Redefining Development: From Silos to Collective Impact

GlobalWA 2012 Conference | December 6, 2012
Bell Harbor Conference Center, Seattle

Contents

Overview .................................................................................................................................................. 2
Keynote Speaker: Dr. Sakena Yacoobi ......................................................................................... 3
Panel Discussion: Redefining Development .................................................................................. 4
Concurrent Panels .......................................................................................................................... 5
Fast Pitch ........................................................................................................................................ 7
2012 Global Hero Award: Therese Caouette .............................................................................. 9
Keynote Speaker: Craig Kielburger ............................................................................................ 10
Closing Points and the Road Ahead ............................................................................................. 11
Feedback & Press Coverage ....................................................................................................... 12
Attendance ...................................................................................................................................... 13
Speakers ......................................................................................................................................... 14
Acknowledgements ..................................................................................................................... 15
Global Washington was established to break down the silos that divide organizations and sectors in the global development community. As the organization enters its fifth year of existence, we are working with our members to create a new definition of global development: one that encompasses the increasingly innovative, collaborative spirit of this sector in the state of Washington. This year’s conference theme reflected our desire for conference attendees to form new connections and develop a shared vision for success, recognizing that our collective impact is far greater than what any one of us can accomplish alone.

With this theme in mind, the 2012 conference featured a number of interactive sessions: “speed dating” to get attendees out of their seats and talking to one another, collective impact small group working sessions to develop shared goals, and “The Doctor is In” mini-sessions where small groups met with an expert on a particular topic.

In addition to the interactive mini-sessions, attendees were also inspired and challenged by the two keynote speakers. Dr. Sakena Yacoobi spoke about her work with Afghan women and children and Craig Kielburger detailed his incredible success at empowering and motivating young people to make a difference in the world. Global Hero Award recipient, Therese Caouette, Executive Director of Partners Asia, moved all of us with her insights into our role as community organizers.

450 people attended this day-long event on December 6th, 2012 at the Bell Harbor International Conference Center in Seattle.

### Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am</td>
<td>Registration &amp; Continental Breakfast</td>
</tr>
<tr>
<td>8:15 am</td>
<td>Welcome</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Keynote: Dr. Sakena Yacoobi, Founder &amp; Executive Director, Afghan Institute of Learning</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Speed Dating</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Plenary Panel: Redefining Development</td>
</tr>
<tr>
<td>11:15 am</td>
<td>Breakout Sessions: Identifying Collective Impact Goals</td>
</tr>
<tr>
<td>12:30 pm</td>
<td>Lunch &amp; Award Presentation</td>
</tr>
<tr>
<td>1:30 pm</td>
<td>Fast Pitch Presentations</td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Concurrent Panels</td>
</tr>
<tr>
<td>3:15 pm</td>
<td>Break</td>
</tr>
<tr>
<td>3:45 pm</td>
<td>Concurrent Sessions: “The Doctor Is In”</td>
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<tr>
<td>5:00 pm</td>
<td>Closing Keynote: Craig Kielburger, founder of Free The Children and Me to We</td>
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<tr>
<td>6:00 pm</td>
<td>Reception &amp; Marketplace</td>
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Dr. Sakena Yacoobi, founder of the Afghan Institute of Learning, gave the opening address at this year’s conference. Dr. Yacoobi’s speech was a graceful mixture of the personal and the political; she transitioned seamlessly from telling stories of her own childhood in Afghanistan to recounting the horrors of refugee camps in Pakistan and emphasizing the importance of education for young women. Yacoobi’s life’s work has been to establish schools throughout Afghanistan, despite oppression, bigotry, and illegality, and her speech was a moving testimony to the power of education for women and girls.

Education was and is critical in refugee camps because it allows refugees to maintain some semblance of normalcy and to hold on to their humanity. Not only do women and children have the tools to seek new opportunities, they also have the confidence to work toward a better future. Dr. Yacoobi, in her opening speech, articulated her vision for an educated population: no “single child would be without education. It’s the most powerful key for bringing peace to Afghanistan.”

Visiting refugee camps over the years, Yacoobi has met women who have lost everything and were left helpless. “They were like animals. They felt less than human,” she explained. That’s when she realized that education was the solution to helping these women.

In one year, the number of students she reached went from 300 to 27,000. Education in the camps was not just a critical need, but a clear desire for the refugees. Yacoobi created curricula that challenged children of all ages, and emphasized critical thinking skills.

