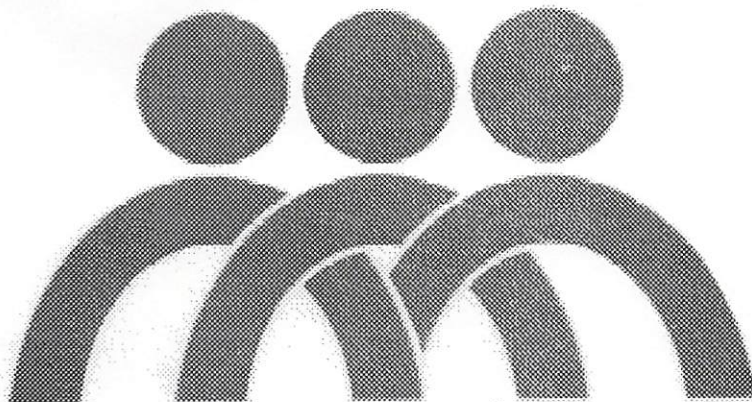


INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT



SHARING APPROACHES THAT WORK

PHASE I COMPLETION
PHASE II PLANNING
PHASE III INITIATION
OPERATIONS MANUAL

IERD TASKFORCE
INSTITUTE OF CULTURAL AFFAIRS INTERNATIONAL
JULY 24, 1983

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THE DELHI PLENARY										
SYMPOSIUM			FIELD WORK				ASSEMBLY			
SUN 5	MON 6	TUE 7	WED 8	THU 9	FRI 10	SAT 11	SUN 12	MON 13	TUE 14	WED 15
EXHIBIT PREP- ARATION	EXHIBITS		FIELD VISIT CONTEXT (BY TEAMS)	TRAVEL	TOUR (BY UNITS)	FIELD WORK DEBRIEF- ING (BY GUEST HS)	JOINT FIELD TEAM	DOCUMENT WRITING	PHASE III BY	PLENARY
	EXHIBITS TOURING (NOTE TAKING)	KEYSTONE (BY PROGRAM GROUPS)								
	REGISTRA- TION WELCOMING	EXHIBITS	PLENARY	TRAVEL	WELTIME AND GROUP TOUR	WORK SHOPS	TRAVEL	KEY STONE TEAMS	tour to Gandhi Shrine	NATIONAL DELE- GATIONS
CELEBRA- TIVE OPENING	GLOBAL TRENDS IN LOCAL RURAL DEVELOP- MENT									
	DISCON- TINUOUS	CELEBRA- TION	LOCAL CONTEXT (GUEST HOUSE)	VILLAGE MEETING (OPENING AT VILLAGE)	VILLAGE CELEBRA- TION		INDIA CELEBRA- TION	DISCON- TINUOUS	ALL NATIONS CELEBRA- TION'S	TRAVEL

THE DELHI EVENT: THE SYMPOSIUM

		SET-UP AND OVERVIEW			DISCERNING THE TRENDS			DISCERNING FUTURE DIRECTIONS		
		EXHIBIT PREPARATION	REGISTRATION	GRAND OPENING	EXHIBIT TOURING	TRENDS WORKSHOP	DISCUSSIONS	MEASURES TO DEVELOPMENT	FINAL PLenary	INTERNATIONAL CELEBRATION
DAY	TRAVEL	SUNDAY			MONDAY			TUESDAY		
	ARRIVE SAT	MORN	AFT	NIGHT	MORN	AFT	NIGHT	MORN	AFT	NIGHT
INDIA	meal ticket	meal ticket	meal ticket	meal ticket	meal ticket	ticket on glass	ticket	meal ticket	meal ticket	Meal Ticket
	Delegates arrive & check in at hotel. Delegates receive maps and general info about their assignments & meet with organizers.	Delegates set up their displays. Some exhibit the material followed by the Delhi Fair display. Material will be displayed on display for the Hall. It will be set up by Nations and will serve as Directory for the Exhibit Hall.	Delegates complete the final touches on their displays and go through the registration, receiving name cards, meal tickets, and general symposium info.	Delegates meet in Reception area. The evening begins with a reception for various delegations. National delegations, the Symposium is officially welcomed to India, and receive an address from a well known person who is committed to Rural Development.	Exhibits open from 8-4am. Delegates spend the morning walking through and observing the exhibits. They use their observation notes in a survey form that will prepare them for the afternoon session on Global Trends in Local Rural Development. Assignments are posted in the locations concerned, and printed copies made available.	Exhibits close. Delegates gather in India which are comprised of primary language groups so that no formal translation will have to be done. The India groups in a workshop which involves the delegates in reflecting on their own experiences and the exhibits they have observed. The India and - project is taken in a hour after noon Plenary by Nations where the results of 1/2 of the total group are presented.	Delegates exhibit open from 8-4am. Delegates enter groups according to their station of program: 1. Rural Devel. 2. Ag. Culture 3. Credit Income 4. Involvement 5. Education 6. Health 7. Family The exhibit will be set up to anticipate groups of 10- which are comprised of primary language groups. They will determine the 2-4 language for sessions in their program area.	Delegates exhibit open from 8-4am. The delegates gather for a plenary for a plenary which will have learning and see for the future directions which these experiences imply for Rural Development. The exhibit will be set up to anticipate groups of 10- which are comprised of primary language groups. They will determine the 2-4 language for sessions in their program area.	Final Plenary	International Celebration
Number	by Delegation	by Delegation	by Delegation	by Delegation	by Delegation	by Delegation	by Delegation	by Delegation	by Delegation	by Delegation
Size	Information Booth	Information Booth	Information Booth	Information Booth	Information Booth	Information Booth	Information Booth	Information Booth	Information Booth	Information Booth

