

The GIZ Magazine

akzente

Demography

Facts and forecasts for sustainable development

OTHER TOPICS:

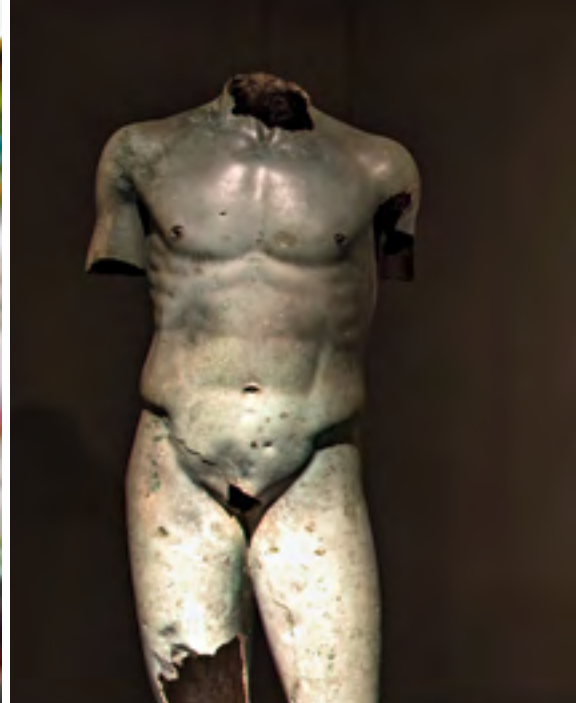
India: A health card offers millions of people access to social protection.

Alumniportal Deutschland: Keeping in touch

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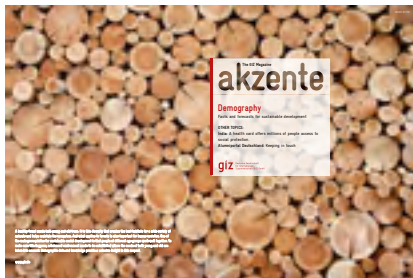


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8 **TWINNING:** A cultural partnership between Tbilisi and Berlin

COVER PICTURE: TOPIC PHOTO AGENCY/CORBIS



Life encapsulated in growth rings: 'raw timber' is the specialist term for trees that have been felled, delimited and topped. Our cover photo shows raw timber in a log pile.

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The Prussian Cultural Heritage Foundation and the Georgian National Museum are benefiting from a unique partnership.

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giz COMPANY PROFILE



The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH offers sustainable and effective solutions for political, economic and social change processes. GIZ is a federal enterprise that employs more than 17,000 staff members and operates in over 130 countries worldwide.

www.giz.de/en

PHOTOS: GIZ/DIRK OSTERMEIER (2 BOTTOM); ANDY RICHTER/AURORA/LAIF (2 TOP LEFT); STEFAN FILSINGER (2 TOP RIGHT); CLAIR MACDUGALL (3 LEFT); GIZ/KARSTEN THORMAEHLN (3 RIGHT)



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DEAR READER,

How should we plan for the future? What facts and assumptions should form the basis for our ideas and decisions? Besides climate change, ongoing globalisation and the fragile balance in current world politics, demographic trends are key factors which will determine the state of our world tomorrow. Some societies are ageing, while in others young people are in the majority but lack opportunities for training, employment and social participation. In some countries, people are leaving in search of a future elsewhere; rural regions are becoming increasingly desolate and cities cannot cope. In all these contexts, conflicts and unrest can ensue and can quickly reverse the progress achieved by even the most ambitious and successful development programmes. Our IN FOCUS article, entitled Megatrend: Demography, shows how demographic developments affect all aspects of international cooperation, and identifies some of the precautionary measures that societies can and must adopt in order to master the ensuing challenges. The findings and forecasts made by demographers can help in this context.



The OPINION article gives the floor to the very people who we hope will benefit: four young GIZ apprentices talk about their – sometimes highly diverse – life plans, expectations, aspirations and concerns.

This issue of akzente also takes us to India, where millions of workers in the informal sector are now gaining access to health care, generally at no cost, with a smart card. In a photo feature, we also focus on Liberia and its justice and criminal law reforms. And we show how a growing number of small and medium-sized enterprises in China are dealing with the issue of corporate social responsibility.

