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Folder Title: President Wolfensohn - Briefing Book for President's Meetings and Events - Luncheon Meeting - Economic Development Institute [EDI] Staff - July 31, 1996

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Dates: 05/01/1996 – 07/31/1996

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THE WORLD BANK

Washington, D.C.

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Mr. James D. Wolfensohn

1. The Leland Initiative

2. Some evidence on learning,
gender and openness.

Archives



30485595

R2002-036 Other #: 22 Box #: 186472B

President Wolfensohn - Briefings Books for Presidents Meetings - Meeting Material
Lunch Meeting - Economic Development Institute [EDI] Staff - July 31, 1996

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Edit

Print

A. CLASSIFICATION

- ☒ Meeting Material
- ☐ Trips
- ☐ Speeches

- ☐ Annual Meetings
- ☐ Corporate Management
- ☐ Communications with Staff

- ☐ Phone Logs
- ☐ Calendar
- ☐ Press Clippings/Photos

- ☐ JDW Transcripts
- ☐ Social Events
- ☐ Other

B. SUBJECT: Lunch Meeting: EDI STAFF
VENUE: JDW'S PRIVATE DINING ROOM
CONTACT: ALICE FARIA @ 36300
IN ATTENDANCE: JDW, SANDSTROM, JOSIE
EDI STAFF IN ATTENDANCE:

VINOD THOMAS, DIRECTOR
BARBARA BRUNS, CHIEF, EDIHR
ISABEL GUERRERO, CHIEF, EDIMP
DANNY LEIPZIGER, CHIEF, EDIRP
JOHN MIDDLETON, CHIEF, EDINP
Z. HALEH-BRIDI, COFINANCING OFFICER
ISHAC DIWAN, EDI REGIONAL COORDINATOR FOR MNA
EXC: JOSIE //ALI (7/12/96 3:16p)

DATE: 07/31/96

C. VPU

Corporate

- ☐ CTR
- ☐ EXT
- ☐ LEG
- ☐ MPS
- ☐ OED
- ☐ SEC/Board
- ☐ TRE

Regional

- ☐ AFR
- ☐ EAP
- ☐ ECA
- ☐ LAC
- ☐ MNA
- ☐ SAS

Central

- ☐ CFS
- ☒ DEC
- ☐ ESD
- ☐ FPD
- ☐ FPR
- ☐ HRO

Affiliates

- ☐ GEF
- ☐ ICSID
- ☐ IFC
- ☐ Inspection Panel
- ☐ Kennedy Center
- ☐ MIGA

D. EXTERNAL PARTNER

- ☐ IMF
- ☐ UN
- ☐ MDB/Other IO
- ☐ NGO
- ☐ Private Sector

- ☐ Part I
- ☐ Part II
- ☐ Other

E. COMMENTS:

File Location ☐ EXC ☐ IISC ☐ Archives	Cleared By	Date: 08/02/96
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A L L - I N - 1 N O T E

DATE: 30-Jul-1996 04:02pm

TO: See Distribution Below

FROM: Barbara Bruns, EDIHR (BARBARA BRUNS@A1@WBHQB)

EXT.: 31825

SUBJECT: Tomorrow's Breakfast with Mr. Wolfensohn

Several of us met to discuss the key topics to raise with Mr. Wolfensohn tomorrow.

We agreed on the following sequence. Vinod asks that everyone give some thought to concrete examples in connection with each topic and be prepared to jump into the conversation in a focused way.

i) update - What has changed in EDI since his meeting with us in January? What is happening throughout the Bank on learning? What impact will he be able to point to by the time of the Annual Meetings? A year from now?

o rollouts - early action to replicate programs that work in new regions, to new audiences, using our expanded budget (examples, Water Policy (S. Africa); Girls' Education (Abidjan policy seminar, Nairobi workshop for journalists)

o mainstreaming learning in Operations - El Salvador CAS; Colombia Education Decentralization project? (other examples?)

some real change is apparent in the centrality of learning as part of the country strategy at least in some pockets in Operations; we expect it to grow, and we will face supply constraints -- our approach to be strategic

ii) partnerships and cofinancing - Singapore success; EU/MENA issue

iii) new technologies and development network - what EDI is doing (carefully delineated from what many others are doing in this area - John M.)

iv) Global Learning Conference - on for next summer in Toronto?

Networks -- we will not bring up; Vinod will handle if it comes up

These notes are written in haste; Vinod, Danny or Ishaac may want to add to them

Everyone please meet tomorrow morning at 8:20 outside
Wolfensohn's private dining room in the E building.

Thanks,
Barbara

DISTRIBUTION:

TO: Vinod Thomas	(VINOD THOMAS@A1@WBHQB)
TO: ISABEL GUERRERO	(ISABEL GUERRERO@A1@WBWASH)
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CC: Ruth Thompson	(RUTH THOMPSON@A1@WBHQB)

THE WORLD BANK/IFC/M.I.G.A.

OFFICE MEMORANDUM

DATE: July 26, 1996

TO: Allison Tsatsakis, EXC

FROM: Vinod Thomas, EDIDR

Vinod

EXTENSION: 36300

SUBJECT: **URGENT: Briefing Materials for Wednesday Meeting**

Dear Allison:

The two attached memos contain briefing material for EDI's breakfast meeting with Mr. Wolfensohn on Wednesday, July 31.

They were promised for today. I thank you in advance for getting them into his hands as soon as possible.

OFFICE MEMORANDUM

DATE: July 26, 1996

TO: James D. Wolfensohn

FROM: Vinod Thomas *Vinod Thomas*

EXTENSION: 36300

SUBJECT: **EDI June-July Update**

Dear Jim:

Thank you for accepting the EDI management team's invitation to breakfast on July 31st. We are all looking forward to joining you. There is much to report on the EDI front. This update contains a few examples of our progress and may offer a spring board for further conversation when we meet.

Products for Expanded Audiences

1. *Promoting dialogue on education:* EDI, in partnership with the Bank's Human Development Department, organized its first joint seminar with Education International, the umbrella body for teachers' unions that represents about 25 million teachers worldwide. The meeting, held in Brussels on May 29 and 30, was attended by 47 union leaders. While there was strong initial antipathy towards the Bank based on our perceived role in structural adjustment programs adversely affecting teachers, considerable good will evolved around two possible joint initiatives: research on girls' education and teacher development; and on-the-ground activity in five countries.
2. *The role of journalism in chronicling change:* In June, EDI, the Swiss government and the Macedonia Radio and Television Company, sponsored a workshop for two dozen journalists from Macedonia, Albania, Bosnia, Bulgaria, and Romania to discuss the media's role in helping society understand change. Topics included understanding private enterprises, identifying opinion leaders, helping the public understand where changes may lead.
3. *Integrating the Environment into the Macroeconomy:* Your video conference on June 3 with ministers from the Philippines, Sri Lanka, Indonesia and Thailand, set the tone for a very successful three day meeting to develop practical ways to make environment integral to country assistance strategies. Participants met with President Ramos, who stated his intention to make the Philippines the first "Green Tiger." The seminar received wide media attention. EDI committed to follow up seminars at the national level.

4. *Visiting Scholar Conferences:* In June, EDI hosted a conference entitled "The World Trading System: Emerging Challenges." Bank experts were joined by EDI visiting scholars from Harvard, Yale, Princeton, Northwestern, and the University of Maryland, as well as the IMF, the firm of Graham and James, Brookings, EC, US Department of Labor, IDB, and OAS. The conference generated heated discussion on labor standards, regionalism versus multilateralism, and anti-dumping.

5. *Mass Media Outreach to Civil Society:* EDI is producing the final two 30-minute documentaries featuring Chile and Bangladesh in its three-part miniseries on education. The first in the series *Education for All: The South Korea Experience* is receiving excellent reviews. Zimbabwe has requested a copy for airing. Over two dozen countries and TV distributors have indicated strong interest in obtaining the full three-part series. The program was screened for the EDs on July 24.

Advancing a World Development Network

1. *Training resources network:* By this year's annual meeting, we will have up and running the first of a three-part comprehensive electronic database of training providers. The first part will include providers validated by EDI, such as partner institutions in developing countries, as well as current providers to the Bank and client countries under Bank projects. Downstream, the database will also include information on other training providers, as well as a chat room for sharing information. The full database is scheduled for completion around the first of next year. The network will be a central feature at the global learning conference planned for 1997 (please see below).

