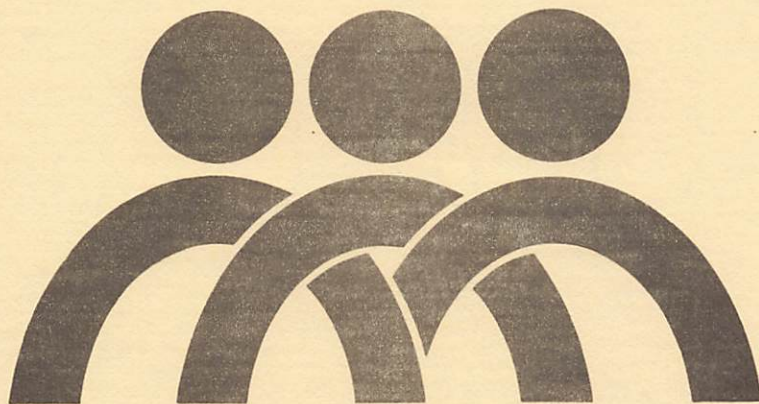


INTERNATIONAL EXPOSITION OF RURAL DEVELOPMENT



SHARING APPROACHES THAT WORK

WORKING GROUP REPORTS

(Saturday Afternoon)

UNITED STATES IMPLEMENTATION MEETING

MARCH 16 - 18, 1984

US MODELS FOCUSING TASK FORCE

ROADS OF IMPLEMENTATION

MARCH 17 1984

INFLUENCING POLICY DIRECTIONS	EMPOWERING EXISTING NETWORKS		TELLING THE STORY				CATALYZING LOCAL DEVELOPMENT FORCES	Phase III SUPPORT & COORDINATION	ACCESSING APPROACHES THAT WORK
RURAL DEVELOPMENT, POLICY RESEARCH & INPUT	ONGOING FORUMS + INTERCHANGE EVENTS	BROADENING NETWORKING + INCREASING PARTICIPATION	TAILORED PRESENTATIONS	MASS MEDIA COMMUNICATIONS	PHASED IERD PUBLICATIONS	IERD GLOBAL INFORMATION INTERCHANGE	PEOPLE INTERCHANGE	Phase III SUPPORT & COORDINATION	EXPANDED APPROACHES THAT WORK ACCESS STRUCTURES
Policy Modification Events	APPROACHES THAT WORK SATURATION CAMPAIGNS	BROADEN BASE USING NSC + GAB	SEMINARS + CELEBRATION EVENTS	MASS MEDIA SHOWS	POPULAR INTERVIEW TYPE BOOK WRITTEN WORD DOCC.	EXPAND "HIGHLIGHT" CONTENT	INTERCHANGE OF DELEGATES	IDENTIFY COORDINATION FORCE IN EACH REGION	ACCESS TO APPROACHES THAT WORK CREATE INFO ACCESS SYSTEM FOR DATA + SKILLS
NATIONAL RURAL DEVELOPMENT INPUT STRATEGY	SHOWCASE FORUMS	INITIATE NEW NETWORKS	DEBRIEF + INFORM ALL INTERESTED PEOPLE	CRYSTALLIZE LEARNINGS INTO USABLE PRODUCT MARKETING STRATEGY FOR PRODUCTS	AUDIENCE-TAILORED WRITTEN IERD PRODUCTS CRYSTALLIZE IERD LEARNINGS	CONTINUE + BROADEN "HIGHLIGHTS" MAILINGS	FIELD VISIT STRATEGIES USE IERD STRATEGIES	COORDINATE PEOPLE EXCHANGE	DECIDE USE OF IERD DATA BASE
PLANNING	CONTINUED + INTENSIFIED SHARING APPROACHES THAT WORK INTERCHANGE	COALITIONS FOCUSING TASK FORCE FORMATION	DOG + PONY SHOW PRESENTATIONS TAILORED FOR ALL 4 SECTORS	NEWS RELEASE SERVICE PRESS RELEASE ON CONTRADICTIONS ADDRESSED	BOOK ON LOCAL DEVT BY POPULAR AUTHOR REFINED PROJECT DOCUMENTATION	ANALYZED RAW PHASE I+II DATA DOCUMENTATION	MONEY RAISING PROGRAMS	HUMAN DEVELOPMENT SIMULATION GAMES	DEFINE POST-IERD ICA ROLE
DIRECTORY OF STATE GOVT COMMUNITY DEVT AGENCIES	ONE CONTACT IN EACH U.S. COUNTY	STRUCTURE WAYS TO INVOLVE PEOPLE DESIGN	PRESENTATIONS TO TARGETED AUDIENCES CREATE COMMON STORY OF PHASE I+II	DEVELOP GUIDELINES FOR HOW TO USE MEDIA MEDIA-WORTHY PRODUCTS + PRESENTATION SKILLS	ANALYSIS RESEARCH	TOOL-STORIES FROM PROJECTS AROUND THE WORLD	APPROACHES THAT WORK FIELD VISIT + METHODS TRAINING GRANT FIELD VISITS BY FUNDING AGENCIES	DEVELOPMENT	DEVELOP STRATEGY FOR BUILDING, ACCESSING + PUBLICIZING DATA BASE APPROACHES THAT WORK METHODS HANDBOOK
	MARKETING	TRAINING	REPORTING USING IERD DELEGATES AT SPEAKING ENGAGEMENTS	INCREASED MEDIA COVERAGE EFFECTIVE + CONSTANT MEDIA COVERAGE					