The women who benefited from her programs are also more empowered today because they aren’t just seeking basic education; they are also pursuing higher education. She continued, “the women of Afghanistan are not the same women they were five years ago. They have been oppressed for forty years, and now with education, they will not accept the treatment they experienced in the past. When children have mothers who are no longer helpless, they will succeed.” Dr. Yacoobi closed, “if the tank and the gun didn’t solve our problem, I am 100% sure that the women of Afghanistan will.”
Panel Discussion:
Redefining Development – from Silos to Collective Impact

- Raymond C. Offenheiser, President, Oxfam America
- Joe Whinney, Founder & CEO, Theo Chocolate
- Amir Dossal, Founder and Chairman, Global Partnerships Forum
- Moderator: Bill Clapp, Founder, Global Washington & Seattle International Foundation

Moderated by Bill Clapp of the Seattle International Foundation and Global Washington, the morning plenary panel addressed recent trends in public-private partnerships, as well as some of the changes both sectors have had to make in order to create lasting social impact. One major trend has been the increase in direct foreign investment from the private sector. Twenty years ago, the primary funding for foreign economic development came from multilateral government agencies. Over the last decade, aid funding has been decreasing as world governments face significant domestic economic challenges.

Meanwhile, large corporations and small businesses alike are beginning to invest and trade in the world's poorest countries, which has exposed them to challenges and risks they may not have faced domestically. Foreign governments are challenging these companies to prove they are doing good work for development in those countries; this has lead to frequent and sometimes acrimonious discussions of supply chains and their environmental and social impacts. Amir Dossal walked the line between advocating for, and distancing himself from, corporate social responsibility, saying that it's still important on some level, but individual responsibility has taken over.

Whinney argued that the most important thing is an informed consumer base, so that instead of “externalizing” the costs of a chocolate bar, the educated consumer is willing to pay more because he or she knows it's worth the investment in someone else's future. In the end, Whinney said, “what's going to change things is consumer pressure,” so “[i]f you buy a cheaper chocolate bar, you've externalized the cost to poor farmers in Africa,” rather than supporting higher wages for said farmers by buying more expensive, fair-trade chocolate.

“We're seeing foreign aid going down, corporate investments going up and inequality is increasing.”
-Raymond Offenheiser, President, Oxfam America

"Seattle is really at the heart of smart philanthropy, social entrepreneurship and creativity."
-Amir Dossal, Founder & Chairman, Global Partnerships Forum
CONCURRENT PANELS:
Attendees chose from four concurrent sessions, each featuring a panel of experts on their respective topics. These were lively moderated discussions, which took questions from the audience at the end.

FROM EDUCATION TO EMPOWERMENT: TRANSFORMATIONAL STRATEGIES FOR ENGAGING YOUTH

At a time when the global youth population is the highest in history, millions of young people in the developing world regard education as a lifeboat that will carry them to economic safety. Yet, formal education alone is not enough. Without a sense of personal agency, access to decision-making and leadership, and opportunities to develop employable skills, newly educated youth can end up feeling disenfranchised and powerless to act. In this session, thought leaders shared new strategies for connecting education with the most urgent needs of emerging economies, and for motivating and empowering youth to be entrepreneurs and agents of positive change. The most important strategy for engaging youth and connecting education to development is to bring international experience directly into the classroom. By teaching students to act as global citizens, we help foster a population of youth who use technology in innovative ways, who are acutely aware of their role in development, and who can communicate across international borders and cultures with ease.

ENGAGING DIASPORAS

Washington is a cosmopolitan state with a large population of immigrants and expatriates from all over the world. Many of them are active in supporting development efforts back home. One example of the importance of diaspora communities encouraging economic development is the practice of sending remittances and maintaining a connection, often a lifeline, between old and new lives. What have these community members learned through their work? Do they experience accusations of brain drain? What can diaspora communities do most to benefit their home countries? How can development organizations collaborate with these communities? Residents of Washington who are involved in development activities in their countries of origin discussed these and other questions. Engaging leaders in diaspora communities is one of the most effective methods of development. Since diaspora members often have extensive business experience, fostering these connections is integral to promoting economic development and sustainability.