2. *The Russian Website:* EDI's Cyrillic Website goes on line late this summer with Russian language policy forums training aids, including PC-based applications and simulation packages. EDI is working with the Russian government and the Soros Foundation to provide open Internet access centers in 32 universities to facilitate access to students. Moscow State University and Irkutsk State University are EDI partners in offering courses in economic policy analysis.

3. *World Wide Outreach:* Plans are underway and awaiting your approval for a meeting of 1,000-2,000 attendees and 100-150 exhibitors. Toronto is the primary location under consideration. We have identified dates in June and July of 1997, pending clearance from your office as to your availability. *We have a management process in place, and are anxious to get a commitment from you so that we can begin to move quickly.* Implementing a world class conference of this size in under one year is doable but ambitious, but everyone here is excited about the potential this event has for reinforcing World Bank leadership in development learning and anxious to work hard to make this a memorable event with practical follow up. A background paper has gone to you under separate cover.

Mainstreaming Learning at the Bank

EDI has begun analysis of world wide evidence on how learning bolsters investments and policies. Outcomes will include the most up to date evidence on the interaction of education and reforms for openness; new OED data from Bank projects on the effect of training components on rates of return; and the conditions under which learning is most likely to pay off. We will lay out how much lending and learning the Bank actually does by themes. We intend to have a good portion of the work done in time to serve as a resource to you in developing your annual meeting speech.

Perhaps the biggest change we have to report are closer links between EDI and Operations. EDI regional coordinators for MNA, East Asia and Africa are now on board; recruitment for ECA, LAC and South Asia is almost completed. We have consulted the regions, and each Regional Vice President has received a detailed memorandum from us outlining EDI's work program for that region, a list of the region's priorities, CAS countries and pilot projects for EDI involvement and next steps in program development. We have started a round of follow up meetings. Among the points of discussion are ways to align the activities proposed in the fiscal 1997 business plan with the increased demand for our services.

Partnerships

1. *USAID:* On June 11 meeting between representatives of EDI and USAID led to a tentative agreement by USAID to renew their substantial support (\$350, 000 annual unrestricted) in FY97 for the Fiscal Decentralization Initiative in Central and Eastern Europe, a growing EDI activity sponsored jointly by the Bank, The Council of Europe and OECD. USAID's interest has spurred interest and support from Austria, Sweden and Denmark.
2. *The European Union:* In line with the communiqué from your meeting with Mr. Piñero, that the World Bank and the European Commission must work more closely together, EDI recently completed meetings in Brussels aimed at greater collaboration. There is considerable synergy between us, with similar development objectives. However, while we had been encouraged to submit proposals for two programs -- one for the MNA Region (Southern Mediterranean) and one for the TACIS countries -- they were not well received. *There are definite obstacles to cooperation at the technical, political and even legal levels which, if they are to be surmounted, will require work on both sides.*
3. *Singapore:* Following your discussions in Singapore, I joined Francis Colaco from the East Asia region to pursue the idea of collaboration with Singapore in training for other countries. We tentatively agreed on training proposals in the area of the financial sector and the environment for participants from Asia. I'll discuss this further with Russ Cheetham and finalize a joint Bank-Singapore training program.

Building Stronger Products and Staff

- a) *Emerging Issues Workshops.* In June, EDI brought experts in areas of emerging importance for environmental policy to Washington for three days of program design workshops. We focused on urban agriculture; ecosystems health: epidemics, plagues and pestilences; and bioprospecting and indigenous peoples. Speakers came from the World Health Organization, London School of Hygiene and Tropical Medicine, USAID, NIH, Harvard Medical School Cal-Berkeley and several prominent NGOs.
- b) *Quality Assurance:* We have recently received OED's review of EDI evaluation practices. *OED expressed confidence in EDI's change management and made recommendations to help us organize evaluation work to meet the demand of our growth strategy; new practices to introduce; and ways to enhance current evaluation practices.* EDI is upgrading its evaluation function from one person, one-third time, to a higher grade professional full time, supported by an adequate budget. We expect to see solid near term results.

Taken together, the few examples we have been sharing with you over the past months and our work program for the coming year represent a major shift in thinking within the Bank about the impact of learning on sustainable development. Evidence to date and projections suggest a significant impact that learning would make in improving the quality of lending and policy advice. *It is a major aspect of progress toward your vision for the World Bank as a learning institution that you may want to include in your annual meeting speech.* We, of course, stand ready to assist in any way possible.

OFFICE MEMORANDUM

DATE: July 26, 1996

TO: James D. Wolfensohn

FROM: Vinod Thomas *Vinod Thomas*

EXTENSION: 36300

SUBJECT: **Global Conference on Learning, Toronto, Canada, June/July 1997**

Dear Jim:

Early this year you asked EDI to produce a major, international event that could serve as an important and visible platform for furthering your vision of recreating the World Bank as a global resource for development learning. Planning has reached the point where we need your input, approval and commitment to specific dates. Below is a recap:

Event Overview: We propose that the World Bank host a three day event for 1,000 to 2,000 key players from academic and training institutions, NGOs, multilateral and bilateral aid organizations, corporations, foundations, policy institutes and national governments to present, discuss and share strategies for expanding and improving global learning around development issues. (A one page rationale is included in Annex 1). Financing and program planning partners will come from among them.

The event would have two parts: an exposition to connect training, education and learning technology sources with users; a conference to advance the state of the art in adult professional education and spark connectivity between and across sectors, through the EDI/World Bank World Development Network.

You would present the keynote address and preside over a major media kick-off in which selected partners and the appropriate officials from the host country would be invited to participate. There would be four to six plenaries, a wide array of workshops, facilities for working group meetings, media and social events. Details are included in Annex 2.

Dates and Location: Initial inquiry around the Bank indicates that Toronto is a good choice politically and practically. There are still some available dates in our preferred time period, but we must move quickly to secure them. Although it means fast tracking the planning process, June/July 1997 seems the logical time frame in terms of avoiding conflict with the Bank annual meeting, the UN General Assembly and other official activities. **If you agree, we would like to find out the dates on which you could commit yourself to be on site in Toronto.** They are listed on Annex 3. All further planning awaits your availability.

Your Advice and Counsel: It is very important to us that this be an event that you can whole heartedly support and promote. It has great potential to break new ground for the Bank and position it for the future. Therefore, your insights and advice are critical to us. We will look for an opportunity to talk with you at your earliest opportunity.

RATIONALE STATEMENT

GLOBAL CONFERENCE ON DEVELOPMENT LEARNING

A World Bank International Meeting and Exposition
June or July 1997

The Challenge

With the close of the Cold War and the advent of the Knowledge Age, international development has entered a new era. An increasing number of nations are introducing market reforms and becoming integrated into the world economy. Democratic forms of governance are spreading. Information in real time reaches the most remote corners of the earth. Yet civil strife and failing governments, poverty, life threatening epidemics, and declining environmental quality threaten the citizens of dozens of countries.

In the future, development success will be tied to a country's ability to manage ongoing economic and political change. Access and openness to appropriate and timely knowledge is a growing factor in successful adaptation: Putting knowledge to work to improve policies, to develop the skills needed to implement them, and to expand public understanding is the global challenge. *It could become a global goal.* To achieve it, the development community needs find radically new and more effective ways to work.

- Roles and relationships among multilateral and bilateral agencies, the voluntary, education, business and media sectors need to be redefined. New partnerships must be forged.
- The expertise of the universities and training organizations that have carried the main burden of teaching about development needs to be shared. The expertise of modern corporations, communications and management specialists in generating and using knowledge needs to be adapted and used.
- Global action must be taken to ensure that advances in communications technology are equitably and efficiently harnessed to accelerate the spread of knowledge that will improve human welfare.
- Above all, new strategies for building the capacity of developing country institutions to generate and put knowledge to use must be found and acted upon.

The World Bank Response

The Bank will host a three-day meeting and exposition to address the learning challenge. It will be a showcase for successes and a forum for sharing and integrating an emerging body of knowledge about learning processes, techniques and technologies that can be fruitfully applied by nations, businesses, voluntary agencies and civic groups. Outcomes will include active networks connecting training experts with learning needs, supported by an EDI/World Bank Website; state of the art papers in key areas of learning: policy education, distance education, broadcasting, and civic education, published traditionally and electronically; improved coordination of support for learning among international agencies, corporations, and foundations; agreement to conduct annual meetings.