DEHLI EVENT REPORTING SYSTEMS

IERD/DEHLI COMMUNICATION INTENTS

Master Intent: The IERD is massive proof that history is changed at the local level. "It may well be that the most important history-changing events of the last quarter of the century will be the thousands of little decisions made every day by noBodies in the villages of this world."

1. Let people know what delegates saw -- exhibits, field visits, etc.
2. Responsibility of individual to help others direct their own destiny--an outcome
3. Build support for a new world order-- based on local decision-making
4. Technology overwhelms -- put stress on the human factor
5. Local commitment is necessary for development success at any level
6. The funeral for top-down development
7. More strength in local values
8. Communicate strength and power of the approaches that work (e.g. We have the ability to end world hunger, poverty and disease by the end of the century)
9. Waste of resources in a shrinking world -- emphasize the proper use of meager human and material resources
10. There is proof that global change occurs at the local level
11. World needs stories and demonstrations of positive development, possibility
12. Viable village life is key to dealing with migration to the urban areas
13. Preventive health care and population control are end result of local development
14. New image of relationship and responsibility of first world/urban for the third world/rural
15. The approaches that work are universally applicable

DELHI EVENT REPORTING
SYSTEMSAudiences to Address

- . Mass Media
 - . TV Documentary
 - . *National Public Radio
 - . Appropriate Magazines
- . Development Audience
 - . Everybody We Call On Mail To
 - . *Government/Federal/State/Local
 - . International Businesses
 - . *NGO
- . Projects That Didn't Go
 - . *RDS Participants
 - . Recent Local Development People/Organizations
 - . Town Meeting Communities
- . *Sponsors (Other)
 - . Church Groups
 - . Rotary groups (etc.)
 - . *UN Agencies
 - . *GAB
 - . *Delegate Sponsors
- . Specific Interest Groups
 - . Church Groups
 - . Senior Citizens
 - . Investment Groups
 - . Regional Commissions
 - . Professional Groups
 - . Women's Groups
 - . Youth/Schools
 - . University-PhD Candidates to do Research

*Most Immediate Contact

Concerns

1. Can we get it done in a timely fashion
2. Own inside thinking is unclear
 - . No clear marketing strategy and commitment to pull it off
3. Who is we-how assigned at national/continental level and what does local level do
4. What is global and what is continental-national-WHO

Images to be Changed

1. Nothing is working
2. People want to be poor.
3. This doesn't relate to me.
4. I have no impact
5. Locals can't be trusted.
6. Local people don't know.
7. Impatience for change.
8. The task is impossible.