**Nina Marini**, Group Marketing Manager, Microsoft  
**Peggy Taylor**, Co-Founder & Director of Training, Partners for Youth Empowerment  
**Yvonne Thomas**, Senior Manager – Global Programs, Microsoft Corporate Citizenship & Public Affairs  
**Craig Kielburger**, Co-Founder, Free The Children and Me to We  
**Moderator: Victoria Jones**, Associate Provost for Global Engagement, Seattle University

**Ezra Teshome**, Rotary International  
**Mona Han**, Coalition for Refugees from Burma  
**Son Michael Pham**, Kids Without Borders  
**Moderator: Magdaleno Rose-Avila**, Director-Office of Refugee Affairs, City of Seattle
BEYOND CSR: HOW CORPORATIONS ARE MAKING GOOD BUSINESS OUT OF INNOVATIVE DEVELOPMENT SOLUTIONS

Social entrepreneurship connotes a certain type of organization—start-up, scrappy, and resource-starved. However, some of the most effective business-led development comes from large corporations who, by tackling the old problems of poverty, envision new markets. Through a form of “social intrapreneurship,” several Washington businesses have developed new products, services, and processes that have had a significant impact on communities stretching from Rwanda to Mozambique to Costa Rica to India. This panel showcased a trio of individuals leading social innovation from inside their companies, reflecting on how their transformative initiatives came to be embraced by corporate management, offering recommendations to other companies hoping to foster the same opportunities, and providing insights on how to partner with others to enact these initiatives.

EVIDENCE OF IMPACT

Increasingly, donors and social impact investors are interested in funding programs with demonstrated impact. Demonstrating impact and adapting programs accordingly, however, can be a challenge: what counts as evidence? What can be done when impact is hard to establish, especially when the value is intangible or long-term. When is a randomized controlled trial appropriate? How can costly large-scale evaluations be funded? In a wide-ranging discussion, the panelists articulated the importance of determining the value of a project and the role of impact. While they defined impact broadly as a basic change in someone’s life, they also emphasized the importance of causality and accountability—something many smaller nonprofits do not have the luxury of prioritizing.
**Viva:** Viva is an international Christian development charity based in UK, US, Africa, Asia, & Latin America, with a focus on children at risk. Viva’s mission is enabling people to work together to keep children at risk safe and healthy, giving them opportunities to learn and allowing them to play an active part in shaping their own futures. Children at risk include street children, orphans, and those in danger because of poverty, war, human trafficking, abandonment, abuse, slavery, and exploitation.

**Lumana:** Lumana works to empower community members in rural Africa at several levels of poverty through education, microfinance and investments in local social businesses to create better economies for all. We believe that everyone is connected and a holistic approach to fighting poverty is necessary to create real change. Lumana’s investments are in businesses founded by rural Africans that emphasize a double bottom line (increasing both profit for owners and social benefit for the community).

**Global Sustainable Solutions, LLC:** Global Sustainable Solutions, LLC facilitates and participates in domestic and international development and research initiatives that focus on markets, livelihoods, climate change and freeing of women and child labor. GSS improves rural families’ opportunities to survive and thrive. GSS will facilitate coordination and integration services to a growing, loosely knit alliance of high performance NGOs in Asia, Africa and the U.S.

**The Bali Fund and SE Asia Children’s Foundation:** Bill, along with his wife, Pat, is the founder of two funds: The Bali Fund, and the SE Asia Children’s Foundation. Both focus on breaking the cycle of poverty by providing impoverished children with an opportunity to get an education. Currently, Bill has several active projects in Bali and Indonesia. In addition to providing much-needed funding, Bill, a retired management consultant, works closely with those organizations he supports and coaches them towards achieving financial and operational sustainability.
**Fast-Pitch Presentations:** (continued)

**Water 1st:** All Water 1st projects integrate water, toilets and hygiene education. This integrated approach provides the maximum health benefits by eliminating the major pathways for diarrheal disease transmission.

**Days for Girls:** Days for Girls International is a grassroots organization that works to create a more dignified, humane, and sustainable world for girls through advocacy, reproductive health awareness, education and sustainable feminine hygiene.

**Literacy Bridge:** Literacy Bridge empowers the poorest of the poor with the type of information that enables them to overcome poverty and improve their standard of living and quality of life. We accomplish this through comprehensive programs in health and agriculture that provide on-demand access to locally relevant knowledge. At the heart of the programs is the Talking Book—an innovative low-cost audio device designed for the learning needs of illiterate populations living in areas considered the "last mile" in developing countries.

**Lift Up Africa:** Lift Up Africa is a U.S. nonprofit with an extensive network of partners and projects in East Africa. We support sustainable, community-led projects that address poverty, malnutrition, lack of education and health care, and the impact of climate change on people, crops, animals, and the environment. Each project is carefully selected and supported with input from our partners, donors, volunteers, and staff. In our work, Lift Up Africa, has learned that simple, beautiful, and small is effective.

**International Development Exchange:** IDEX promotes sustainable solutions to poverty by providing long-term grants and access to resources to locally-run organizations in Africa, Asia, and Latin America.