WORLD BANK GLOBAL CONFERENCE ON LEARNING PROGRAM DETAILS

The conference and exposition would run for three days with sanctioned pre-and post-meetings. Elements include:

Kick-Off media event followed by a by-invitation only VIP gala

Opening plenary: welcome and remarks from Canada's Prime Minister
major policy address by James D. Wolfensohn

Four daytime and/or evening general sessions, featuring speeches by leading international figures from the public and private sectors on cutting edge issues in development learning: learning in the 21st century, the impact of technology and telecommunications, the role of learning in managing economic and political change, capacity sharing between the public and private sectors, applying corporate learning principles to public service and so forth

Workshops on a broad variety of topics such as valuing and mobilizing intellectual capital, evaluation of learning, capacity building, sectoral learning strategies, telecommunications, distance education, public outreach and education strategies, impact of the global labor market, legal issues such as international and intellectual copyright.

Working group meetings on sectoral issues and special interests.

Exposition of products, services and ideas. Perhaps open to the public on certain hours.

Bookstore

Film/TV festival

Media events, including active integration of media issues throughout the conference.

Closing gala for all, perhaps sponsored by the host city.

ANNEX 3

WORLD BANK GLOBAL CONFERENCE ON LEARNING

Toronto, Canada

AVAILABLE DATES, AS OF TUESDAY, JULY 23:

The following dates are available at venues appropriate to the needs of our proposed conference and exposition. In considering your scheduling issues, please consider that your presence would be required at the beginning of the conference to deliver the opening keynote address and participate in a media kick-off. All dates are in 1997.

EDI's Preferred Dates:

Friday, June 20 - Wednesday, June 25	(conference to run Sat through Wed)
Saturday July 12 - Friday, July 18	(conference to run Sat through Wednesday)

Other Choices:

Saturday, July 5 -Friday, July 11	(conference to run Sun through Wed with Saturday night arrival)
Monday, June 2 - Saturday June 7	(conflicts with International Distance Education conference)
Monday, June 23 - Friday, June 27	(not preferred since airfares are so much higher without a Saturday stay-over)
Saturday, June 28 - Friday, July 4	(not preferred since it falls across Canada Day, the date that Hong Kong returns to Chinese rule, and US Independence Day)

A L L - I N - 1 N O T E

DATE: 26-Jul-1996 01:09pm

TO: See Distribution Below

FROM: Allison Tsatsakis, EXC

(ALLISON TSATSAKIS@A1@WBHQB)

EXT.: 84776

SUBJECT: **RESCHEDULED: MR. WOLFENSOHN'S LUNCHEON MEETING WITH EDI SR. MGRS.**
NOW SCHEDULED AS: BREAKFAST MEETING ON WEDNESDAY, JULY 31 AT 8:30

Please note that due to scheduling constraints it has become necessary to reschedule your luncheon meeting with Mr. Wolfensohn to a breakfast meeting.

You are now scheduled to meet with Mr. Wolfensohn on Wednesday, July 31 (same day) over breakfast, from 8:30 to 9:30 a.m., in Mr. Wolfensohn's private dining room (E Bldg., 2nd Floor). Please confirm your attendance by calling Lai-Foong at ext. 80388, no later than Monday, July 29 by noon.

Many thanks and our apologies for any inconvenience this may cause.

DISTRIBUTION:

TO: Vinod Thomas ✓	(VINOD THOMAS@A1@WBHQB)
TO: Ruth Thompson ✗ <i>Yshac Diwan</i>	(RUTH THOMPSON@A1@WBHQB)
TO: HALEH BRIDI ✓	(HALEH BRIDI@A1@WBWASH)
TO: JOHN MIDDLETON ✓	(JOHN MIDDLETON@A1@WBHQB)
TO: Danny Leipziger ✓	(DANNY LEIPZIGER@A1@WBHQB)
✗ TO: ISABEL GUERRERO ✓	(ISABEL GUERRERO@A1@WBWASH)
TO: Barbara Bruns ✓	(BARBARA BRUNS@A1@WBHQB)
TO: JOSIE BASSINETTE	(JOSIE BASSINETTE@A1@WBWASH)
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CC: Lai Foong Goh	(LAI FOONG GOH@A1@WBHQB)
CC: WENDY PLUMLEY	(WENDY PLUMLEY@A1@WBWASH)
CC: ATSUKO HORIGUCHI	(ATSUKO HORIGUCHI@A1@WBWASH)
CC: Michael Bruno (FYI)	(MICHAEL BRUNO@A1@WBHQB)
CC: Kate Oram (FYI)	(KATE ORAM@A1@WBHQB)
CC: SVEN SANDSTROM (FYI)	(SVEN SANDSTROM@A1@WBWASH)
CC: Hatsuya Azumi (fyi)	(HATSUYA AZUMI@A1@WBHQB)

A L L - I N - 1 N O T E

DATE: 17-Jul-1996 08:26pm

TO: See Distribution Below

FROM: Hatsuya Azumi, EDIEN

(HATSUYA AZUMI@A1@WBHQB)

EXT.: 36400

SUBJECT: **EDI Managers' Lunch with Mr. Wolfensohn: July 31**

Dear Colleagues,

Vinod called me to coordinate the July 31 lunch with Wolfensohn (since I am currently acting for Vinod). He told me who to attend and left the question of the venue for me to work it out with Allison Tsatsakis (Scheduling Secretary to President), which I have done. So far what has been decided are as follows:

Date: 1:00 - 2:00 p.m., July 31, Wednesday

Venue: The President Private Dining Room (I offered that we would like to take him out, but Allison said that, since July 31 is the last day before President takes off to Wyoming for vacation, demand on him would be rather heavy and he is better be in the office). We will still pick up the tab.

Attendants: Wolfensohn, Thomas, Guerrero, Bruns, Middleton, Leipziger, Bridi, Thompson (H. Azumi will be on home leave and he is very very sorry to miss it)

Briefing Material: Just an updated Monthly Activity Note (Ruth Thompson to prepare), unless Vinod changes his mind or Mr. Wolfensohn specifically requests otherwise.

Cheers,

Hatsuya

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TO: Ruth Thompson	(RUTH THOMPSON@A1@WBHQB)
TO: Vinod Thomas	(VINOD THOMAS@A1@WBHQB)
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CC: Rosanna Ania	(ROSANNA ANIA@A1@WBHQB)
CC: Allison Tsatsakis	(ALLISON TSATSAKIS@A1@WBHQB)
CC: Alice Moy	(ALICE MOY@A1@WBHQB)

A L L - I N - 1 N O T E

DATE: 17-Jul-1996 12:39pm

TO: See Distribution Below

FROM: Allison Tsatsakis, EXC (ALLISON TSATSAKIS)

EXT.: 84776

SUBJECT: **MR. WOLFENSOHN'S LUNCHEON MEETING WITH EDI SENIOR MANAGERS**
SCHEDULED FOR: WEDNESDAY, JULY 31 AT 1:00 P.M.

You are being invited to an informal luncheon meeting with Mr. Wolfensohn on Wednesday, July 31 from 1:00 to 2:00 p.m., to be held in Mr. Wolfensohn's private dining room (E Bldg., 2nd Floor). Please confirm your attendance at this luncheon no later than Tuesday, July 23.

Mr. Thomas will be preparing the briefing note for this meeting, and this should be submitted to the President's Office (room E1230 - 2 copies) no later than Friday, July 26.