Parts of Story Need, Response, Result, and Future Implications.Story Elements

1. Demonstration of adaptation of humans-similarities according to environment.
2. "Hundreth Monkey" image towards consciousness.
3. Geography gridded over the book chapters.
4. Key local illustrations and their international impact.
5. Key approaches content (image: the article on Megatrends.)
6. The delegates' personal journies.
7. Cultural shock of India- authentic human life goes on in such situations.
8. Reverse cultural shock.
9. Event reflected a peaceful form of unity possible (illustrations).
10. Perspective of the three years.
11. Statistics: nations, participants, agencies.
12. Effect on agencies. ex. Funding Workshop.
13. Local to local interchange: personal impact/global impact (network of local people).
14. Backdrop of approaches that don't work.
15. Learnings from having done Delhi event.
16. Quotations from delegates (testimonials): key element.
17. 'We are not alone'.
18. Significance as the participants saw it.
19. Long-range implications.

DELHI EVENT REPORTING

SYSTEMS

Dissemination Strategy

1. Follow-up News/Press Release
2. Presentation for Media Use (Slides/Video/Interview)
3. Clear Exciting Story on:
 - . Women
 - . Health
 - . Children
 - . Food/Agriculture
 - . Small Business
 - . Economic Development
 - . Energy Alternatives
 - . Appropriate Technology
4. Series of Posters "We Can Do It" (Theme)
 - . Pictures & Quotes
5. An exciting, visual letter summarizing the 16 page factual report to GAB/Sponsors/Delegates, etc.
6. Exchange Group programs on:
 - A. Work Day, tell the IERD Story
 - . Personal
 - . Displays
 - . Slide Shows
7. 140 Slide Show w/Script
8. Circulating Slide Show with Delegates Presenting
9. Create a Flyer-mailer with quotes
 - . Pictures & story
10. Develop a Speakers Bureau
11. Talk Shows
12. How to talk/prepare for the media
(ICA background and the story)

Longer Term

1. The Book - readable, friendly, book to reach those who care in local communities
2. Series of magazine articles - for women's magazines using Prescilla Wilson's interviews
3. Video documentary series of:
 - . Keys to successful development
 - . Interviews
 - . Visit to village
 - . Process/Events of Delhi
 - . Multi-cultural celebration w/Phil Lane
 - . Follows delegates thru expo
 - . Energy alternatives
 - . Education & skills training
4. A serious, scholarly document of (Book) local development approaches that work.
5. International Agencies Funding Guild construct (Washington, D.C. model)
6. Development Education Community
"Series of 12 Curriculum Booklets" eg. "water-Bagad" what water breaks loose-Study Guide-Pictures-Human interest
7. The 1985 Calendar (self-liquidating money maker)
8. A Glossy Brochure for funding