Chicago		THE DELHI VISIT: THE FIELD WORK										July 1963
TIME BEGIN	THE POSITIONING			THE VISIT					THE REVIEW			
	Wednesday			Thursday			Friday		Saturday			
	AM	PM	EVE	AM	PM	EVE	AM	EVE	AM	PM	EVE	
	Field Work Debate	Travel	Local Contact	Travel	Delegation & Team	Village Work	Hour by Hour	Village Debate	General Debate	Debriefing Report	Travel	Final Night
PRO- CEDURE FLOW	The Assembly will gather or in 35 minutes goes to receive their Field work assignment to. Each delegate will have shoulder bag and group will depart fr. org to their assigned location.	Group Travel	The delegates arrive at the local guest house and have an orientation session by local rups who give local back- ground and current situation of village project.	The dele- gates travel to village or project. Look on the road	The village welcome group and take them on general tour explaining them with people and overall layout of village.	The village hosts group for evening meal and conference meeting where village agrees with group the approach as they have faced to work The dele- gates have chosen to ask questions and share own work. Delegates travel overnight in village	Village hosts deta. for break- fast. Village gives tour by programme area interest of delegates	The village hosts the group for lunch and evening meal. The delegates discuss the group in evening and discuss- ing the importance of work during the day. discus- sion the points where the delegates are effec- tive and where add'l insights about report are revealed	Village hosts grp for dinner and involv. them as guests of house in celebrating visit to the village. Group returns to to guest house	Group reflect- s together on learnings of field visit and prepare report which it will submit to the Assembly.	Delegates return to the Conference in Delhi.	Delegates have time to prepare for Assembly
	GROUP	18:30-21:00	21:00-22:00	22:00-23:00	23:00-24:00	24:00-25:00	25:00-26:00	26:00-27:00	27:00-28:00	28:00-29:00	29:00-30:00	30:00-31:00
PRO- CEDURE	1. Day 1	2. Day 2	3. Day 3	4. Day 4	5. Day 5	6. Day 6	7. Day 7	8. Day 8	9. Day 9	10. Day 10	11. Day 11	12. Day 12
GROUP	Primary Language	1. Day 1	2. Day 2	3. Day 3	4. Day 4	5. Day 5	6. Day 6	7. Day 7	8. Day 8	9. Day 9	10. Day 10	11. Day 11
GROUP	1. Day 1	2. Day 2	3. Day 3	4. Day 4	5. Day 5	6. Day 6	7. Day 7	8. Day 8	9. Day 9	10. Day 10	11. Day 11	12. Day 12

Chicago									
THE DELHI EVENT: THE ASSEMBLY									
July 1965									
THEO DECLARATION					STRATEGIC POSITIONING				
Field Teams	Common Elements	Indian Church	Declaration Draft	Discussion	Forum III	Final Assembly	General Assembly	Closing	Departures
SUNDAY			MON		TUES		WEDNESDAY		
AM	APT	EEE	AM/PM	EVE	AM/PM	EVE	AM	PM	EVE
Field teams gather with 3 groups in a group (20 people) to share their learnings. The learnings from India are used to locate learnings that can be used elsewhere.	In this session delegates meet in program groups to do a workshop on the common elements that exist in the approaches that work. In Memorials at the end of the day, the teams will report in groups of 2-3 and individuals will write their own declarations or quotable quotes.	In the evening the Indian hosts will provide an active, engaging celebration in which the learnings are celebrated as well as celebrating India itself.	This day will involve all the delegates in writing the document. From the Delhi event, it will include corporate writing of the Common product, the field work learnings, a declaration of shared beliefs across for the world and an outline of a competition to be produced following the Delhi event. Each writing group is encouraged to visit the Delhi shrine during this day.	Each delegation is on its own.	A context will be given to the total body after which national delegations will gather by continents to plan how they will implement their learning in their nation and how they will present the story of Delhi event to their nation. There will be allowed in the afternoon for each delegation to prepare for the celebration.	Each nation will present their declaration in song, drama, dance or performance.	The Final Plenary will hear the reports of delegations by continents and draft a common resolution for local development.	A Closing Feast will end the event including a multiple media slide program from the days in India.	Delegates depart for their respective nations.

RATIONAL OBJECTIVES AND EXISTENTIAL AIMS FOR DELHI PLENARY SYMPOSIUM

Rational Objective: To establish a perspective on the global trends in local rural development as they are reflected in the keystones of major arenas of service in communities; to see the broad outlines of what successful local development looks like; to describe a screen for what is working in local development worldwide.

Existential Aim: To experience the revelation of the corporate trends in the rise of a global movement in local rural development; to feel the depth of the common struggle to do local development; to decide anew how urgent local development is.

Exhibits Tour

Rational Objective: To present the diverse international features of local rural development in an impressive and informative means; to allow for maximum informal interchange among the delegates; to provide specific grounding for the Global Trends workshop.

Existential Aim: To allow delegates to experience the global implication of local rural development; to give delegates a sense of relatedness with local people from other parts of the world.

Global Trends Workshop

30 groups of 25 each

Rational Objective: To gain clarity on the global trends in local development in such arenas as health, education, etc; to give a global backdrop to local rural models and approaches that work.

Existential Aim: To have delegates experience the globality of trends that affect their local situation; to allow delegates to see the value of corporate methods early in the event.

Global Trends Plenary

3 plenaries of 250

Rational Objective: To bring focus to the trends discussed by the three major working groups.

Existential Aim: To give delegates a sense of the power of the total group and the historical significance of the IERD.

Keystones Workshop

3 arenas 24 groups of 31 each

Rational Objective: To discern the keystones in the several programme areas that are critical to the success of local rural development

Existential Aim: To give delegates a sense of responsibility for preparing the whole group for the field work experience.

Keystones Plenary Rational Objective: To provide a screen through which to examine the projects to be visited in the field work; to discern possible future directions in global local rural development.

3 plenaries of 250 or 1 plenary of 750

Existential Aim: To release delegates to see that a focused approach to complexity is essential in rural strategy.

FIELD WORK

Rational Objective: To test the work done on keystones in the Symposium for applicability in actual projects in India; to clarify the keystones discerned in the symposium in Delhi; to see what is working in local development in India.

Existential Aim: To experience local development through the new glasses of the Symposium; to find out what other learnings are sparked by practical contact with other villages; to arouse concern about the urgency of local development .

Plenary-750
+3
35 teams

Field Work Context

Rational Objective: To equip the teams for project visitation with introduction to screen through which evaluation will be done; to use field work manual and practice of configuration and transportation.

Existential Aim: To experience the relatedness of the field work visitation as the wave on which the symposium and assembly ride.

Local Context

Rational Objective: To inform the team of the schedule for the field work visitation and introduce them to the geo-social realities and specifics of the project site operation.

Existential Aim: To welcome and enhance the team's readiness for participation in the project visitation.

Project Welcome and Group Tour

Rational Objective: To introduce the team to their first visual factual and spirit encounter with the project site.

Existential Aim: To honor the team's presence, enabling them to be open in the future evaluation of the project.