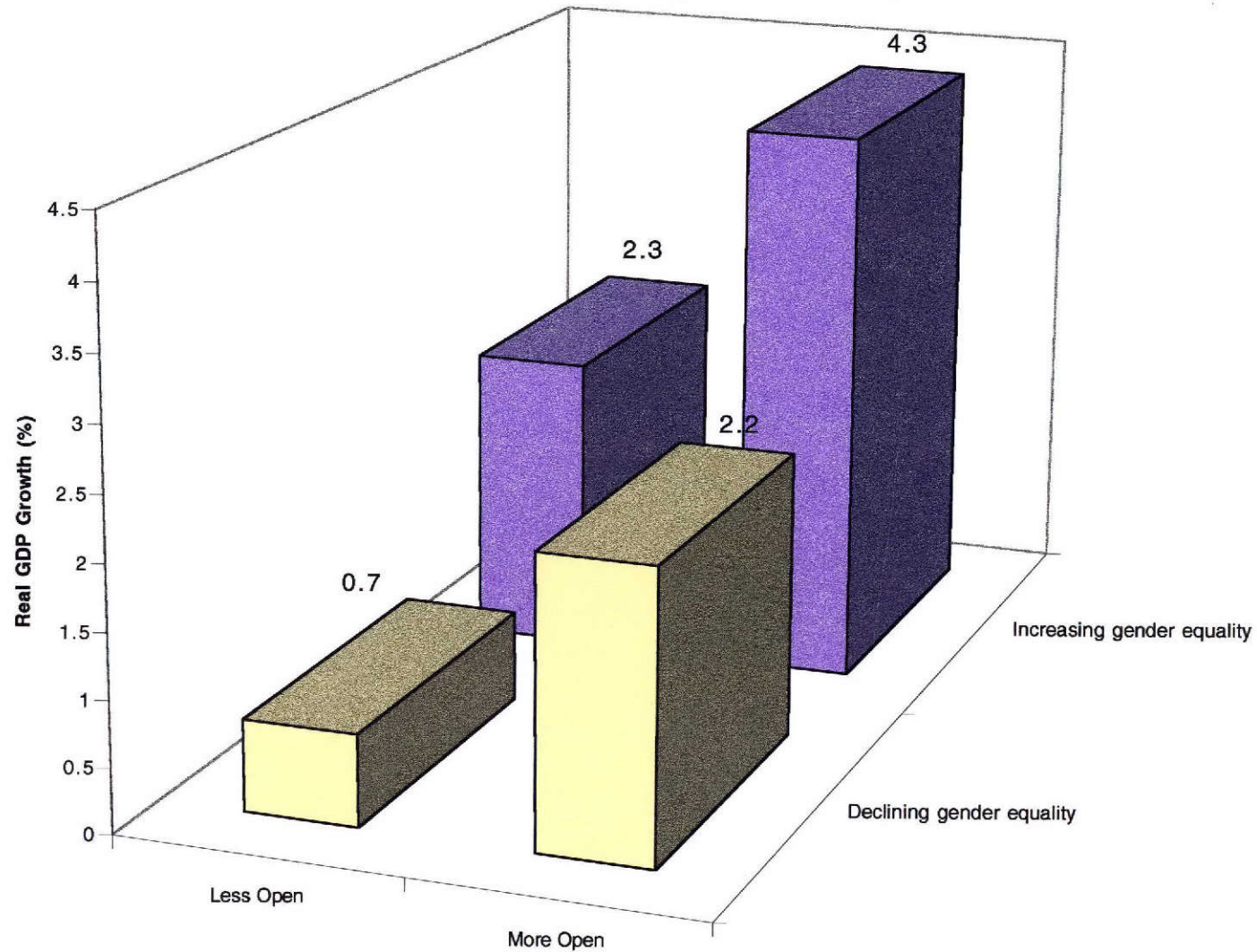
Questions regarding this meeting and/or related briefing material should be directed to Ms. Josie Bassinette at ext. 80240.

Many thanks.

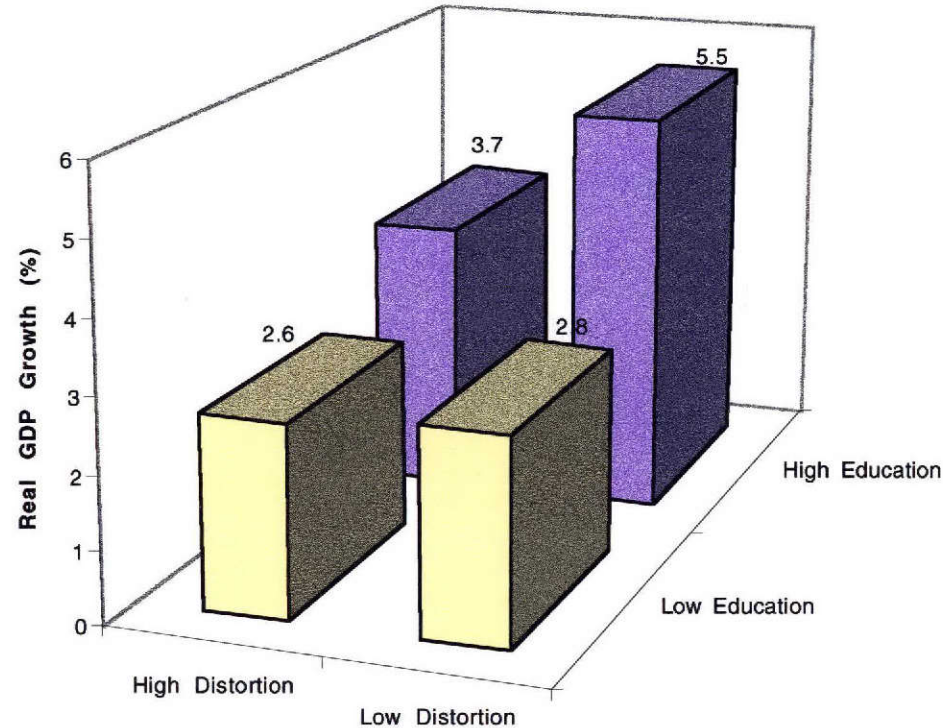
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CC: Michael Bruno (FYI)	(MICHAEL BRUNO)
CC: Kate Oram	(KATE ORAM)
CC: SVEN SANDSTROM (FYI)	(SVEN SANDSTROM @A1@WBWASH)

Gender Equality in Education, Openness and GDP Growth, seventy-two developing countries, 1980-94



Education, Policy Distortions, and GDP Growth, Sixty Developing Countries 1965-94

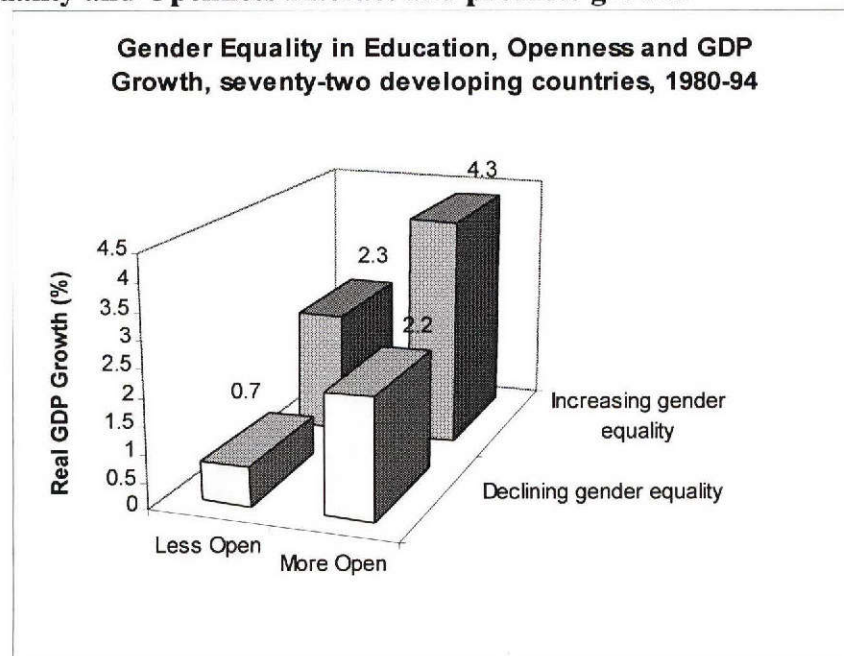


Box 1. Gender Equality and Openness promote growth

Evidence show that the impact of learning multiply when schools open their doors wider to girls and women. Women are the first caretakers and educators of their children. Better educated women, who are more informed about the value of health care and personal hygiene, tend to have fewer but healthier children, and hence lower the child mortality. Better educated women tend to educate their children from early on, and thus contribute to a better educated and healthier labor force in the country.

Education by itself does not guarantee successful growth. Investment in people, men or women, may go to waste if economies are closed and macroeconomic conditions are distorted. Some two decades ago, lack of openness in many countries limited the possibilities for effective learning. Today, countries are more open to learning from others than at no time in recent memory. Openness interacts with education and allows both men and women learn more effectively. In particular, figure 1 shows that increased gender equality and more openness promote economic growth in seventy-two developing countries in 1980-94. The reasons are two fold: increased gender equality in education allows women to improve themselves and their children, and more openness attract more women to the labor force, broaden their information horizon, and allows them to exert more influence on the whole society. **When both factor are present the results are disproportionately strong.** In an open society, women leaders and official have become more common and tended to bring a learning tradition to the country.