RECOMMENDATIONS FOR INFLUENCING MAJOR DEVELOPMENT NETWORKS

March 17, 1984

Chicago

- I. EDUCATION (For example: Montesorri Association, Extension Services, National Association of Independent Schools, Continuing Education Network, School Boards)
 - a. Offer continuing education courses.
 - b. Pull together the varied educational approaches our various groups have been using.
 - c. Highlight the potential career and professional development ideas that could emerge out of IERD which would suggest new curriculum.
 - d. Interchange between ICA staff and university researchers.
 - e. Internships from graduate schools to local IERD projects.
 - f. Develop curricula related to data base from local situations which could be the basis of field work.
 - g. Experimentation with the Kenya Replication game (Machakos simulation).
 - h. In futures and other studies, help demonstrate the trend analysis and social pressure points methodology.
 - i. Creation of a model curriculum for Junior/Senior high schools re development.
 - j. Help get current ICA courses accredited.
- II. MEDIA (For example: Public Broadcasting, Cable TV, Community TV, Public Radio, Media Stars)
 - a. Use the media - letters to editor, talk shows, etc.
 - b. Become media literate.
 - c. Develop a National strategy.
 - d. Contextualize - local events.
 - e. Get the analysis done by Impact on Hunger of who sees what programs and how to get your message across.
- III. AGRICULTURAL ORGANIZATIONS (For example: National Farmers Organization, Agricultural Co-operatives, Cooperative League of America, Farm Bureaus, Grange)
 - a. Work with cooperatives in developing a long range view and direction.
 - b. Develop state campaigns which help agricultural organizations develop long range objectives.
- IV. GRASSROOTS ADVOCACY (For example: Rural American Women, Native American Networks, Civil Rights Organizations, Peace and Justice Groups, Appalachian Peoples Service)
 - a. Co-opt all organizations to join in IERD Phase III.
 - b. Work toward "We're all in this together" coalition building, e.g. Indiana.
- V. BUSINESS (For example: Chambers of Commerce, Agri Industries, Banks, Mercy Hospital Network, Control Data Corporation)
 - a. Combine key learnings from India and the RDSs and data from regional projects to make a commemorative booklet for which we would sell ads to the private sector.

VI. PUBLIC SECTOR (For example: Council of Mayors, USAID, UN agencies, State Citizen Participation Offices, State and National Political Networks)

- a. Pull together the story as soon as possible, arrange appointments with the organization at the highest level, pinpoint the learnings which have implications for public policy.
- b. Share examples of how public officials in different countries have worked successfully with local development.
- c. Follow-up on the entré with the World Bank - their desire to link up with local participation and to encourage national governments to use PVO's to implement contracts.

VII. FUTURISTS AND EDGE RESEARCH (For example: Institute of Noetic Sciences, Research Park Triangle, Thnik Tanks, Urban Institutes, Aquarian Conspiracy)

- a. Carry out the plan to make a presentation to the World Future Society in June.
- b. Write articles for their magazines.
- c. Indicate to them problems we have encountered which need to be solved and ask them to help solve them.
- d. Engage graduate researchers in documentation of why projects are working.
- e. Share our definitions of community, holistic development, the comprehensive approach, etc.
- f. Share our methods of mass literature search and synthesis.

VIII. HUMAN SERVICES (For example: National Council on Alcoholism, Senior Citizen Associations, East Tennessee Community Design Center, Family Service Organization, Citizen Advocacy for Developmentally disabled)

- a. Follow the principle of mutuality; consider them as co-partners.
- b. Consider forums or symposia on sharing approaches that work in the field of human services.
- c. Be an invisible empowerment force.

IX. PROFESSIONAL ORGANIZATIONS (For example: Women in Banking, Career Diplomats, Rotarians & other service clubs, Labor Unions, Social Service Professionals)

- a. Set up a Speakers Bureau to visit their meetings.
- b. Research the membership of particular organizations.
- c. Develop material to mail to these organizations.
- d. Begin with women and youth target organizations.
- e. Identify global contacts in these organizations.
- f. Get organizations to adopt projects with identified needs they can meet.
- g. Get articles in their publications.