Village Meeting

Rational Objective. To interface the villagers or project staff with the team in a sharing of the project history and development, operation, funding, staffing etc; team members sharing information or project they represent; summary of common experiences or learnings

Existential Aim: To experience the global relatedness of participating in local human development; sharpening of skills in evaluating a project through a structured dynamic of interchange.

Units

Tour (Small Groups)

Rational Objective: To visit project site by units of 5-6 people; to look for arenas of convergence/divergence of keystones and future directions, to see how project integrates into the local situation.

Existential Aim: to experience the actual work of the project; the relationship of the people to the projects; and to hold conversations with project workers and villagers

Workshops

Rational Objective: To hold a series of workshops with the village that reflect on keystones., discern learnings and project into future replicability

Existential Aim : To affirm the work being done; to experience the eventfulness of actuation and to create a story that points to future implications.

Debriefing Session

Rational Objective. To debrief the field visit team before return to Delhi; to write a team report on learnings and to summarize the team's reflections.

Existential Aim: To allow experience by team of corporate debriefing, corporate reflection and writing, and victory of working as a team.

ASSEMBLY

Rational Objective: To draw the fieldwork of the Plenary together, to relate it to the keystones discerned in the symposium and to develop implications for global local rural development.

Existential Aim: To have the national delegations and steering committees experience creative leap in their imagination as they build phase III plans and approaches for their nation in light of their experience in the Plenary.

3 field teams
each
12 groups
of 60

Joint Field Teams

Rational Objective: To review the happening, Of the field visits with two other field visit teams; to capture the immediate reflections in the field visits; to hear reports from three different teams.

Existential Aim: To experience their experience of what happened to them in the field visits; to get a more comprehensive picture of Indian projects; to locate which learnings are more important.

8 arenas
24 groups
of 31 each

Common Elements Workshop

Rational Objective: To discern the common elements in effective approaches to development as seen through projects in India; to pool learnings from all the project visits; to gather learnings according to the keystone programme areas.

Existential Aim: To get an image of what was learned about project programmes; to be excited about articulating what has been seen and learned; to decide what the group has to say to the world about local development

30 groups
of 25 each

Document Writing

Rational Objective: To put down in writing the findings of the Plenary; to create the form of the declaration to the work to be made from the Plenary; to outline the final document to be published from the IERD.

Existential Aim: To experience the power of corporate writing; to get a clear image of Phase III of IERD; to spell out the decision the plenary has reached about local development.

60
Delegations
by
continent

Phase III

Rational Objective: To give every national delegation an opportunity to work out the followup process for their nation; to provide a corporate experience in thinking through followup by continents; to apply and test learnings against their own local situations.

Existential Aim: To get an image of what they will do when they return home; to receive courage to use what they have learned with the greatest possible effectiveness; to create an intentional application of their learnings wherever they go.

Plenary -
750

Final Plenary

Rational Objective To hear reports on all the continental follow-up plans; to understand what effective approaches have been discussed; to articulate the vision for IERD follow through.

Existential Aim: To get an image of the impact from the 10 days around the world; to realize the significance of the event in Delhi; to deepen the corporate resolve to accelerate lo al development.

CELEBRATION IMAGES

Opening of the Plenary

Procession of delegations in national garb - banners.

Speeches (4 sectors)

welcoming (spheres)

Keynote address - possibly Indian

Honoring event, historically significant.

Tuesday (end of Symposium)

Tea on the lawn

7 - 9 p.m.

Classical Indian music

relaxed, sophisticated

Dinner at hotels after 9:00

Sunday night (Assembly)

Give to India to plan.

Images: dancing, involvement, action

Dinner?

Tuesday night (All Nations)

Cabaret - by continents

3 stages?

THE EXHIBITION IN DELHI

23 July 1983

FORM OF THE EXHIBIT

It is recommended that the exhibits in Delhi be composed of the following components:

1. NATIONAL PANELS of equal size surround the plenary hall and create much of the decor for the hall. Each nation would have 1 panel of approximately 2 metre wide x 2 1/2 metre height with a common format. This format would be:
 - a) Nation name
 - b) Small mounted national flag
 - c) A short profile of situation of that country in relationship to rural development
 - d) Large photographs which highlight the projects exhibited in their project exhibits.

2. PROJECT EXHIBITS Assembled in national booths in a separate exhibit hall. Each project would have an identical sized panel with the following format:
 - a) Small global and national map locating the project
 - b) Aspects of the project identified on a programatic chart
 - c) Listed accomplishments of project with photo of each
 - d) Statement of the focus of the project
 - e) Visual chart of the scope of the project, including number of staff, initiation date, annual budget, number of people impacted, and funding sources.
 - f) Chart showing primary methods of the project
 - g) List of the key stones for the project
 - h) Additional panels would be added as required by each delegation for audio visuals.

ARCHITECTURE OF THE EXHIBIT

The "building block" of the exhibition will be a 1 metre wide by 28 metre high panel. These panels will be rented on a turn key basis (including set up and removal) in Delhi. National delegations will determine the size of their exhibit and report to Brussels. These booths will then be integrated into the architectural design of the exposition by our architects and the panel suppliers. Panels will include electrical outlets & lighting.

SHIPPING OF EXHIBITS

The delegations will then bring only their pictures, charts, and audio visual materials to Delhi,

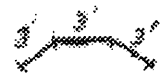
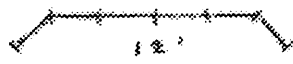
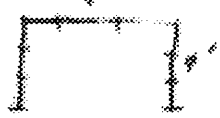

Normally these can accompany them as part of their checked luggage and be documented at Delhi airport and noted in their passports for re exportation when the delegate leaves. This procedure is to be encouraged. Should a delegation have heavy bulky things to bring they can be airfreighted to Delhi along with proper import documents. The Delhi staff will clear them thru customs and store them until the exhibit set up time.

HOW BIG ARE THE EXHIBITS?

The questionnaire has suggested the following:

1. People are imaging their exhibit size by the number of participating projects in their delegation.
2. They have indicated they need about 24 ft2 (2\ M2) or 1 pane per project.
3. The ratio of projects to delegates is 0.6.
4. This would indicate an exhibition of approximately 400 exhibits.

TYPICAL EXHIBITS

<u>No. of Panels</u>	<u>Various Shapes & Sizes</u>	<u>Cost</u>
3		\$105
6		\$210
9		\$315
18		\$630

The exhibition part of the Delhi Event could then be made up of components like these:

Delegations should select the number of panels they will need for their exhibit as well as a suggested shape and send this information to Brussels. The rental cost for each panel is \$35 for the duration of the exhibition and is to be paid by the delegation in addition to the delegates fee.