Gender equality and Openness Interact and promote growth



Note: Gender equality is measured by the changes in the male-female differences in average years of schooling between 1980-85; source: Barro and Lee 1993. Openness is measured by the speed of integration index for the period 1980-1993, World Bank, Global Economic Prospects 1996.

OFFICE MEMORANDUM

DATE: July 26, 1996

TO: James D. Wolfensohn

FROM: Vinod Thomas *Vinod Thomas*

EXTENSION: 36300

SUBJECT: **EDI June-July Update**

Dear Jim:

Thank you for accepting the EDI management team's invitation to breakfast on July 31st. We are all looking forward to joining you. There is much to report on the EDI front. This update contains a few examples of our progress and may offer a spring board for further conversation when we meet.

Products for Expanded Audiences

1. *Promoting dialogue on education:* EDI, in partnership with the Bank's Human Development Department, organized its first joint seminar with Education International, the umbrella body for teachers' unions that represents about 25 million teachers worldwide. The meeting, held in Brussels on May 29 and 30, was attended by 47 union leaders. While there was strong initial antipathy towards the Bank based on our perceived role in structural adjustment programs adversely affecting teachers, considerable good will evolved around two possible joint initiatives: research on girls' education and teacher development; and on-the-ground activity in five countries.
2. *The role of journalism in chronicling change:* In June, EDI, the Swiss government and the Macedonia Radio and Television Company, sponsored a workshop for two dozen journalists from Macedonia, Albania, Bosnia, Bulgaria, and Romania to discuss the media's role in helping society understand change. Topics included understanding private enterprises, identifying opinion leaders, helping the public understand where changes may lead.
3. *Integrating the Environment into the Macroeconomy:* Your video conference on June 3 with ministers from the Philippines, Sri Lanka, Indonesia and Thailand, set the tone for a very successful three day meeting to develop practical ways to make environment integral to country assistance strategies. Participants met with President Ramos, who stated his intention to make the Philippines the first "Green Tiger." The seminar received wide media attention. EDI committed to follow up seminars at the national level.

4. *Visiting Scholar Conferences:* In June, EDI hosted a conference entitled "The World Trading System: Emerging Challenges." Bank experts were joined by EDI visiting scholars from Harvard, Yale, Princeton, Northwestern, and the University of Maryland, as well as the IMF, the firm of Graham and James, Brookings, EC, US Department of Labor, IDB, and OAS. The conference generated heated discussion on labor standards, regionalism versus multilateralism, and anti-dumping.

5. *Mass Media Outreach to Civil Society:* EDI is producing the final two 30-minute documentaries featuring Chile and Bangladesh in its three-part miniseries on education. The first in the series *Education for All: The South Korea Experience* is receiving excellent reviews. Zimbabwe has requested a copy for airing. Over two dozen countries and TV distributors have indicated strong interest in obtaining the full three-part series. The program was screened for the EDs on July 24.

Advancing a World Development Network

1. *Training resources network:* By this year's annual meeting, we will have up and running the first of a three-part comprehensive electronic database of training providers. The first part will include providers validated by EDI, such as partner institutions in developing countries, as well as current providers to the Bank and client countries under Bank projects. Downstream, the database will also include information on other training providers, as well as a chat room for sharing information. The full database is scheduled for completion around the first of next year. The network will be a central feature at the global learning conference planned for 1997 (please see below).

2. *The Russian Website:* EDI's Cyrillic Website goes on line late this summer with Russian language policy forums training aids, including PC-based applications and simulation packages. EDI is working with the Russian government and the Soros Foundation to provide open Internet access centers in 32 universities to facilitate access to students. Moscow State University and Irkutsk State University are EDI partners in offering courses in economic policy analysis.

3. *World Wide Outreach:* Plans are underway and awaiting your approval for a meeting of 1,000-2,000 attendees and 100-150 exhibitors. Toronto is the primary location under consideration. We have identified dates in June and July of 1997, pending clearance from your office as to your availability. *We have a management process in place, and are anxious to get a commitment from you so that we can begin to move quickly.* Implementing a world class conference of this size in under one year is doable but ambitious, but everyone here is excited about the potential this event has for reinforcing World Bank leadership in development learning and anxious to work hard to make this a memorable event with practical follow up. A background paper has gone to you under separate cover.

Mainstreaming Learning at the Bank

EDI has begun analysis of world wide evidence on how learning bolsters investments and policies. Outcomes will include the most up to date evidence on the interaction of education and reforms for openness; new OED data from Bank projects on the effect of training components on rates of return; and the conditions under which learning is most likely to pay off. We will lay out how much lending and learning the Bank actually does by themes. We intend to have a good portion of the work done in time to serve as a resource to you in developing your annual meeting speech.

Perhaps the biggest change we have to report are closer links between EDI and Operations. EDI regional coordinators for MNA, East Asia and Africa are now on board; recruitment for ECA, LAC and South Asia is almost completed. We have consulted the regions, and each Regional Vice President has received a detailed memorandum from us outlining EDI's work program for that region, a list of the region's priorities, CAS countries and pilot projects for EDI involvement and next steps in program development. We have started a round of follow up meetings. Among the points of discussion are ways to align the activities proposed in the fiscal 1997 business plan with the increased demand for our services.

Partnerships

1. *USAID:* On June 11 meeting between representatives of EDI and USAID led to a tentative agreement by USAID to renew their substantial support (\$350, 000 annual unrestricted) in FY97 for the Fiscal Decentralization Initiative in Central and Eastern Europe, a growing EDI activity sponsored jointly by the Ban, The Council of Europe and OECD. USAID's interest has spurred interest and support from Austria, Sweden and Denmark.
2. *The European Union:* In line with the communiqué from your meeting with Mr. Piñero, that the World Bank and the European Commission must work more closely together, EDI recently completed meetings in Brussels aimed at greater collaboration. There is considerable synergy between us, with similar development objectives. However, while we had been encouraged to submit proposals for two programs -- one for the MNA Region (Southern Mediterranean) and one for the TACIS countries -- they were not well received. *There are definite obstacles to cooperation at the technical, political and even legal levels which, if they are to be surmounted, will require work on both sides.*
3. *Singapore:* Following your discussions in Singapore, I joined Francis Colaco from the East Asia region to pursue the idea of collaboration with Singapore in training for other countries. We tentatively agreed on training proposals in the area of the financial sector and the environment for participants from Asia. I'll discuss this further with Russ Cheetham and finalize a joint Bank-Singapore training program.

Building Stronger Products and Staff

a) *Emerging Issues Workshops.* In June, EDI brought experts in areas of emerging importance for environmental policy to Washington for three days of program design workshops. We focused on urban agriculture; ecosystems health: epidemics, plagues and pestilences; and bioprospecting and indigenous peoples. Speakers came from the World Health Organization, London School of Hygiene and Tropical Medicine, USAID, NIH, Harvard Medical School Cal-Berkeley and several prominent NGOs.

b) *Quality Assurance:* We have recently received OED's review of EDI evaluation practices. *OED expressed confidence in EDI's change management and made recommendations to help us organize evaluation work to meet the demand of our growth strategy; new practices to introduce; and ways to enhance current evaluation practices.* EDI is upgrading its evaluation function from one person, one-third time, to a higher grade professional full time, supported by an adequate budget. We expect to see solid near term results.

Taken together, the few examples we have been sharing with you over the past months and our work program for the coming year represent a major shift in thinking within the Bank about the impact of learning on sustainable development. Evidence to date and projections suggest a significant impact that learning would make in improving the quality of lending and policy advice. *It is a major aspect of progress toward your vision for the World Bank as a learning institution that you may want to include in your annual meeting speech.* We, of course, stand ready to assist in any way possible.

OFFICE MEMORANDUM

DATE: July 26, 1996

TO: James D. Wolfensohn

FROM: Vinod Thomas *Vinod Thomas*

EXTENSION: 36300

SUBJECT: **Global Conference on Learning, Toronto, Canada, June/July 1997**

Dear Jim:

Early this year you asked EDI to produce a major, international event that could serve as an important and visible platform for furthering your vision of recreating the World Bank as a global resource for development learning. Planning has reached the point where we need your input, approval and commitment to specific dates. Below is a recap:

Event Overview: We propose that the World Bank host a three day event for 1,000 to 2,000 key players from academic and training institutions, NGOs, multilateral and bilateral aid organizations, corporations, foundations, policy institutes and national governments to present, discuss and share strategies for expanding and improving global learning around development issues. (A one page rationale is included in Annex 1). Financing and program planning partners will come from among them.