- X. FUNDING SOURCES (For example: Community Foundations, Wealthy Individuals, National Council on Foundations, Kellogg Foundation, Family Foundations)
- a. Analyze them by concerns and emphasize certain aspects of IERD.
 - b. Go to the highest executive in the foundation with an introduction; approach should be made by a peer.
 - c. Submit a professionally prepared proposal which meets their guidelines.
 - d. Have a person who was in Delhi make a film presentation.
 - e. Have case studies on sustainable, replicable, self-development.
 - f. Speak to their concerns.
 - g. Don't forget banks as funding sources.
- XI. RELIGIOUS ORGANIZATIONS (For example: Episcopal Church, Interfaith Conference, Clergy Women Subcommittee on Peace and Justice, Campaign for Human Development, World Council of Churches, Denominational Offices)
- a. Make film presentations in local churches.
 - b. Approach denominational headquarters related to missions and funding.
 - c. *Invite religious organizations to co-sponsor events (4 sectors within local congregations)*
- XII. PRIVATE UMBRELLAS (For example: Society for International Development, P.A.I.D., End Hunger Net, International Council of Women, Development Community in Washington)
- a. Get their membership lists.
 - b. Offer to make presentations.
 - c. Make recommendations (out of IERD learnings) for responsible actions - concrete do's.

KEYS FOR EFFECTIVE STATE AND REGION STRATEGIES

DEVELOP A SUSTAINING STORY	CREATING INTERCHANGE EVENTS	CLARIFYING SITUATION AND NEED	FORMING PARTICIPATORY COALITIONS	DEVELOPING AN ACTION PLAN	TRAIN LOCAL LEADERS
<p>Address Key Contradictions</p> <p>Identify Contradictions</p> <p>✓ Develop a story that will sustain a core of local people</p> <p>Rehearse Implications for the Future</p> <p>Develop a vision of what the group wants to happen</p>	<p>Bring groups together to share successful approaches</p> <p>U.S. IERD</p> <p>✓ Stimulating lateral exchange of approaches that work</p> <p>County Forum for Input</p> <p>Cooperative Communication With Others</p>	<p>Identify Activities that are doable by local people</p> <p>Assess the need and resources</p> <p>Gather people based on felt need</p> <p>Research and Document the Projects that are Working</p> <p>✓ Target Specific Geography or Specific Interest</p> <p>Identify Need Through Research Visits and Interviews</p> <p>Research and Data to Discern Common Trends</p> <p>Target Specific Interest/Geography</p>	<p>✓ Identify Players Needed in Planning Process (<i>with commitment</i>)</p> <p>Significant Local Participation</p> <p>Broad Multi-Sector Participation and Support</p> <p>Set up Coalition</p> <p>Catalyze More Inclusive Participation</p> <p>✓ Coalitions- All Sectors Involved</p> <p>Create Structure for Participation</p>	<p>Develop a Work-plan/Strategy</p> <p>Develop Fund Raising Strategy</p> <p>Organize Vehicle To Implement Action/Event</p> <p>A Plan to Fund/Implement Program</p> <p>Design a series of events which are aimed at underlying contradictions to insure success</p> <p>Develop plan of Implementation</p>	<p>Support Local Leaders</p> <p>Train would be "leaders" in the ways of being facilitators</p> <p>Leadership Programs</p> <p><i>#Key = Comprehensive strategy</i></p>

STATE AND REGION STRATEGIES

KEY LEARNINGS: Accelerating local development works when...

without a coalition it doesn't get done
identify the problem
bring people together to look at the need
"success" interchange promotes implementation
gathering people based on a felt need
advisory board of prime movers
the ICA is not always a party of the coalition
identify what's already going on and what's working
use steering committee
whenever action is aimed at the underlying social contradiction whatever is
done is a **victory**...sparks additional involvement
make it known what could be going on
determine geographic coverage and common needs through research circuits
training of local leaders (In-Service Training Academy)
successful economic vehicles for support (i.e. profit-making schemes, coops, etc.)
need to be highlighted
a seed for success can be planted from anyone, anywhere
reinforce local participation in cooperation with existing county, state,
regional offices
using state and local sponsorship for set-up and implementation
to accelerate local development across a broad area: awaken local groups
and train local leaders; spotlight successful projects; interchange
approaches that work
visits to and from other successful efforts provide new momentum
target specific geography or specific interest
sharing approaches that work enable others ideas and spirit
target specific geography and network the emerging colleagues within it to do task
involve partners from all sectors
essential first step is to research your geography, existing projects, and needs
farm groups joining forces and forming a unity coalition to affect political
change and to help with legal and emotional counselling
there is a developmental pattern that begins with a strong care network, an
interview, and design workshop
always begin with a plan (that you give to the group to change)
leadership and support from those involved in development i.e. not bringing
in "outsiders" but enabling "insiders" to do the job

IERD INTERCHANGE EVENTS

What makes good interchange?