AUDIO-VISUAL INFORMATION

1. Voltage in India is 240 volts 50 cycle alternating current (AC)
2. VHS and PAL system video tape recorder/players and TV sets are available at a rental cost of \$90/day from private sources in India. Delegates may choose to bring their own equipment as part of their checked luggage.
3. Super 8, 16 mm, & 35 mm movie projection equipment is available for rental on a limited basis. Costs will be indicated at a later date.
4. Delegations wishing to rent equipment should contact the Brussels office.

AIR-INDIA

Air-India has been appointed as "Official Carrier" for the IERD. This is not a supporting organization relationship, but a business relationship. They will re-pond with services in direct relationship to the number of tickets we buy from them. Already they have shipped our India brochures and provided a ticket from India to the council for promotion purposes. Each of their offices have been contexted on the IERD and will contact your ICA office concerning travel of your delegation. Work out your travel arrangements and make your special requests (e.g. shipping of exhibit mat'ls) with their local office. Continents should try to consolidate their travel through a single air terminal to receive the best rates. Airlines normally provide a half-fare ticket with purchase of 10 tickets and a full-fare ticket with each 15. Please give Air India the opportunity to match all lower fares you may be offered. This is a beneficial relationship limited only by our creativity and willingness to use it.

DOCUMENTATION PROCESS
AND DATA BASE REQUIREMENTS

The following schedule of documentation is intended to provide some clarity on the sequence of activities and the documentary tools available to create a data base catalogue of the projects exhibited at the Delhi Event.

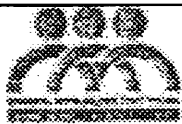
STEPS	INTENT	TOOLS
1. Broadening National IERD Participation	to form a National Steering to form a National Steering Committee to determine types of pro- jects and interest to extend invitations to RDS events	-Form I -Rural Development Symposium
2. Scheduling Site Visits	to see the projects nominated by the NSC nominated by the NSC to initiate documentation process - to narrow project list to those most likely to participate in Delhi event	-Form II or -Form III
3. Project Description Labs (PDL)	to have depth interview with staff, community and sponsoring organizations to determine the project's primary contribution to the IERD - to produce project description document to complete Form III for project brief	-PDL Manual -PDL Event -Form III

The National Steering Committee is then ready to make a public announcement of the projects selected and begin the orientation process for the Delhi Event.

PROJECT BRIEFS (Form III) AND PROJECT DESCRIPTION LAB REPORTS SHOULD BE IN BRUSSELS BY NOVEMBER 1, 1983. (IN ENGLISH AND IN THE LOCAL LANGUAGE).

Duplicate copies of all forms and information should be kept by the originating nations.

Projects other than those selected for the Delhi event are included in the computerized data base and additional information can be put in at any time.



RURAL DEVELOPMENT
PROJECT INFORMATION

IERD Documentation
Form I/ p. 1

INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

1. NAME OF DEVELOPMENT PROJECT

2. PROJECT LOCATION (State, Region,
County, City) MAILING ADDRESS

3. NAME OF PROJECT SPONSOR

4. KEY PROJECT CONTACT PERSON
(Name & Title)

5. ADDRESS OF CONTACT

6. TELEPHONE: WORK ()
HOME ()

7. PLEASE INDICATE THE ARENA(S) OF FOCUS OF THIS PROJECT/COMMUNITY ORGANIZATION:

AGRICULTURAL DEVELOPMENT

CROP PRODUCTION
LIVESTOCK & POULTRY PRODUCTION
FOOD & FIBER PROCESSING
MARKETING

ECONOMIC DEVELOPMENT

SMALL BUSINESS

RESOURCE DEVELOPMENT

ENERGY CONSERVATION
POTABLE WATER
WASTE DISPOSAL
ENERGY IMPACT
ALTERNATIVE ENERGY PRODUCTION

Other: (Please Describe)

HUMAN RESOURCES DEVELOPMENT

_ NUTRITION
_ CARE & PREVENTION OF DISEAS
_ EARLY CHILDHOOD EDUCATION
_ YOUTH EDUCATION
_ ADULT EDUCATION
_ TECHNICAL & JOB TRAINING
_ FAMILY LIFE EDUCATION
_ CULTURAL HERITAGE EDUCATION
_ ELDER
_ WOMEN
_ LITERACY

COMMUNITY DEVELOPMENT

_ HOUSING
_ TRANSPORTATION
_ COMMUNITY ORGANIZATION
& POLITICAL STRUCTURES
_ COMMUNICATIONS
_ BEAUTIFICATION
_ INFRASTRUCTURE
_ COMPREHENSIVE

8. HOW MANY PEOPLE ARE INVOLVED OR AFFECTED BY THIS PROJECT?
LIST THE VARIETIES OF PEOPLE (AGE GROUPS, CULTURAL GROUPS, ETC.)

ESTIMATE THE TOTAL POPULATION OF THE GEOGRAPHY WHERE THIS PROJECT IS LOCATED:

How many local women, and in which age groups, are involved in this project? No. ____

Percentage of total project population __%

Age: 60-80 _ % 40-60 _ % 20-40 _ % 0-20 _ %

Are women encouraged to participate?

Are they involved in the project planning team?

<p>9. WHAT IS THE TOTAL NUMBER OF THE PROJECT STAFF HOW MANY ARE SALARIED? VOLUNTEERS HOW MANY STAFF LIVE IN THE PROJECT AREA</p>	<p>10. APPROXIMATE ANNUAL BUDGET 11. SOURCE(S) OF FUNDING 12. WHAT OTHER RESOURCES DOES THE PROJECT DEPEND ON?</p>
<p>13. WHAT IS THE PROBLEM OR OPPORTUNITY ADDRESSED BY THE PROJECT?</p> <p>14. WHAT ARE THE OBJECTIVES OF THIS PROJECT?</p> <p>15. WHAT ARE THE ACTIVITIES OF THIS PROJECT?</p> <p>16. WHAT ARE THREE KEY ACCOMPLISHMENTS OF THIS PROJECT?</p>	
<p>17. WHAT HAS BEEN LEARNED THROUGH THIS PROJECT THAT SHOULD BE SHARED WITH ALL PEOPLE CONCERNED WITH RURAL DEVELOPMENT?</p>	
<p>18. PLEASE BRIEFLY DESCRIBE YOUR PROJECT AS YOU WOULD LIKE IT TO APPEAR IN A DIRECTORY OF SIMILAR PROJECTS FROM AROUND THE WORLD. (OBJECTIVES, KEY CONCERNS, ACCOMPLISHMENTS, POPULATIONS OR RESOURCES AFFECTED, ETC.) 100 - 150 words. PLEASE INCLUDE PHOTOS & NEWSPAPER ARTICLES ON YOUR PROJECT IF AVAILABLE.</p>	
<p>19. THIS PROJECT WAS INITIATED ON (DATE) _____ AND WILL BE COMPLETED ON _____</p>	