I hope you find this issue both interesting and informative.

Dorothee Hutter
Director of Corporate Communications

Observing elections in Jordan



An EU election observer scrutinises the final preparations before polling day.

OBSERVATION MISSION Around 80 election specialists, observers and technicians from 27 EU member states, Switzerland and Norway were deployed in Jordan for several weeks for the European Commission's Election Observation Mission during the country's parliamenta-

ry elections on 23 January 2013. GIZ was responsible for organising their transportation into, out of and around the country as well as their security in Jordan. GIZ International Services was awarded a contract by the European Commission to provide logistical sup-

port for the mission. The on-site team consisted of local and international GIZ staff as well as security and logistics experts from a partner company.

Over the last four years or so, GIZ has been one of the companies contracted by the European Commission to provide logistics services and security for EU election observation missions, based on GIZ's many years of relevant experience. As part of this work, GIZ has been active in various African countries on behalf of the EU, including Angola, Chad, Ethiopia and the Niger.

In December 2012, the European Union awarded GIZ another commission, in this case to provide support and advice to local organisations and networks which promote democratic elections in Africa, Asia and Latin America. GIZ also trains European election observers and develops standards for election observation, technology and security for the EU. The project will run for three years.

www.eueom.eu/jordan2013

-99%

IN FIGURES At Western Marine Shipyard Limited, one of Bangladesh's leading shipyards, injuries have dropped by 99% since 2010. With support from GIZ and funding from the German Federal Ministry for Economic Cooperation and Development (BMZ), the shipyard has introduced a new health and safety system.

In July 2010, there were more than **1,000** injuries among its 3,500-strong workforce; two years later, the figure had fallen to just **nine** per month.

Minister Rösler visits slum project

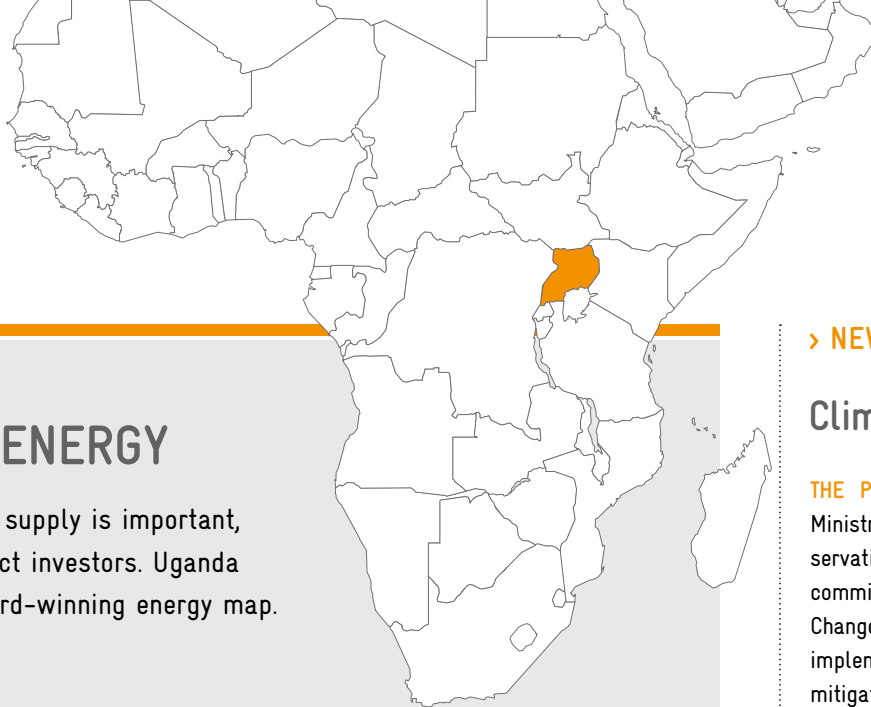
INFRASTRUCTURAL DEVELOPMENT Around 60 million people in Indian cities have no access to sanitation facilities. This problem particularly affects people living in slums. On behalf of the German Government, GIZ is therefore supporting the development of water supply and sanitation schemes for urban areas in India. While in India to attend the Asia-Pacific Conference of German Business in November 2012, the German Federal Minister of Economics and Technology, Philipp Rösler, visited the Rangpuri Pahari slum in Delhi.