- experience of learning
- seeing that something worked
- displays, exhibits besides just talking
- 24 hour challenge of "living together"
- no more than twenty people in a group
- people not expected to come up with content, stops good interchange
- interchange is not listening to experts
- being involved yourself
- seeing, hearing and doing
- diversity of people
- finding others with similar concerns
- all points of view accepted....all being listened to

FIVE KEY TYPES OF INTERCHANGE NEEDED FOR PHASE III

I. presentations/media/message that changes lives

- use media for maximum impact
- what is the call?
- how do dramatic presentations
- what is the cargo/vehicle

II. how mesh local sharing with global learnings

- take what happened in India and translate "happening" to where you are
- how capsule India learnings

III. how go beyond "sharing" to implementation and strategy

- specific issues forums
- what is X factor to move beyond sharing to locate people with vision

IV. how build up public/ private/voluntary sector officials so form partnerships

- utilize methods for working with radical diversity
- how build in encouragement to keep on with human development
- unblock vision re interchange/exchange possibilities

V. How relate IERD to urban strategy

FIVE GUIDELINES/CONSTRUCTS AVAILABLE FROM TASKFORCE:

- 2-3 day workshop of development learnings on global level.
- dramatic reading of 10 universal learnings for community success with slide show backdrop.
- how-to's for staging urban interchange events.
- strategies to release officials to participate in partnerships.
- format for reporting IERD Central Event using computer/film/learnings/ and conference process.

IERD INTERCHANGE EVENTS
SCHEDULED

WEST

Statewide Exhibition--Colorado-June
Delegate Reception-Seattle--April 11
" " --Phoenix--April 13
Rapid City Exchange Forum--April 5
California Showcase Forum

MIDWEST

Delegate Reception --Minneapolis-April 17
" " -Detroit -- March 23
University Interface: Industrial Developmnt Dept-Univ. of Michigan
Depauw University/IERD-What Learned--May 6
State wide Planning-Kentucky
Blueprints for Success--Kansas City--May 10-11
Showcase Forum, Jasper County, Iowa--Mar 31
Michigan Radio Talk Show
Design Conference with Iowa Natural Farming

SOUTH

Mississippi Rural Development Symposium--April 29-May 1
San Antonio IERD Reporting--March 31
Clear Fork Presentation to Appalachian Regional Comm--March 20
Appalachia Governors Presentation
National Health Presentations/Hispanic

EAST

Delegate Reception-Charleston, WV
Washington Exchange with International Agencies--6 weeks
Private Agencies in International Development Conference--D.C.--April

U.S. DIRECTORY

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U.S. DIRECTORY

The intent of the U.S. Directory is to provide a resource of the organisations participating in both Phase I and Phase II of the IERD.

This directory is to be a means of access to project work. Rather than being a compendium itself it will direct its users to information in the projects themselves or through a database set up for this purpose.

Two different types of directories are imaged:

- 1) Public relations document- which would be a reporting and accountability hand-out for past donors or potential supporters, or an authorisation piece for future programs. This could be a tabloid format similar to the Western States IERD report.

- 2) A resource document for agencies and organisations who want to continue to interchange and share approaches that work. This could be a more permanent bound form.

Local problemsolvers can go directly to sources of solutions in the directory rather than through sponsoring organisational channels with the ICA as the enabling vehicle.

The audience who would make the most use of this directory are felt to be those interested in particular fields, so that they can have access to the information they need. Examples of these would be volunteer and service organisations, research libraries and branches of academia, as well as agencies and services of the legislative and executive branches of government.