PROJECT INFORMATION FORM 3

INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT

- | | |
|-------------------------------------|--|
| 1. Name of Development Project | 4. Key Project Contact Person (Name/Title) |
| 2. Project Location Mailing Address | 5. Address of Contact |
| 3. Name of Project Sponsor | 6. Telephone: Work () Home () |

A. ISSUE SIGNIFICANCE

1. What is the important issue the project is out to address?
2. What is the urgency of the issue?
3. What are the signs that this issue is significantly being dealt with through the project?
4. How does the project coincide with national/global priorities?

B. PROJECT INCLUSIVENESS

1. How was the project initiated?
2. A. Who initiated the project? _____
B. How many local people were involved in the initiation? _____
3. How is the project structured organizationally?
4. A. Is the project focused upon a particular group? Please indicate one or more.

Whole community	Men	Youth
Women	Elders	Children

 B. What other groups are significantly affected by the project? If so, how?
5. What is the ethnic, civic, cultural or economic focus?
6. Does the project bring any special benefit to women who are
 - a) unmarried mothers
 - b) agricultural producers
 - c) other (please describe)

If the answer to any of the above is 'yes' please state:

1) numbers involved	3) approach used
2) intent of the project	4) benefit realized
7. Does project evaluation monitor the effect of this project on women?
 What actions are planned to counterbalance any harmful effects?
 Address of the project Womens contact.

F. REPLICATION POTENTIAL

1. In what direct ways has the project had an influence beyond the community?
2. How has the project indirectly affected the surrounding area?
3. Beyond the shortage of time, people and money, what are the difficulties most often encountered in achieving the project objectives?
4. What special skills, equipment, or resource requirements (ie. inputs) would be necessary for the replication of this project elsewhere?
 - skills
 - equipment
 - resources
5. Where in your nation or the globe would this project be most replicable?

G. LOCAL APPROACHES

1. How do people talk about their past, the change that has occurred and the future of the project?
2. Is there a conscious cycle of planning, implementing, evaluating and redirection, and how does it work?
3. What methods and techniques have been used effectively in the project? Please check and then describe how the method worked in this project.

<input type="checkbox"/> Feasibility methods	<input type="checkbox"/> Implementation methods	<input type="checkbox"/> Coordination methods
<input type="checkbox"/> Research methods	<input type="checkbox"/> Organisational methods	<input type="checkbox"/> Training methods
<input type="checkbox"/> Planning methods	<input type="checkbox"/> Motivational methods	<input type="checkbox"/> Funding methods
<input type="checkbox"/> Evaluation methods	<input type="checkbox"/> Documentation methods	<input type="checkbox"/> Financial methods
<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other

IERD Documentation

Project Information Form 2

3. In what ways has the project improved the quality of life?

A. Health -

B. Nutrition -

C. Education -

D. Environment -

4. In what ways has the project strengthened the social fabric of the community?

A. Local decision making -

B. Recovering cultural heritage -

C. Facing future responsibility -

D. Community pride and spirit -

5. What new coalitions/partnerships have occurred because of the project?

E. FUTURE SUSTAINABILITY

1. To what extent must the project depend on outside financial sources? Indicate a percentage.

Local

State

Federal

Private

2. In what ways is the project cost-effective?

3. A. How many people have received training because of the project?

B. What kinds of training have they received?

4. To continue the development which has happened;

- what additional training must residents have?

- what organization and structures must come into being or be strengthened?

- what new funding base must be secured?

1. What organizations from the four sectors have supported the project?

PUBLIC (government)	PRIVATE (companies)	VOLUNTARY (groups)	LOCAL (orgs.)
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

C. LOCAL INVOLVEMENT

1. A. How many people have been served by the project? _____
 B. How many of the staff come from the local community? _____
2. During the life of the project, what have been the major shifts in the degree of local participation?
3. How have these shifts altered the design of the project?
4. In what ways do local people fund or otherwise assume responsibility for the project?
5. What are the current concerns related to local participation?

D. PROJECT RESULTS

1. What are specific accomplishments to date for each stated goal or objective?

OBJECTIVES/GOALS	ACCOMPLISHMENTS
a.	1) _____ 2) _____
b.	1) _____ 2) _____
c.	1) _____ 2) _____

2. In what ways has the project strengthened the local economy?

- A. Number of jobs generated
- B. Amount of money generated

4. What new methods have you discovered or developed that have been helpful?
5. What are the three innovative features to be shared about the approach used in this project?
 - A.
 - B.
 - C.
6. What name would you give to the APPROACH used in your project?
7. At which stage are you in program development/implementation or planning at this point in time?
8. Have there been changes in methods employed since inception of the project? If so, why were the changes made?
9. If there is a formal process of evaluation- who is involved, what form does it take and what are the channels through which information flows?
10. What problems remain for the project to overcome and how do you expect to accomplish this?
11. What are the standards by which you measure success or failure?

