categories and criteria which may be used in utilising the Directory and the Database.

### A. The Directory provides four indexes for general reference

1. Geographic by Continents and Nations
2. Development Subjects (80 specific subjects from Agriculture to Youth)
3. Approach Titles by Projects
4. Word Index (1200 key words)

### B. The one-page brief on each project provides:

1. A sentence description
2. Sponsors names
3. Summary paragraph
4. Objectives
5. Programmatic activities list
6. Accomplishments and learning list
7. Contact Information

### C. In addition to these, the Database may be accessed through five basic arenas:

1. General Information
2. Programmatic Activities
3. Project Typologies
4. Descriptive Paragraphs
5. Contact Information

The details of what each of these arenas contains are provided in a manual. An outline of their contents is enclosed.

## III. Search Product Format

The products of a Search may be placed in several formats according to the needs of the user:

- A. Loose leaf print outs on plain white or lined paper
- B. Bound in paperback
- C. Bound in Hardback
- D. On IBM computer disk
- E. On Microfisch Film

For further information contact the nearest ICA office or write:  
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### VOLUME 1: THE DIRECTORY OF RURAL DEVELOPMENT PROJECTS-

Based on project descriptions prepared for the International Exposition of Rural Development - 5-15 Feb. 1984, New Delhi, India.

1st Edition approx. 500 pages. Available October 1985.

Edited by ICAI Brussels through extensive correspondence with 300 local participating projects in 55 countries.

Foreward by Mr. Tarzie Vittachi, Deputy Executive Director, External Affairs, UNICEF.

Part I - Projects and Co-sponsors Index: alphabetical indexes of sponsors and project names by nation, continent and worldwide.

Part II - Project Descriptions: one page briefs on 300 projects. Entries contain name, location, summary, sponsorship, paragraph descriptions, objectives, programme activities, accomplishments and learnings, contact person(s) address, phone, telex, etc.

Part III - Development Subjects References: the 300 projects are further organised under some 75 major development subjects, and a word index of over 1000 key words.

Part IV - Project Approaches cross-references with Development Trends and Key Analysis.

### VOLUME 2: THE VOICES OF RURAL PRACTITIONERS-

Based on the self-analysis of local rural development initiatives worldwide. Approximately 600 pages. Est. date of publication is December 1985.

Editorial consultancy and Foreward by Dr. T. Scarlett Epstein, University of Sussex, U.K.

Part I - The Voices of Rural Practitioners talking about Approaches That Work

Designed and drafted by the participants in New Delhi, written in Rome, and compiled and edited in Brussels. Contents include:

Overview - Managing Agriculture -- Learning and Education Processes -- Health Care -- Women in Development -- Integrated Approaches -- Economic and Commercial Diversification -- Community Housing, Environment and Technology

Part II - Project Descriptions--India Case Studies

Part III - Presentations--Development is People transcriptions of addresses, reports and media events from the New Delhi Event.

Part IV - Indexes and Cross References Parts I, II, and III are included as well as information on The Database of Rural Development Projects and related publications.

### VOLUME III: THE DIRECTORY OF APPROACHES THAT WORK-

Based on reports and recommendations on collaborative innovations in rural development. The volume draws together the findings of the Implementation Phase (III) of the IERD at all levels in rural development. Est. date of publication, June 1986.

Part I - Local Planning Initiatives: reports on local development planning and activities and events in participating countries during 1984-85.

Part II - Global Policy Directions: reports and recommendations from international governmental and non-governmental conferences during Phase III which indicate new directions in response to local initiative.

Part III - Multi-Sectoral Approaches: interviews from individual local practitioners.

Part IV - References: Indexes and Cross References to Parts I, II, and III.