Another use of the directory will be for private industry working with community projects. It will point them to appropriate and relevant information relative to their making decisions about their involvement.

SAMPLE ENTRY

DIRECTORY BY DEVELOPMENT ARENA

AGRICULTURAL DEVELOPMENT

Crop Production

HARRIS COUNTY EXPERIMENTAL FARM; Rural Ventures, Inc.

A community owned farm using solar powered irrigation.

Howard Johnson, Exec. Director

1234 Neyland

Houston, Texas 74708 (417) 832-9414

Other arenas: Livestock & Poultry, Marketing, Energy Conservation

DIRECTORY BY STATE

TEXAS

Harris County Farm, Houston, Texas

CROP PRODUCTION, Livestock & Poultry, Marketin, Energy
Conservation

US DIRECTORY
IMPLEMENTATION PROCEDURES

TABLOID

PROJECT BEGUN: April 2
Format April 2-6
To Printer May 1st Indianapolis House Guardian
Project Done: May 15
FORMAT By State
Name Address, Tel #
Project Brief (from Data Base)
of Pages 20
Number of Copies 100,000
Est. Cost \$20,000 (20¢ each)

Gross Reference Directory

Project Begun April 2
Format April 2-6
To printer-- May 15 (nexus)
Project Done May 30th

Format: As previously described

Est Cost: Unknown (Could be a good IN-kind pitch for Basil Sharp's Trip through Wisconsin)

OTHER CONSIDERATIONS

1. Assignments Mar 31- April 5

Being Checked on: Suggested is
Bob Hawley Technician Confirmed
Tracey Longacre -Technician
Mimi Frankel (gun)
David Blanchard

To Provide one or two help from Staff
Impact 7 Wisconsin Bill Bau, Barb Scott checking
Bangor Michigan Royce Downey, John Gibson checking

Consultant on Format: Unconfirmed
Michael Gergen Chicago
Bud Frankel Chicago

2. Needs:

- A. April 1st deadline for all late data
- B. Access Control Data before April 2
- C. Secure Program Disks as needed.

INFLUENCING POLICY DIRECTIONS

Rural Development Policy Research & Input

Development policy is often vague, complicated and sometimes non-existent. The intent of this strategy is to influence urban and rural development policy directions. This would involve policy research across the country, input into development strategy from the local to the national level, planning and facilitating events which lead to policy modification in the public sector.

EMPOWERING EXISTING NETWORKS

Ongoing Forums & Interchange Events

There will be on-going "Sharing Approaches That Work" forums and interchange. The intent of this strategy is to catalyze "showcase forums" as well as develop and maintain contacts throughout North America. This will involve marketing approaches that work across the country to develop a network of people who are committed to local development and who will stage "approaches that work" forums.

Broadening Networking & Increasing Participation

There are many existing networks based on political beliefs, occupations and denominations. The intent of weaving networks together is cross-fertilization of ideas and strong task forces focussed on their objectives. This involves:

- A. drawing together people from a broad spectrum of occupational and political backgrounds to deal with a common concern such as hunger;
- B. members of issue-oriented taskforces going back to their respective constituencies and deepening their understanding of problems and their causes.
- C. regrouping as taskforces to build consensus on solutions.
- D. developing new ways to encourage participation.

Tailored Presentations

The story of IERD will be told through tailored presentations to different audiences. The intent of these presentations is to create a new decision amongst participants to support local development through funding, sponsorship and/or participating in new or existing projects. These presentations will be woven with a common story and may take the form of slide shows, talks, reports and briefings for local church groups, colleges, local service organizations and government agencies.

Mass Media Communications

Mass media communications is the dissemination of information through different forms of communication in order to "tell the story" which sells local development with impact and immediacy. This will involve developing a strategy and guidelines for marketing the product via radio talk shows, television, publications, and lecture and networking circuits. It will also involve selecting appropriate media for telling the story, such as films, press and a speakers' bureau.