GIZ is working with Indian cities and state governments to implement reforms and investment programmes in the priority areas of sustainable infrastructure, drinking water

supply, sanitation and waste disposal, poverty reduction and climate change mitigation and adaptation. More than €15 billion is being made available for the schemes.



Philipp Rösler is welcomed with a garland of flowers.



> UGANDA

FULL OF ENERGY

A secure energy supply is important, in order to attract investors. Uganda now has an award-winning energy map.

THE PROBLEM Where do high-voltage powerlines and supply lines exist? Where is there potential to build hydropower plants? These are important questions for investors, but in Uganda, they were not always easy to answer. Every public authority or agency had different studies and local data available. What was lacking was a comprehensive overview.

THE SOLUTION Martin Kretschmer, a GIZ development advisor with the Energy for Rural Transformation project in Uganda, set up a working group of experts from the Ugandan Ministry of Energy and Mineral Development, regional authorities and energy suppliers. The working group collated information from existing studies, developed an energy database, and drew up a GIS map of Uganda's energy utilities. This helps investors to identify suitable sites for their businesses and facilitates electricity supply planning, as the gaps in the grid can now be spotted immediately. In 2012, the project received the Best GIS Map award from Esri, a leading supplier of GIS software.

www.gis-uganda.de/Energy-GIS

> NEW PROJECTS

Climate change

THE PHILIPPINES The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) has commissioned GIZ to help the Climate Change Commission in the Philippines implement the country's climate change mitigation and adaptation measures and progress the expansion of renewable energies by 2015. A total of €3 million will be provided for this purpose. The aim is to establish the Commission as the national contact point for climate action.

Involving citizens

EGYPT The European Union is cofinancing the Participatory Development Programme in Urban Areas (PDP), which GIZ has been implementing on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) since 2004. This additional funding, amounting to €20 million until 2016, will be used to establish participatory methodologies for urban upgrading in greater Cairo. The aim is to achieve better living conditions for around 1.9 million people in four poor urban areas, for example by expanding the local infrastructure and improving environmental conditions.

Training centres

IRAQ The Education Ministry of the Iraqi autonomous region of Kurdistan has commissioned GIZ International Services to develop a strategy for the establishment of three vocational training centres. These are to be built in 2013 and will provide training in technical and commercial occupations for several thousand students. The commission is worth around €770,000.

Body Maps: putting a face to HIV

EXHIBITION Putting a face to HIV – that's the goal of the travelling exhibition 'Our Positive Lives'. People living with HIV from Africa, Asia and Europe took part in workshops where they created 'body maps': life-size outlines of their bodies, which they then decorated with pictures, symbols and words to represent their journey through life. The images tell personal stories of exclusion, but also of solidarity and zest for life. The exhibition is a cooperative project involving GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the German AIDS charity Deutsche AIDS-Hilfe, and two African NGOs. The self-portraits were on display in Malawi in December, and the exhibition, accompanied by discussion sessions, will continue on tour in 2013.



Body Maps: revealing innermost secrets

> body-maps-wanderausstellung@giz.de

European Development Days



Tanja Gönner, Chair of GIZ's Management Board, discusses the income situation of smallholder farmers.

DISCUSSION FORUM Engaging the private sector in sustainable agricultural development was the topic of a discussion event at the European Development Days in Brussels in mid-October 2012, which was organised by GIZ in conjunction with several other international organisations. International development experts and representatives from politics, business and science were invited to participate in the discussion. More than 300 people attended the event.

GIZ also made a substantial contribution to the sessions on 'inclusive business models' and 'social safety networks'. Tanja Gönner, Chair of the Management Board, used the

opportunity afforded by the event to hold talks with EU Development Commissioner Andris Piebalgs and Klaus Rudischhauser, Deputy Director-General of the European Commission's Directorate-General for Development and Cooperation – EuropeAid, as well as with Joe Cerrell, Director of the Europe office of the Bill & Melinda Gates Foundation. As part of the programme, Ms Gönner chaired the annual meeting of the Practitioners' Network for European Development Cooperation, a coalition of 11 European implementing organisations.