THE PROJECT DIRECTORY CHECKLIST

CONTACT

Project Name _____ Initiation Date _____
 Project Location _____ Last Update _____
 Nation: _____ CAR: _____ Office: _____ Project _____
 Spon. Org:- _____ Suprt.Org: _____
 Contact: _____ Position: _____
 Address: _____ City/Code _____
 Telephone: _____ RDS: _ Intrv: _ PDL _

PROGRAMME ARENAS

Agri	Envir	Organ	Erly Trng	Family	Compre
Indv	Infra	Elder	Youth	Health	Educ
Comrce	Hsng	Litrcy	Women	Techn	Employ
					Other

PROJECT TYPOLOGIES

Geography	Stage	Sponsorship	Beneficiary	Accessibility	Support
Arid	Demo	Local	Indiv	Imedi	Priv
Hi-Ag	Expnsn	NGO	Group	Intern	Publ
Fringe	Repletn	Gov't	Village	Remote	Volun
Other	Other	Priv	Other	Other	Local

DOCUMENTATION FACTORS

BACKGROUND DESCRIPTN	PRACTICAL ACCOMPLISHMENTS	LOCAL PARTICIPATION	REPLICATION POTENTIAL	ADDITIONAL INFORMATION
Problem Arena	Perceivable Results	Planning Process	Training Components	Literature/ Brochures
Project Activities	Benefit Impact	Project Initiation	Methods & Models	
RDS Keystone Relations	Community Impact	Management Skills	Extension Intent	Audio Visuals
Journey Timeline	Approach Learnings	Operational Capacities	Technical Feasibility	Annual Reports
	Lateral Influence	Local Inputs	Financial Feasibility	
	Project Journey	Human Factor	Leadership Availability	External Evaluations

Specific Documentation of Women's Participation

AVAILABLE FORMS LOCATED AT

I _____ II _____ III _____ OTHER _____

Based on the Rural Development Symposium Manual from Brussels dated March 1983, and the addendum dated April 19, 1983, the following designs are recommended for a three session and a two-session Symposium.

THREE SESSION SYMPOSIUM

SESSION I:

- A. Project Exhibits
- B. Opening Address, or Concept Paper study or a Spin on Images and stories of global Rural Development

SESSION II:

- C. Project Review Reports
- D. The effective Indices and Key learnings paragraphs

SESSION III:

- E. The Documentation Screen
- F. The Closing Reflections Plenary

TWO SESSION SYMPOSIUM

SESSION I:

- A. The Opening Address, or Concept Paper (Using the IMAGE) or a spin on Images from other Global RDS
- B. Project Review Reports

DURING THE NOON INTERMISSION -- see project exhibits

- C. The Indices and Key Learnings
- D. The Documentation Screen Testing
- E. The Anticipated Directions Conversations.

The most important part of these designs are the sessions on Indices and Key Learning and the Documentation Screen.

THE FOLLOWING GUIDELINES ARE TO ASSIST NATIONAL STEERING COMMITTEES

A. NATIONAL DELEGATIONS

(1) These comprise the official delegates from each nation. NSC's should determine whether each national project to be exhibited in Delhi will be accompanied by delegates from that project, or whether some delegates will act as representatives of more than one project.

(2) It is hoped that the National delegations will be composed of persons in the following categories and approximate proportions:

GROUP I	20%	GROUP II	80%
Experts		Project residents	
Senior Officials		Local citizens	
Policymakers/ Planners		Local Practitioners	
GAB members		Field workers	
NSC members		NSC members	

In GROUP II, project residents and local citizens should constitute not less than 50% of the total. It is also desirable that each delegation should contain one bilingual speaker (English/local language) for every 4-5 members.

(3) The symbolic effect of the attendance of women is crucial. Women should comprise not less than 33% of the National delegation.

(4) Projects relating primarily to youth, or to the elderly should, of course, be represented by persons in these age groups as well as those in other phases.

(5) The importance of the presence of the local residents or local citizens at the Delhi event cannot be overstressed. A substantial number of local people are already in a position to fill leadership roles on their return to their nations. Others, it is felt, will be so impacted by the Event that they too, will be able to play effective roles. At the least, their communication at the local level of what the Event has meant to them will have a powerful ripple effect in their own and neighboring communities. The Event, therefore, must be seen to be a declaration of the significance of the individual in the community at the grass-roots level; and it must give local leaders from many nations the opportunity to see themselves as acting on behalf of the globe within their own locales.

B. ATTENDANCE OF PERSONS OTHER THAN NATIONAL DELEGATES

(1) In considering the persons, other than national delegates, who will attend the Event, space is a primary consideration. It is expected that there will be 750 delegates plus approximately 130 additional persons (facilitators, enablement, etc.). The maximum space at the plenary meetings allows for 1000 (1200 at the opening event) but other designs will accommodate only 800 or 900. In addition to the National delegates, organizations such as the Ford Foundation, the co-sponsors and International agencies will doubtless wish to send representatives. A significant representation by the Government of India is also anticipated.

(2) It is recommended that a minimum of one member of the local ICA staff from every resident nation sending a delegation, should attend the Event.

(3) The status of a "non-participating observer" is thought not to be practical, in that in a participative event of this nature, it would be very difficult to distinguish between those who are entitled to speak and those who are not. Co-sponsors, government representatives and the like, referred to in B-(1) above, will be encouraged to participate actively.

(4) Only National delegates and people referred to in B-(1) and B-(2) will be encouraged to attend. Other persons, should they press to be allowed to come, should not be accepted for registration until all the National delegates have been selected (Dec '83 or Jan. '84)

C. FEES

All international delegates and persons referred to in B will be required to pay the delegate fee of \$2000.

DELEGATE ORIENTATION SEMINAR

July 21, 1983

INTENT: To prepare delegates going to India Plenary event to be able to present their nation's story, individual project summary reports, exhibits, RDS findings and to explain the logistics of travel and accommodations. In addition, the Delegate Orientation Seminar should familiarize delegates with the process and procedures of the India Plenary event.

- I. Welcome and Introductions
 - A. Timeline and outline of India Plenary event
 - B. Travel, logistics and accommodations
- II. Delhi Event process and procedures
- III. Participation preparation
 - A. RDS Document Study
 - 1. Keystones and Learnings
 - 2. Uniqueness as representative of our nation
 - B. Report Preparation Workshop
 - 1. Project Report Study
 - 2. Exhibits Review
 - 3. Workshop on preparing the report or reports
 - 4. Final presentation preparation

IERD FUNDING GROUP**FIVE STEPS IN FUNDING****INVOLVE THE STEERING COMMITTEE AND THE GAB . .**

The key to funding is to get the national steering committee behind it. The more they believe in the budget, the more they will take responsibility for raising it. They may have a separate bank account for the IERD as in London or Canada, or IERD expenses may simply be noted separately on ICA books. The key to getting the involvement of the NSC in the US was a series of events in which the members of the NSC experienced that they were essential to the IERD happening locally, and they saw that it was possible for them to win at it. Fund-raising receptions and benefit dinners have become a key tactic for them. In the Netherlands, a steering committee member gave \$5,000 seed money to begin the work of the NSC. They live out of the story that the Netherlands' participation in the IERD depends on them. The Japanese steering committee has taken charge of the funding plan, with corporations in Japan in a systematic fashion, and is getting access to funds to which the ICA would not have otherwise had access. In Mexico the steering committee was encouraged to see how they could raise the funds when they saw the budget broken down into manageable bites (several of which were the contributions of the NSC members). We are currently working out ways in different places around the world to use the influence of the GAB and the co-sponsors for entree to corporations, major foundations and government funding sources.