**IDRI:** As a nonprofit global health organization, IDRI takes a comprehensive approach to combat infectious diseases, combining the high-quality science of a research organization with the product development capabilities of a biotech company to create new diagnostics, drugs and vaccines. IDRI combines passion for improving human health with the understanding that it is not just what our scientists know about disease, but what we do to change its course that will have the greatest impact.

**RenegAID–Innovative Disaster Relief:** By producing innovative relief projects and programs, RenegAID™ is dedicated to improving people’s ability to re-establish themselves in catastrophic disasters. Founded after Hurricane Katrina struck the Gulf Coast in 2005, RenegAID is currently developing three projects for disaster response.
Seattle Mayor Mike McGinn presented the second annual Global Hero Award, which recognizes a Washington-based change agent who has made significant contributions to global issues. In light of Seattle’s Next 50 celebration, Mayor McGinn shared his appreciation for being the mayor of a city that is full of people dedicated to connecting locally in efforts to leverage global social change. He recalled that 50 years ago Seattle sowed the early seeds of innovation and outward facing compassion when the city hosted the ambitious 1962 World’s Fair. We may not have fully understood the challenges we would face, but thanks to those early innovators, Seattle is “known for caring,” leadership in creativity, innovation, and deep compassion for everyone in the world. As a city and a community, McGinn said, Seattle reflects a group of people who connect their values both locally and globally.

This year, the Global Hero Award went to Therese Caouette, Executive Director of Partners Asia, in recognition of three decades’ work with organizers and advocates in Southeast Asia. Caouette’s work has emphasized community engagement as a means to building leadership and skills to bring resources to the local levels where they are most needed. Participatory models in research and development projects have been the cornerstone of her work with refugees, migrants, and displaced persons across Southeast Asia and, most recently, on the Myanmar border. In a brief acceptance speech, Caouette spoke movingly of the progress made by refugees and displaced persons’ communities on the borders of Burma.
Award-winning Canadian activist for children’s rights, Craig Kielburger gave the closing keynote speech of this year’s conference. He opened with his own favorite moment from the day: the fast-pitch session, in which eleven organizations gave a two-minute presentation of their priorities and activities. “It was an extraordinary moment,” Kielburger said. He then went on to talk more about his work advocating for the rights of children, in North America and across the world.

The world’s single greatest challenge, said Kielburger, is a lack of political will, especially among youth. Kielburger challenged the attendees of the conference to ask themselves, “how do we raise a generation so that every single person in the world can recognize that they, too, have to be part of this movement toward social change?” One of Kielburger’s current answers to this question is a multi-location event called We Day, where 20,000 children and youth of all ages convene to be inspired by change makers, popular musical acts, celebrities, and world leaders. Each attendee earns a ticket for the event through local and global service. Although tickets are free, the attendees must donate time, energy, and enthusiasm to a cause of their choice. To date, We Day has been a regular event in Canada and various parts of the world.

Kielburger described the Quechua concept of minga. A Quechua word without a direct English equivalent, we can loosely translate it as coming together or gathering of people for the public good. In his speech, Kielburger told the story of an Ecuadorian woman who, when she learned that a building project would not be finished in time, called for a minga simply by shouting out her front door. The next day, people from across the region arrived to complete the project. Although We Day is targeted to youth, its minga-style message applies across generations. Collective impact, shared service, and a commitment to volunteering—beginning in childhood and continuing throughout our adult lives—are key to ensuring our shared future. The Global Washington conference is one example of how we can accomplish this collaborative outlook.

“How do we raise a generation so that every single person in the world can recognize that they, too, have to be part of this movement toward social change?”
Conversations at Global Washington over the last four years have demonstrated that Washington-area global development organizations are hungry to collaborate. In 2012, Global Washington made efforts to understand exactly how those collaborations might ensue through focus groups and informal discussions with member organizations. Several themes have come up repeatedly and at the conference’s morning breakout session, **Identifying Collective Impact Goals**, additional input was sought from the broader development community.

In 12 breakout groups organized by function, theme, or geography, facilitators prompted participants to indicate compelling collaborative goals that they themselves would want to work towards. Encouragingly, the responses reaffirmed themes raised in focus groups, such as:

- To quantify total impact (e.g., of GlobalWA members, of the broader WA global development community, etc.)
- To engage the general public and increase positive awareness of global development
- To support the U.S. foreign aid budget (e.g., through WA representatives)
- To improve awareness among Washington organizations about one another’s assets and capabilities
- To increase engagement between businesses and development non-profits in the Pacific Northwest

Global Washington sees these goals as kernels for collective impact activities that it will begin facilitating in 2013. Working groups that meet regularly will be formed to refine objectives, devise strategies, and take action towards these goals. The hope is that these groups will eventually achieve objectives that support member organizations and the broader development community in a way that no single organization can easily do on its own.