The event would have two parts: an exposition to connect training, education and learning technology sources with users; a conference to advance the state of the art in adult professional education and spark connectivity between and across sectors, through the EDI/World Bank World Development Network.

You would present the keynote address and preside over a major media kick-off in which selected partners and the appropriate officials from the host country would be invited to participate. There would be four to six plenaries, a wide array of workshops, facilities for working group meetings, media and social events. Details are included in Annex 2.

Dates and Location: Initial inquiry around the Bank indicates that Toronto is a good choice politically and practically. There are still some available dates in our preferred time period, but we must move quickly to secure them. Although it means fast tracking the planning process, June/July 1997 seems the logical time frame in terms of avoiding conflict with the Bank annual meeting, the UN General Assembly and other official activities. **If you agree, we would like to find out the dates on which you could commit yourself to be on site in Toronto.** They are listed on Annex 3. All further planning awaits your availability.

Your Advice and Counsel: It is very important to us that this be an event that you can whole heartedly support and promote. It has great potential to break new ground for the Bank and position it for the future. Therefore, your insights and advice are critical to us. We will look for an opportunity to talk with you at your earliest opportunity.

RATIONALE STATEMENT

GLOBAL CONFERENCE ON DEVELOPMENT LEARNING

A World Bank International Meeting and Exposition
June or July 1997

The Challenge

With the close of the Cold War and the advent of the Knowledge Age, international development has entered a new era. An increasing number of nations are introducing market reforms and becoming integrated into the world economy. Democratic forms of governance are spreading. Information in real time reaches the most remote corners of the earth. Yet civil strife and failing governments, poverty, life threatening epidemics, and declining environmental quality threaten the citizens of dozens of countries.

In the future, development success will be tied to a country's ability to manage ongoing economic and political change. Access and openness to appropriate and timely knowledge is a growing factor in successful adaptation: Putting knowledge to work to improve policies, to develop the skills needed to implement them, and to expand public understanding is the global challenge. *It could become a global goal.* To achieve it, the development community needs find radically new and more effective ways to work.

- Roles and relationships among multilateral and bilateral agencies, the voluntary, education, business and media sectors need to be redefined. New partnerships must be forged.
- The expertise of the universities and training organizations that have carried the main burden of teaching about development needs to be shared. The expertise of modern corporations, communications and management specialists in generating and using knowledge needs to be adapted and used.
- Global action must be taken to ensure that advances in communications technology are equitably and efficiently harnessed to accelerate the spread of knowledge that will improve human welfare.
- Above all, new strategies for building the capacity of developing country institutions to generate and put knowledge to use must be found and acted upon.

The World Bank Response

The Bank will host a three-day meeting and exposition to address the learning challenge. It will be a showcase for successes and a forum for sharing and integrating an emerging body of knowledge about learning processes, techniques and technologies that can be fruitfully applied by nations, businesses, voluntary agencies and civic groups. Outcomes will include active networks connecting training experts with learning needs, supported by an EDI/World Bank Website; state of the art papers in key areas of learning: policy education, distance education, broadcasting, and civic education, published traditionally and electronically; improved coordination of support for learning among international agencies, corporations, and foundations; agreement to conduct annual meetings.

WORLD BANK GLOBAL CONFERENCE ON LEARNING PROGRAM DETAILS

The conference and exposition would run for three days with sanctioned pre-and post-meetings. Elements include:

Kick-Off media event followed by a by-invitation only VIP gala

Opening plenary: welcome and remarks from Canada's Prime Minister
major policy address by James D. Wolfensohn

Four daytime and/or evening general sessions, featuring speeches by leading international figures from the public and private sectors on cutting edge issues in development learning: learning in the 21st century, the impact of technology and telecommunications, the role of learning in managing economic and political change, capacity sharing between the public and private sectors, applying corporate learning principles to public service and so forth

Workshops on a broad variety of topics such as valuing and mobilizing intellectual capital, evaluation of learning, capacity building, sectoral learning strategies, telecommunications, distance education, public outreach and education strategies, impact of the global labor market, legal issues such as international and intellectual copyright.

Working group meetings on sectoral issues and special interests.

Exposition of products, services and ideas. Perhaps open to the public on certain hours.

Bookstore

Film/TV festival

Media events, including active integration of media issues throughout the conference.

Closing gala for all, perhaps sponsored by the host city.

ANNEX 3

WORLD BANK GLOBAL CONFERENCE ON LEARNING

Toronto, Canada

AVAILABLE DATES, AS OF TUESDAY, JULY 23:

The following dates are available at venues appropriate to the needs of our proposed conference and exposition. In considering your scheduling issues, please consider that your presence would be required at the beginning of the conference to deliver the opening keynote address and participate in a media kick-off. All dates are in 1997.

EDI's Preferred Dates:

Friday, June 20 - Wednesday, June 25	(conference to run Sat through Wed)
Saturday July 12 - Friday, July 18	(conference to run Sat through Wednesday)

Other Choices:

Saturday, July 5 -Friday, July 11	(conference to run Sun through Wed with Saturday night arrival)
Monday, June 2 - Saturday June 7	(conflicts with International Distance Education conference)
Monday, June 23 - Friday, June 27	(not preferred since airfares are so much higher without a Saturday stay-over)
Saturday, June 28 - Friday, July 4	(not preferred since it falls across Canada Day, the date that Hong Kong returns to Chinese rule, and US Independence Day)

OFFICE MEMORANDUM

DATE: July 30, 1996

TO: Mr. Vinod Thomas, EDIDR

FROM: John Middleton, EDINP 

EXTENSION: 85785

SUBJECT: **Briefing on Leland Initiative**

Launched by Vice President Gore in honor of Congressman Mickey Leland, who had been active in supporting African development before his untimely death in a plane crash, the initiative seeks to connect African countries with each other and the world via the INTERNET. Substantial progress is expected by the end of calendar year 1997. Approximately \$20 million have been committed to the initiative, which is managed by AID.

In April discussions between the AID Administrator and an EDI delegation led by Vinod Thomas, efforts to rapidly improve Africa's ability to use modern telecommunications emerged as an area of mutual commitment. EDI is working with the African Economic Research Consortium (AERC), a network of 11 African Universities, to build their capacity to use the INTERNET and the World Wide Web to expand and improve teaching. Based on the results of a joint consultative meeting in June, EDI will train AERC faculty in the use of the INTERNET for teaching and research, and will work with the AERC institutions to develop new electronic courses. In a second stage of development AERC institutions will be linked to selected universities in Europe and North America, including McGill University, which with EDI sponsorship has developed an MA in Economics which will be transferred to selected AERC institutions in 1999. EDI's work with AERC will support that transfer.

The Leland Initiative is providing the interconnections and communications technology upgrading that will enable AERC institutions to interact more quickly and effectively.

Also, the Leland Initiative should soon support the Bank's work to link high schools in Uganda with each other and (initially) with a high school in Jackson's Hole, Wyoming. EDI is part of the team, led by Operations, that is putting this pilot together, providing both educational and technological advice. The team completed a mission at the end of July that brought teachers from Wyoming together with their counterparts in Kampala.



U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT
FACT SHEET
THE LELAND INITIATIVE

THE NEW USAID PRESS OFFICE
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CONTACT:
LEAH LEVIN OR JAY BYRNE

May 1996

Africa Goes On Line

Leland Initiative connects continent to the world

The goal of U.S. Agency for International Development's (USAID) Leland Initiative is to supplement and improve sustainable development in Africa through the use and exchange of electronic information and technologies. Named for Congressman Mickey Leland, founder of the House Select Committee on Hunger and killed during a food relief mission to Ethiopia in 1989, the Leland Initiative will provide 20 African nations with access to the Internet. By enhancing the ability of Africans to access, produce and use information, this project will place powerful tools at their fingertips.

Information, with its ability to transform economic and social structures, is a critical strategic resource for all countries, regardless of their levels of development. Africa is the last region of the world with minimal connections to telecommunications.

With strong support from Vice President Al Gore, the five-year, \$15 million USAID program will be one of the main elements connecting Africa to the Global Information Infrastructure.