FUNDING PLANS

One of the keys to IERD funding is a good funding plan. The more the NSC participates in its creation, the more involved they will be in its implementation.

To create a funding plan, the group consensed on its planned activities for Phases I, II and III, costs them as accurately as possible, then begins to consider sources to cover the total coat. It is important to know not only who the possible donor sources are, but also how they function and who in the group has a personal contact in the organization, or knows someone who does. If no one does, put the organization on a "hold" list, and do not target an amount for it. As the funding work progresses, some one may turn up who can provide an introduction to the desired target.

Once sources have been targeted, a "guestimate" of the amount each one may be able to provide should be created for each target. The total of these estimates should be at least three times the amount needed, maybe up to five times as much, depending on the strength of the introduction and how well refined the story is.

The funding plan should be monitored by the whole group and revised regularly to reflect results achieved. Wall charts hold the picture before the group. Materials are created which tell the story in a manner appropriate to the local situation. Printed materials should also indicate the budget.

In addition to the foundational tactic of paying visits to people in their offices and writing proposals, experiments with a number of new tactics are taking place. These include securing tickets in-kind from airline companies to cover the travel portion of the budget, receptions hosted by a benefactress, help from an Indian ambassador in approaching other embassies, use of films, videos and slides, using co-sponsors and GAB members in funding events, and benefit dinners (please see report in council hand-outs).

GET YOUR FUND-RAISING MATERIALS TOGETHER

Create a brochure that is tailored to tell the story of the local and national benefits of the IERD globally and the global benefits locally.

Create a simple statement of the purpose of the whole IERD from the point of view of your nation.

Create a development budget for your nation that includes all three phases of the IERD for use in public materials.

Make a clear statement of the relationship of your nation's budget to the global funding plan.

Build a dossier that includes descriptions of national and global supporting and co-sponsoring organisations.

As soon as delegates are chosen, include dossiers of their "approaches that work" in the dossier.

Gather letters of recommendation or copies of speeches in support of the IERD for inclusion in a presentation packet.

Make maximum use of the slide shows, videos, and press clippings available globally.

AGGRESSIVE MEDIA CAMPAIGN. REFER TO COMMUNICATIONS MANUAL

Using the print and broadcast media is a flanking manoeuvre designed, among other things, to raise funds. When a local newspaper and/or radio station has publicized any aspect of the IERD programme, credibility is immediately established. Ways to get full use out of this for funding follow:

1. Design a 4-week media blitz which highlights activities taking place around IERD. (Think local coverage first national will follow). Use events like RDS, PDL, project visit blitz or the official announcement of the national delegation. Have multiple newspaper series, radio and TV public service announcements along with talk shows and posters. This will raise the public consciousness and create an environment favourable to a three-week development for national, local and/or delegate fees blitz on corporations, foundations and individuals.
2. NSC and GAB members may be used as third party to talk about why they are involved with the IERD. Their presence at a fund-raiser, guest speaker, RDS events and the like increase the interest of the media.
3. Intentionally seek people in the media field to be members of the NSC for purposes of using-their connections and skills.
4. Ask existing NSC/GAB for advice as to whom to contact for help.
5. Set up interviews with people in the field of media for advice.
6. Human interest stories are of great value, especially in the local print and broadcast media.

101293

7. Have a private sector NSC member hold a luncheon for his or her business contacts and do an IERD presentation. Send out press releases for them.

INDIRECT FRAMING

Events such as the international RDS (see manual) held in New York and Washington, DC, where people who had worked internationally from the four sectors were present have resulted in new contacts amongst the participants.

The six-week guild series held in Washington about the IERD and approaches that work had similar results. Some countries have joined umbrella NGO organizations and attend conferences on topics related to rural development.

Again, the NSC and GAB can be useful in framing Boards of Directors and corporations. Cross-indexing many boards often reveals a ready network to work with for funding and new NSC members.

RECOMMENDATIONS FOR THE HANDLING OF IERD INCOME AND DISBURSEMENTS

In order to guard the ability to pay for the expenses related to Phase II, as they are needed before and during the Event, ALL DELEGATE FEES need to be sent to ICAI directly. These fees will be used only for Phase II expenditures .

NATIONAL FUNDING RECOMMENDATIONS

The collaborative nature of the National Steering Committees with ICA and the NSC's participation in creating the budgets suggests the system for handling IERD monies is of critical importance. The following are some guidelines that may be helpful in dealing with monies:

1. In many cases, the ICA is the most convenient account to use in order to assure charitable receipts. Therefore, an "ICA-IERD" account needs to be opened. Signers of cheques could be any two of three people, two of which are either ICA board members ant/or NSC members and the third ICA staff person.
2. Monies deposited to the IERD account would be:
 1. Cheques made out to ICA-IERD.
 2. Monies made out to ICA but designated by the donor for the IERD.
 3. Rural Development Symposium sponsor's monies.
 4. Funds raised by local Regional Steering Committees, either for local Steering Committee purposes or for National use.
3. Cheque requests would be made out giving rationale for usage of the funds (i.e. turn-around monies raised for travel etc.) . These requests would be sent to the Central Office, and subject to the availability of funds, the "authorizing committee" (comprised of 4 people, ICA staff and NSC member) would give a recommendation for disbursements at that time. Each nationally built budget would provide the context for decision making.
4. Upon agreement, cheques for the agreed amounts would be issues, signed and sent to the requesters.
5. Where there are regional subcommittees, who are deciding their own level of activity, money raised for local program (RDS) costs can be turned around in the system without any invoicing requirements.

APPENDIX A

THE INTERESTS AND RESOURCES OF THE UN SPONSORS/SUPPORTING ORGANIZATIONS

COSPONSORS

. UNDP (United Nations Development Programme. HQ;NY) works with 150 governments and 26 international agencies to promote development in rural and urban areas. It provides financial and technical support to 3500 projects. It coordinates the field work of other UN agencies, including the UNFPA.

. UNFPA (Fund for Population Activities. HQ;NY) aids the formulation and implementation of population policies in developing countries. It is concerned with the status of women and has programmes to promote social justice through participation in development by women, children, youth and the aged - particularly in the poorest areas of the world.