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www.eudevdays.eu

Strength in numbers

SUPPORTING WINEMAKERS Serbia produces around two million hectolitres of wine per annum from its nine major winegrowing regions, which cover an area of around 60,000 hectares. A project in the Negotin region of eastern Serbia aims to make winemaking more self-sustaining. On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), GIZ is implementing various local economic development schemes in the Danube valley – which includes support for the area's wine producers.

By holding regular meetings, it was possible to convince the proprietors of 11 family-owned vineyards that by working together, they would not only establish a stronger presence in the market: they would also achieve certification of their wines more quickly. Training programmes and cofinancing for a laboratory for the local Winemakers Association have reduced production costs and further improved product quality. After two years of support, the Association has a presence at all the wine trade fairs in Serbia, as well as a website and brochures to promote their products in neighbouring countries.

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www.vinaiznegotina.info

www.vir.rs



Honorary doctorate for advisor



Kurt Heinz Reitz (centre) with Professor Rostom Beridze, Dean of the Tourism Faculty (left), and Omer Subasi, General Manager of the Sheraton Batumi Hotel, Georgia.

HONOURED Kurt Heinz Reitz, an integrated expert at Batumi Shota Rustaveli State University in Georgia, has been awarded an honorary doctorate by the University. Mr Reitz was seconded to Georgia by the Centre for International Migration and Development (CIM), which is run jointly by GIZ and the German Federal Employment Agency. Since April 2010, he has acted as an advisor to the University's Department of Tourism and developed curricula and training programmes. With his support, a separate Faculty of Tourism has been established, and coop-

eration agreements concluded with EBC University in Hamburg and Berlin and Eberswalde University for Sustainable Development. The first lecturer and student exchange has already taken place. Mr Reitz also organises and chairs conferences, symposia and workshops. The integrated expert has also established an extensive national tourism industry network in Georgia and acts as an advisor to organisations such as the United States Agency for International Development (USAID), UN bodies and the European Union.

Finding volunteers

UN VOLUNTEERS The United Nations is keen to recruit more Germans for its UN Volunteers programme. GIZ's Development Service has therefore been commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) to implement a project, financed by the European Development Fund (EDF), for this purpose. The project also aims to strengthen the partnership between the Development Service and UN Volunteers which has existed since 2003. The new project is the prelude to further talks with UN Volunteers with a view to establishing the relationship on a contractual basis beyond 2013. New forms of cooperation will also be considered.

www.unv.org



NETWORKING SMES

Brazil has benefited from extensive knowledge and skills transfer

- **Project:** Modernisation of Brazil's National Service for Industrial Apprenticeship (SENAI)
- **Commissioned by:** German Federal Ministry for Economic Cooperation and Development (BMZ)
- **Overall term:** June 2001 to December 2004

THEN Until 2004, GIZ (then operating as GTZ), on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), assisted Brazil's National Service for Industrial Apprenticeship (SENAI) to meet SMEs' demand for technological training and advisory services in the Brazilian state of Bahia and thus increase productivity and competitiveness. The programme provided training for managers and trainers, supported technology transfer, established a management model for this area, and developed a knowledge management system.

NOW Five years on, an external evaluation has awarded full marks to the project and has shown that a self-sustaining system of applied research is now well-established in Bahia. By networking with other organisations, new services have been developed and brought to market. SENAI Bahia is seen as a trailblazer in the nationwide SENAI system.

Practical training

COOPERATION Germany's dual vocational training system offers great potential for international cooperation, according to GIZ and the Federal Institute for Vocational Education and Training (BIBB). GIZ Managing Director Cornelia Richter and BIBB President Professor Friedrich Hubert Esser therefore signed a cooperation agreement in early November 2012, with a view to further intensifying cooperation between the two organisations. 'Our shared goal is to improve the quality and effectiveness of vocational training in partner countries through innovative, tailor-made solutions,' says Professor Esser.

The agreement is intended to strengthen technical exchange between GIZ and BIBB through thematic cooperation and promote the sharing of experience in the vocational training sector. The two organisations are also planning to submit joint bids for international projects.