Phased IERD Publications

Phased IERD Publications is a necessary strategy that will get written documentation of the Delhi plenary into the hands of the participants immediately for their report-back needs and in subsequent phases, meet the needs of other special groups. The intent of this strategy is to capitalize on all the learnings from Phases I and II by systematically documenting approaches that work and how they evolved. This will involve:

- A. a crash copy of findings;
- B. a popular interview book and
- C. crystalized learnings for specialized audiences.

IERD Global Information Interchange

The IERD Global Information Interchange strategy will utilize a regular newsletter mailing to IERD delegates. The intent of this strategy is to inspire, challenge, sustain and increase development forces by keeping those involved in local development in touch with one another's projects. This strategy involves the continuing and broadening of the "Highlights" mailings as an interchange mechanism that tells the stories of project successes and learnings around the world. The content will be expanded to include new local development input.

CATALYZING LOCAL DEVELOPMENT FORCES

People Interchange

People Interchange is a strategy to get existing knowledge exchanged person-to-person on a working level. Its intent is to use IERD delegates and other project representatives to catalyze local development in other areas through sharing their knowledge and training others in the successful approaches they have used. This will be done by groups visiting successful projects, project representatives visiting other groups, developing new funding sources to enable this, and methods training sessions.

Phase III Support & Coordination

Phase III Support and Coordination is a strategy to identify groups of people in each region committed to continuing the momentum of Phase I and II. The intent of this strategy is to identify those people who will coordinate and support Phase III activities. This will involve defining the role of the ICA in Phase III, locating those Phase I and II participants who are interested in continued involvement in the "Sharing Approaches That Work" process and adding new people to the process as they emerge from communities, projects and the workplace.

ACCESSING APPROACHES THAT WORK

Expanded Approaches That Work Access Structures

In order to make available critical information that will benefit local development efforts worldwide, we intend to develop information technology, structures and systems which permit easy and timely dissemination of and access to approaches-that-work data and learnings. This will involve developing the strategy for using and expanding the IERD data base, designing an Approaches That Work Methods Handbook and creating innovative means for increasing user interaction with the data for the sake of teaching new skills (e.g. human development simulation games).

DATABASE WORKING GROUP

The database working group explored the following areas:

- Project proposal
- Requirements
- Design
- Development
- Qualification
- Deployment
- Maintenance and operation

Towards a refined project proposal, the group established the following:

Fundamental Purpose: Global Lateral Interchange

1. Occasion lateral exchange
2. Vehicle for directory
3. Answer search for practical solutions
4. Get global picture of trends in local initiatives
5. Provide practical means of telling others "what I've done"
6. Permit comprehensive evaluation criteria
7. Demonstrate wisdom of local practitioners
8. Permeate international development community
9. Means to evaluate proposed directions

Practical Use

1. Be able to select projects --similar/applicable
2. Get project name/address/phone
3. World Bank use (i.e., database to make decisions)
4. Use database to research sociological arenas
5. Create national/international development policy (i.e., Global Advisory Board)
6. Introduce to agricultural extension services
7. Use for state/regional planning
8. Gimmick "come-on"; involvement in sharing approaches
9. In conferences to access project contacts
10. Access regarding services needed; bartering with your resources
11. Electronic mail
12. Global dialogue
13. Make money
14. Case study

Scope of Use

1. Available to ICA offices
2. Available to all co-sponsors
3. Marketing to international development community
4. Projects involved in database
5. Volunteer sector agencies
6. National governmental agencies
7. Creation of access nodes -- particularly third world
8. Use of marketing packaging

DATABASE WORKING GROUP

- 9. Universities
- 10. Agriculture extension schools
- 11. Professional networks
- 12. Regional & local development agencies

Next Steps

Establish adequate working group to move on into practical design and implementation.