. UNICEF (The UN Children's Fund. HQ NY) covers all development activities affecting the welfare of children. There is some emphasis on health (including infant nutrition, drinking water, sanitation) and education. Related services to mother and community groups are promoted.

POSSIBLE COSPONSORS

. WHO (World Health Organization. HQ;Geneva) is concerned with primary health care, medical technology relating to Third World problems,. It is concerned with socio-economic infrastructure at the local level, and to work cross-sectorally (cf. our four sector approach). STATUS: approached, almost finalized.

. ILO (International Labour Organization. HQ;Geneva) was originally set up - pre-UN - to introduce international standards aimed at protecting employees from predatory employers. It is the only UN agency which is tripartite in its mode of operation; the three sectors involved being government, employers and employees. The ILO is concerned with human resource development; more recently in the rural, and with some emphasis on women. STATUS: not yet approached.

POSSIBLE INTERNATIONAL SUPPORTING ORGANIZATIONS

. IFAD (International Fund for Agricultural Development. HQ;Rome) is substantially supported by the Organization of Petroleum Exporting State (OPEC). Its emphasis is on rural credit. STATUS: approached.

. FAO (Food and Agriculture Organization. HQ;Rome) is the lead UN organization on rural development. Previously its activities had a technological bias. Now it promotes comprehensive development, institution building at the local level, and peoples' participation. STATUS: The ICAI has been offered by the Director-General formal 'liaison status', under which we shall be invited to be represented at FAO meetings at which matters of mutual concern are discussed, and be given other privileges. The official status will be effective from the date of our affirmative reply.

SUPPORTING ORGANIZATIONS

1. Up to now Supporting Organizations have been perceived as government agencies, NGOs, service clubs, business corporations and associations which - at the national level - would be willing to put resources behind the country's preparation for the Exposition; and to allow their names to be listed as supporters.
2. We now propose a change. In future there will be two categories of Supporting Organization as defined below. Supporting-Organizations would be enrolled on specific invitation, and be prepared to have their names listed as such in our promotional material. Their support should apply to Phases 1,2 or 3. They are: . International Supporting Organizations and . National Supporting Organizations.

INTERNATIONAL SUPPORTING ORGANIZATIONS

3. First, quite specific organizations who would broaden the base of our authorization and support; and who would provide access to specific networks and expertise. Namely:

IFAD, FAO, UNESCO, UNU, International Institute for Environment and Development . University of the West Indies, German Foundation for International Development

4. Secondly, any organization, from any sector, giving substantial resource support that is relevant to IERD activities in more than one country . For example, CIDA, DANIDA, NORAD, SIDA, foundations, service clubs headquarters), major universities, regional development banks, INGOs, multinational corporations, international banks, research organizations.

NATIONAL SUPPORTING ORGANIZATIONS

5. Similar to para 4 above, these will consist of any organization, in any sector, which is willing to provide substantial resources to promote any phase of the Exposition.

ADMINISTRATION

6. As in the case of members of the Global Advisory Board, the enrollment of International Supporting Organizations will be coordinated through Brussels. With National Supporting Organizations the procedure will be analogous with the NSC.

s

CHICAGO IERD COUNTDOWN TIMELINE														
JULY 83														
ADMIN	AUG					SEP					OCT			
DATE	1	8	15	22	29	1	8	15	22	29	5	12	19	26
WEEK	26	25	24	23	22	21	20	19	18	17	16	15	14	13
DELHI EVENT														7th & 44,000
EXHIBIT														
DEUM-ENTR-TRIAL	Co-Sponsor Report		PDI manual PARTNERS		PDI's \$2000		\$2000		PDI's \$2000					
FUNDING & FINANCE			PH II \$12,000		OFFICIAL DOCUMENTS FORMS - PARTNERS				FEE'S RUSH & RECEIPTS				Free Book & Receipts	PH II \$12,000
TROOPS														
50 NATION PARTICIPATION			J. Lindsay to ZIMBA				P. Lindsay to TURKEY		NOBODY + SWEDEN					NON-Resident NATS TRIPS \$7,850
MEDIA			VIDEO VIDEOS OF INDEPENDENT ASSOC \$500		Lindsay video of 1982 C. reports \$1750		SPOTLIGHT mailing		SPOTLIGHT mailing \$1,500					SPOTLIGHT mailing

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CHICAGO IERD COUNTDOWN TIMELINE														JULY 83	
MONTH	OCT			NOV				DEC				JAN			
DATE	31	7	14	21	28	5	12	19	26	2	9	16	23		
COUNT	15	12	11	10	9	8	7	6	5	4	3	2	1		
DELIV EVENT				ESTABLISH I.E.A.D OFFICE	Registration - Deregulation To Process Fees Paid	Names - TO DELIV Deregulation Fees Paid	Registration - TO DELIV Deregulation Fees Paid	Registration - TO DELIV Deregulation Fees Paid	FIELD TEAM IN STATE	REGISTRATION Fees Paid	PH II \$250,000				
EXHIBIT					+ Exhibit size + Fees Paid		PH II \$20,000	Exhibit layout completed		+ Exhibit Director by published			PH II 330,000		
DOCUM- ENTA- TION			PDL Documents Project BRIEFS in BRUSSELS		+ Documentation INPUT										
FUNDING & REVENUE			PH II \$12,000		+ REGISTRATION + EXHIBIT FEES PAID										
TELEPH			1- BRUSSELS DELEGATE LIAISON		+ Fees PAID	IERD Regulatory in STATE		3- meetings		6- processes			70- FARMERS 8- HOLDING 2- REGULATORY 2- COMPANIES 2- FINANCIAL 1- EVENT MGMT 2- TRANSLATORS		
SO ACTION PRACTI- CATION															
MEDIA			SPOTLIGHT MONDAY	33		SPOTLIGHT MONDAY							3 LILIAN \$40,000		

CHICAGO		IERD COUNTDOWN TIMELINE												JULY 23	
MONTH	JAN	FEB					MAR					APR			
DATE	30	6	13	20	27	6	12	19	26	31	7	14	21		
COUNT	0														
DETAILED EVENT		SYMPOSIUM/ FIELD WORK ASSEMBLY													
EXHIBIT					+										
DOCUMENTATION															
FINANCIAL SUPPORT			\$ 330,000 ANNOUNCES												
TROOPS															
SPONSOR PARTICIPATION															
MEDIA			\$ 40,000 FILM												

IERD MANUAL OUTLINE

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