Here’s to a productive New Year!
FEEDBACK AND PRESS COVERAGE

Press

"Seattle pushes women’s rights & private sector to fight poverty" by Tom Paulson, appeared in Humanosphere on December 10, 2012.

"Seattle NGOs asked to do something incredible: work together” by Joy Portella appeared in the The Seattle Globalist on December 13, 2012.
http://www.seattleglobalist.com/2012/12/13/seattle-ngos-asked-to-do-something-incredible-work-together/8669

Attendee Feedback

- 92% felt more inspired about global development as a result of the conference
- 95% would attend or recommend that someone else attend next year's conference
- Satisfaction with overall conference (6=outstanding, 1=poor)

- Satisfaction with networking opportunities provided (6=outstanding, 1=poor)

Student Scholarships

For the first time, Global Washington provided scholarships for university students with an interest in global development to attend the conference. Thirty-four students were selected, and many expressed interest in continuing to engage with Global Washington and its members. “The place was just so charged with ideas, experience, and knowledge,” said one student after the event. Another wrote that the conference experience was “particularly valuable for me, as someone who is graduating and about to begin a job search, as it helped me to better define where I see myself in the future.”

“The conference had a great mix of activities, not just endless panels. The breakout sessions were goal-oriented but also provided time for good interaction”
-2012 Attendee

Bold indicates GlobalWA member
Keynote Speakers

Dr. Sakena Yacoobi, Executive Director & Founder, Afghan Institute of Learning
Craig Kielburger, Co-Founder, Free The Children & Me to We

Panelists and Moderators

Prema Arasu, Vice Provost and Associate Vice President, International Programs, Washington State University
Alex Bernhardt, Vice President, Guy Carpenter
Julia Bolz
Bill Clapp, Founder, Seattle International Foundation
Amir Dossal, Founder & Chairman, Global Partnerships Forum
Srik Gopalakrishnan, Director, Strategic Learning and Evaluation, FSG
Mary Kay Gurgerty, Associate Professor, University of Washington – Daniel J. Evans School of Public Affairs
Victoria Jones, Associate Provost for Global Engagement, Seattle University
Arthur Karuletwa, Director of Traceability, Starbucks
Nina Marini, Group Marketing Manager, Microsoft
Mike McGinn, Mayor, City of Seattle
Raymond Offenheiser, President, Oxfam America
Son Michael Pham, Founder & Director, Kids Without Borders
Magdaleno Rose-Avila, Director, Office of Immigrant & Refugee Affairs, City of Seattle
Ritu Shroff, Senior Program Officer, MLE-Global Development, The Bill & Melinda Gates Foundation
Eric Stowe, Founder and Director, Splash
Terry Sweeney, Vice President – Global Clinical Affairs, Philips Healthcare
Peggy Taylor, Co-Founder & Director of Training, Partners for Youth Empowerment
Ezra Teshome, Rotary International

Yvonne Thomas, Microsoft Corporate Citizenship and Public Affairs
Joe Whinney, Founder and CEO, Theo Chocolate

“The Doctor Is In” Speakers

Molli Barnes, Global Staffing Manager, PATH
Teal Brown, Associate Director, williamsworks
Elizabeth Bowman, President & Productivity Consultant, Innovatively Organized
Beth Castleberry, Chief Development Officer, Global Partnerships
Carolyn Cunningham, Volunteer Initiatives Manager, United Way of King County
Rob Fleming, CPA & Stakeholder, Clark Nuber, P.S.
Jeanette Lodwig, General Counsel, The Seattle Foundation
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Melissa Merritt, Vice President - Executive Search Practice, Waldron
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Jaime Quick, Director & Founder, ChangeUp
Jonathan Scanlon, Lead Organizer, Economic Justice, Oxfam America
Ritu Shroff, Senior Program Officer-MLE, Global Development, The Bill & Melinda Gates Foundation
Kentaro Toyama, Senior Researcher, UC Berkeley
Andre Truong, Senior Recruiter for Global Health and Global Development, The Bill & Melinda Gates Foundation
Joe Whinney, Founder & CEO, Theo Chocolate
David Wu, Chief Development Officer, PATH
Rebecca Zanetta, Director of Development (Seattle), Friends of UNFPA & President, RJZ Connections, Inc.
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