Berlin, Germany
Prussian Cultural Heritage Foundation



Tbilisi, Georgia
Georgian National Museum



A GOLDEN PARTNERSHIP

For two years, the Prussian Cultural Heritage Foundation and the Georgian National Museum have worked together to introduce modern management systems in Georgia's museums and create more attractive exhibition spaces. Both sides have benefited – and are determined to continue their partnership.

Text Rainer Kaufmann **Photos** Stefan Filsinger

When Manfred Nawroth cleared his desk in the Georgian National Museum in mid-September 2012, he left a legacy: a vision of a 'Museum Street' in Tbilisi, comprising museums, cultural institutions and research centres. His vision was to create a cultural district in the heart of the Georgian capital, with new parks, inner courtyards and spaces for events and encounters, which would do much to enhance the city's appeal. 'The "Museum Street" concept has the potential to become Tbilisi's international brand, much like "Museum Island" in Berlin,' says Manfred Nawroth.

was a unique experiment for our museums, and we learned a great deal from each other. Working in Georgia gave us the chance to re-examine our own ways of thinking and working methods. Nowadays, that's called a win-win scenario.'

The EU invested more than €1 million in the Tbilisi-Berlin museum partnership. Out of almost 3,000 twinning projects launched across Europe to date, it is the first – and, so far, the only – one in the cultural sector. Whereas Manfred Nawroth relocated to Tbilisi for the duration of the project, around 40 specialists from the Prussian Cultural Heritage Foundation and the Federal Office for Building and Regional Planning spent short periods in Tbilisi, and a

number of staff from the Tbilisi museums undertook study visits to Berlin to learn about its museum management system. Far from being a 'perk,' this training was an urgent necessity, for Georgia's museums were in a parlous state after the demise of the USSR and years of instability and unrest at the local level.

Nino Burduli has worked as a skilled restorer of graphic art in Tbilisi's Museum of Fine Arts since 1981. Conditions in her studio were far from ideal, with poor lighting, minimal technical equipment, no laboratory facilities, virtually no heating in winter, and stifling heat and humidity in summer. In the depots, where 7,000 items of graphic art and 5,000 paintings are »

Two years in Tbilisi

Manfred Nawroth was seconded by the Prussian Cultural Heritage Foundation to Tbilisi for two years, in order to provide support for the Georgian National Museum's 'institutional development'. On paper, it sounds like a rather dry and dusty administrative role – hardly a task for visionaries. The project was funded by the European Union's Twinning Programme. As one of Germany's leading twinning service providers, GIZ drew the call for bids for the two-year EU contract to the attention of the Prussian Cultural Heritage Foundation back in 2009. The twinning experiment has paid off for both sides, says Günther Schauerte, the Foundation's Vice-President. The Berlin team, he says, certainly did not see themselves in a 'schoolmaster's role' in the context of modern museum management: 'This

> AT A GLANCE

What is twinning?

Twinning means establishing partnerships between public administrations in Member States of the European Union (EU) and administrations in countries that are either current or potential EU accession candidates or European Neighbourhood Policy (ENP) countries.

The EU promotes twinning in order to strengthen, reform and further develop public structures in partner countries. It is intended to promote stronger economic integration of beneficiary countries, provide a basis for more intensive political and cultural relationships, and ensure stability, democracy and prosperity.

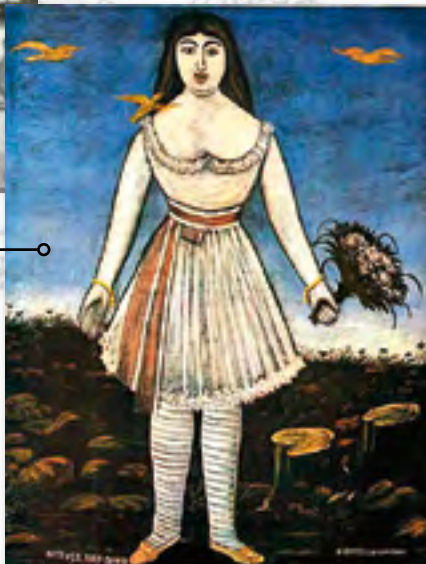
Germany is one of the most active twinning partners within the EU. German administrations have been involved in more than 700 projects, amounting to around 25% of all projects advertised to date. Almost all the German federal ministries and Land (state) administrations are involved in twinning schemes. Since 2000, GIZ has provided support to German public sector clients in more than 150 twinning projects.