Internet access will be made available to all sectors of the African development community including: private voluntary organizations, non-government relief organizations, government agencies, private developers and individuals. Additionally, international donor organizations such as the World Bank and the Red Cross will be able to monitor the progress of various assistance programs in Africa via the Internet.

The Leland Initiative will accelerate and bolster sustainable development efforts in African nations by helping them to help themselves. For example:

- With accurate and up-to-date market information, factory managers are better able to prosper and contribute to overall economic growth in their region.
- Village health workers can get instant medical diagnosis and advice from distant capitals, reaping the benefits of lessons learned from others' experience in similar situations.
- School children and their teachers can reach beyond their classroom walls to unlimited information sources and real life exchanges available through the Internet.

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- Democracy is reinforced as citizens better communicate interests and reactions to policies among each other and to their government representatives.

- Potential food shortages, drought and other broad environmental emergencies are more easily overcome when governments and relief workers have reliable, readily accessible information.

USAID, in cooperation with technicians from NASA, the U.S. Navy, the State Department and the private sector, has begun country-by-country configuration and installation of Internet service in Africa. Applications will be designed to suit each country's specific technology and development needs, incorporating existing systems and efforts already underway by other donors like the World Bank and the United Nations Development Program.

In order to ensure the long-term viability of this program, USAID will work with partner governments on policy reforms aimed at encouraging private service providers to develop the Internet user base. This includes identifying and training Internet service providers, making relevant information available in a useful format, working with the business community to effectively market the information and increasing the ability of Africans to use the new information.

USAID is the government agency that administers humanitarian and economic assistance to over 70 countries worldwide.

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*AEF301 06/05/96

U.S. HELPS BRING INTERNET TO AFRICA

(FR) (6/5 launching of Leland Initiative) (770)

By Jim Fisher-Thompson

USIA Staff Writer

WASHINGTON -- Vice President Al Gore recently visited Africa for the third time. And he did so without leaving his office at the White House.

Gore, who is an avid promoter of telecommunications, made his most recent trip to the continent June 5 via the worldwide computer network known as Internet, together with live television. He helped launch a U.S.-funded initiative to expand Internet to 20 African nations.

Linked to an audience in Accra, Ghana, via a digital video satellite transmission called a video conference, Gore said: "It is important to stress that the goal of the Internet initiative is not simply to expand technology for technology's sake. Its real importance is in helping people improve their own lives."

The five-year \$15 million program, which will first bring "Internet connectivity" to Ghana, is administered by the U.S. Agency for International Development (USAID). It is named for former Congressman Mickey Leland, founder of the House Select Committee on Hunger, who was killed during a food relief mission to Ethiopia in 1989.

First developed by the Defense Department as a way to connect its thousands of computers, the Internet system now has more than 20 million regular users worldwide. They include individuals, as well as institutions like libraries and hospitals, all sharing information on their computers, almost instantaneously, combining telephone and satellite technologies.

According to USAID Administrator J. Brian Atwood, who was also present at the White House, "we are here to celebrate an initiative that will help connect 20 African nations to the best telecommunications technology the world has to offer." He explained that the Leland Initiative is "our response to the vice president's request to bring the benefits of the information revolution to Africa."

In addition, Atwood said, "We also have the opportunity to honor Mickey Leland, a true champion of U.S.-African relations...who worked tirelessly on behalf of Africa."

Leland's work in Ethiopia, which cost him his life, according to Atwood, was "vital in assisting during a time of dire need. But Mickey's efforts also reached well beyond that country."

"Working with Africans, working as a real partner, Mickey was driven to help unlock the incredible potential of that continent," said Atwood. "He knew the answer wasn't always more money and bigger programs. He knew the key was giving the Africans the knowledge and resources needed to solve their own problems, and he knew the power of information."

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Vice President Gore became a "demonstrator" of sorts, as he asked Leland's son Jarrett to call up the GLOBE home page, the graphical presentation page which functions as a table of contents for the White House "web site" on the Internet. GLOBE is an environmental program involving children all over the world which the White House recently launched.

A "web browser," or computer software that brings the sights and sounds of the Internet to life, called up a colorful map of Africa from the GLOBE web site displaying temperature information collected the previous day by children in the GLOBE program in Africa.

When Gore asked Ghana's deputy minister for information, Kojo Yankah, who was in the audience in Accra, "What does Internet access mean to your country?" the official responded that "reliable information will help to bring the world closer to us. The ability to access data on issues like trade, health, and education is critical for a country like ours."

According to a USAID document, the Leland Initiative and the Internet access it provides will help accelerate economic development in Africa in a number of ways:

- "with accurate and up-to-date market information, factory managers are better able to prosper and contribute to overall economic growth in the region;
- village health workers can get instant medical diagnosis and advice from distant capitals, reaping the benefits of lessons learned from others' experience in similar situations;
- schoolchildren and their teachers can reach beyond their classroom walls to unlimited information sources and real life exchanges available through the Internet;
- democracy is reinforced as citizens better communicate interests and reactions to policies among each other and to their government representatives; and
- potential food shortages, drought, and other broad environmental emergencies are more easily overcome when governments and relief workers have reliable, readily accessible information."

Atwood told his audience that "we must now redouble our efforts to help Africa as it both confronts the great opportunity of changes that are taking place on the continent and the great challenges which see a number of its countries becoming failed states."

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*AEF302 06/05/96

TEXT: VICE PRESIDENT GORE INAUGURATES INTERNET SERVICE TO AFRICA
(FR) (Text of 6/5 remarks at White House ceremony) (910)

WASHINGTON -- In a White House ceremony June 5, Vice President Al Gore inaugurated a program that will eventually provide Internet access to 20 countries in Africa.

The USAID-administered program is called the Leland Initiative, named for the U.S. congressman who was killed during a humanitarian relief mission to Africa in 1989.

Following is the text of Gore's remarks, as prepared for delivery:

(BEGIN TEXT)

Thank you very much for that kind introduction, Brian.

And let me say how happy I am that Alison Brisco, Mickey Leland's former wife, and her son Jarrett, have come to be here with us from Texas today. Alison, you have truly distinguished yourself by the work you do to promote Africa's development, and I think we all owe you our gratitude and our thanks for those efforts.

I am also very pleased to see Congressman Jack Fields here today. Jack, thank you for joining us, and for your thoughtful words. Many of you know that Jack and Mickey served together in the House, both representing the great state of Texas. Like Mickey, Jack has long been committed to America's partnership with Africa, and he has been one of the key people who sowed the seeds for the Leland Initiative. We thank you for helping to make this day a reality.

As we all know, Africa always had a very special place in Mickey Leland's heart. For him, that vast continent was a brilliant kaleidoscope of God's creation -- the nexus not only of humankind's past, but also of its future.

I think that if he were alive today, Mickey would be tremendously excited to see the harbingers of progress that are sweeping across Africa's deserts and savannas and forests. All of us in this room have heard the phrase "Afro-pessimism" way too often. And all of us realize that for every tragedy and problem on the continent there are many other signs of hope, renewal, and progress.

In Angola, South Africa, Botswana, Ghana, and so many other African nations, we're seeing, in various stages, the building of foundations for real freedom -- both economic and spiritual freedom. Mickey Leland would be thrilled to see the extraordinary spirit and indomitable will of so many men and women in Africa who today are bringing change to their lives and their lands. And he would be gratified by the knowledge that his work and leadership in Congress and across our nation had helped to fuel so many of these positive developments.

I also think that if Mickey were alive today he would remind us all -- using his incredibly unique blend of enthusiasm and charm and charisma -- to keep

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America's commitment to Africa a strong one. He would urge each and every one of us to think creatively and boldly about Africa's future. And he would inspire us not simply to think, but to act...for Mickey Leland was a man of action.

That is why I know he would be so deeply proud of these efforts to bring the Information Superhighway to new parts of Africa. Mickey knew full well that Africa's transformation, in large part, was being driven by the power of information and communication. He saw how the communication technologies were helping to build new democracies, and open markets for countless people around the world.

And he knew that the time had come for people of good will to help lift the lives of men and women throughout Africa by bringing to them the transformative power of information as well.

That is why one year ago, in Mickey's memory, I challenged USAID to help bring the information revolution to Africa via the Internet. And Brian Atwood and his team have responded superbly to that challenge, and today, we join to formally launch the program that bears Mickey's name -- the Leland Initiative.

I think it is important to stress that the goal of this initiative is not simply to expand technology for technology's sake. Its real importance is in helping people improve their own lives...whether they are living in large cities or small villages, whether they are children or senior citizens.

Through this technology, a rural health worker in Ghana can communicate test results to research labs in another country. A Ugandan Chamber of Commerce official can share information on tourism with prospective visitors on other continents. A teacher in Kenya can exchange class plans with instructors in Asia. Electoral commissions in Malawi can brainstorm with counterparts developing democracy in Mongolia.

In all, the Leland Initiative will help twenty African nations establish full Internet connectivity and apply the power of communication and information to sustainable development. This initiative will also strengthen ties with private sector communications companies as a means to provide better service at lower prices.

But most important of all, this initiative, as we will see momentarily, will help our children understand and realize their God-given potential. It will help them to better understand each other and the world we live in. And, I hope and pray, it will give them the tools one day to build lasting peace on our planet.

This is the purpose of the Leland Initiative, and this was the essence of Mickey's own hopes and aspirations for the African people he loved so well. I can think of no better tribute to this great man.

(END TEXT)

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LELAND INITIATIVE

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06/11/96 TUE 18:09 FAX 202 482 1635 202 482 1635

06/11/96 17:10 EF202 488 2223

JUN-11-1996 15:56 FROM USAID

WHITE HOUSE/NEC
TO

94562223

4003/ P.82

20 Target Countries:

Benin
Ethiopia
Madagascar
Namibia
Tanzania

Botswana
Ghana
Malawi
Rwanda
Uganda

Cote d'Ivoire
Guinea
Mali
Senegal
Zambia

Eritrea
Kenya
Mozambique
S. Africa
Zimbabwe

USAID
Bureau for Africa
Office of Sustainable Development

Leland Initiative: Africa GII Gateway Project

I. Purpose: The Leland Initiative seeks to bring the benefits of the global information revolution to people of Africa, through connection to the Internet and other Global Information Infrastructure (GII) technologies. It is the core element of USAID's Africa strategy, "Empowering Africans in the Information Age."

II. Rationale: African countries have recently shown movement toward more open economies and societies. Even so, there remain formidable constraints on sustainable development in such areas as the environment, disease prevention, literacy and private sector development. New technologies known as telematics - in which American firms are world leaders - make information more accessible, transferable and manageable. Telematics are the catalysts transforming economic and social structures around the world and supporting fast-paced sustainable development. Africa needs access to such information and techniques to provide more resources and efficiency to its development programs.

III. Project Description: The project will emphasize a public/private partnership approach both in Africa and the US to bring full Internet connectivity to up to 20 USAID emphasis countries in sub-Saharan Africa. USAID will achieve Leland Initiative goals through three Strategic Objectives.

Create an Enabling Policy Environment (S.O. 1): The project will promote policy reform to support the introduction of telematics and reduce barriers to open connectivity. The expected results are as follows:

- A) create policy climate conducive to broad expansion of the user base;
- B) liberalization of policy environment to encourage operation and expansion of the Internet by private sector providers; and
- C) allocation of space on the communication frequency spectrum to Internet Service Providers (ISP).

Create a Sustainable Internet Service Provider Industry (S.O. 2):

The project will identify appropriate hardware, assist with full Internet connectivity, and assist private sector ISPs to operate and manage the network. The expected results are as follows:

- A) indigenous ISPs, trained in marketing and business plan development, offering full access to Internet and better communication between counterparts in Africa and the world;
- B) country-wide access, with special attention to extension (rural) issues; and
- C) enable existing low cost computer networks, e.g., FidoNet and UUCP to move toward full Internet functionality as soon as practicable.

Enhance User Applications for Sustainable Development (S.O. 3): The project will increase the ability of African societies to communicate and use information to capitalize on the benefits of the GII. The expected results are as follows:

- A) local and international partnerships sharing information related to sustainable development in manufacturing, business, the environment, health, democracy, education, and others;
- B) indigenous partnerships to create and maintain new information resources based in the African experience which feed the GII;
- C) increased African capacity to use telematics information in decision-making and in managing scarce resources;
- D) broadened user base for information systems and telematics services; and
- E) indigenous training capacity for users and ISPs.

The blend of activities addressing these Strategic Objectives will vary from country to country. The activities of the USAID Mission in the given country will be very important, especially in strengthening the user bases in sectors of Mission priority.

IV. Implementation: The project will be implemented in phases, beginning with those countries closest to achieving telematics connectivity. The project will be flexible, able to address the obstacles and opportunities within any given country, including support for policy reform, equipment and training for local service providers, and the introduction of proven mechanisms to build networks of active users. The project will last no more than five years.

V. Indicative Country Partner List: Leland is designed to work with twenty sub-Saharan African countries. The indicative list includes the following countries:

Benin	Botswana	Cote d'Ivoire	Eritrea
Ethiopia	Ghana	Guinea	Kenya
Madagascar	Malawi	Mali	Mozambique
Namibia	Rwanda	Senegal	S. Africa
Tanzania	Uganda	Zambia	Zimbabwe

VI. Project Guidance: The implementation of the project will be guided by an interagency Steering Committee consisting of representatives from each of the appropriate partners. In addition, the project will build relations with the US private sector through a Leland sub-committee of the State Department's private sector International Telecommunications Advisory Group (ITAC).

For more information, please contact:

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Breakfast with Mr. Wolfensohn
Wednesday, 8:30 a.m., July 31, 1996

"Post-Breakfast" Follow up

The "Donors Breakfast" on learning that you chaired for EDI in late April was very helpful:

- it raised awareness in the donor community of the World Bank's growing emphasis on learning as a partner to lending;
- it focused attention on EDI's work and its role in mainstreaming learning within the Bank;
- it laid the groundwork for increased EDI efforts to coordinate donor activity in support of learning;
- most importantly, your presence sent a strong signal of your support for these efforts, and for EDI's work.

We are following up aggressively with the donor community to take full advantage of the momentum provided by the breakfast and your advocacy:

- we have placed increased emphasis, in all our contacts with donors, on substantive partnership rather than simple cofinancing;
- we are developing an intensive dialogue with donors on learning priorities in specific regions and thematic areas;
- responding to your suggestion at the meeting, we are building EDI's role as a catalyst and an information hub on learning activities.

As a first step, we have commissioned major "learning for development" studies focused on 2 key regions: Eastern Europe/Central Asia and Africa. These studies, which will be completed by the end of the year, will do three things:

- they will provide a detailed assessment of the most pressing "learning" needs facing these countries;
- they will catalogue "who is doing what" to support learning for development in these countries;
- they will provide "country learning strategies" and a detailed set of recommendations for learning programs for the next three years for each of these countries.

These studies will serve as the springboard for a focused set of donor coordination meetings this winter. Our hope is that, by the time of next April's Development Committee meetings, you could hold another "Donors Breakfast" at which you would report significant progress on donor cooperation in support of learning, with specific examples from our efforts thus far.



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Global Links is a production of the Economic Development Institute of the World Bank in partnership with private companies and public organizations. Kyung Yoon, the executive producer and host, is an award-winning television journalist based in New York and Washington, D.C.



Education for All: The South Korean Experience

Fifty years ago, Korea was a poor country emerging from Japanese occupation after the Second World War. Its people were peasants, earning an average of \$60 per year. Fewer than one in four could read or write.

Today South Korea is a model of rapid industrial development, a world class manufacturer and exporter. Per capita income is almost \$10,000, and eight out of ten families own their homes.

Education for All: The South Korean Experience, the first in a mini-series on educational issues in developing countries, shows that South Korea's economic miracle was possible because of the education miracle that preceded it. In 1948 the government adopted a policy of free, universal primary education. By 1960 South Korea had a generation of literate young people, ready to move from farming to higher-skilled and better paying industrial jobs.

The South Korean Experience introduces viewers to 22-year-old Chung Sun Young, who is about to graduate from Korea's prestigious Seoul National University, and her 72-year-old grandmother, who grew up denied the opportunity to attend school. The two women embody the educational choices and opportunities available to girls of their respective generations. The program also demonstrates that educating women led to rapid improvements in population control, child rearing and nutrition.



JDW:

EDI Managers asked for this opportunity to see you informally and get your feedback and advice on the initiatives they are undertaking. Sven and I will also be there.

Vinod has sent over the enclosed update on EDI Activities.

Josie

July 30, 1996