National Gallery

After refurbishment and the addition of a new wing, the Gallery mainly houses special exhibitions of 20th century and contemporary art.



'Actress Margarita' by Niko Pirosmani, from a special exhibition ending 30 March 2013.



stored on wooden racks, mostly without proper packing or protection, the situation is equally catastrophic. The shelving and picture frames are infested with pests.

'And every year, the situation grew worse, not better. If it weren't for the fact that we love our work, we would all have given up long ago.' Nino's fellow restorers Evelina Karseli and Nunu Managadse, who have also worked at the Museum for more than 30 years, chime in. 'We tried to do what we could under the circumstances.' In the meantime, metal shelving has been installed in some parts of the depots and proper packing materials have been obtained for the graphics collection, which, together with the paintings collection, is now being newly indexed and catalogued. At least it's a start.

A new depot for the collection of Oriental art

Conditions are more favourable for the Museum of Fine Arts' world-famous collection of Oriental art. 'No other European city has such a fine and extensive collection of this type,' says Manfred Nawroth, explaining why moving the collection of Oriental art to a new depot was the first priority for the twinning project. In organising the move, the German experts were able to draw on the experience gained when a number of museums in Berlin had to be merged after German reunification. In Tbilisi, the items to be relocated were first placed in quarantine, where

they were treated for infestation and disinfected. During the celebrations to mark the end of the twinning project, a number of treasures from the collection of Oriental art were displayed as part of a temporary exhibition in the History Museum. At some point, a permanent exhibition space will be found for the collection and, if funding can be secured, the dilapidated Museum of Fine Arts will be fully refurbished.

But a museum is more than just an exhibition space, so the strategy for the Georgian museums' modernisation includes the establishment of a restoration and conservation centre. Initial plans for the centre were mapped out by the Berlin team together with their Georgian partners over the last two years. The centre will be housed in a History Museum depot which was built during the Soviet era but has never been used. The staff have undergone training in modern standards of museum management. Guidelines and manuals have been developed for the various aspects of museums work, from marketing to visitor services, along with detailed contingency plans for earthquake, fire and flood, and preventive conservation methods.

Although the twinning project has now ended, the Berlin museums are keen to continue their close collaboration with their partners in Tbilisi. The link between Germany and the Caucasus has a long tradition: the Caucasus Museum



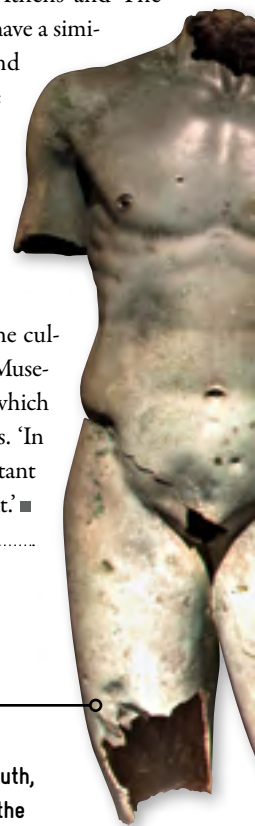
Museum of Fine Arts

The Museum houses archaeological finds, paintings and a world-famous collection of Oriental art. Dating back to the 19th century, the building is awaiting refurbishment.

in Tbilisi was founded on the initiative of the German explorer and naturalist Gustav Radde in 1865. He continued as Director of the Museum – the forerunner of the History Museum – until 1903. Archaeologist David Lordkipanidze, the Director-General of the Georgian National Museum, explains why Berlin was chosen for the twinning project in the face of stiff competition from Paris, Vienna, Rome, Athens and The Hague: 'The Berlin museums have a similar structure to our own, and above all, they have experience in managing socialist museums' transition to modern forms of institutional management.' It was David Lordkipanidze who persuaded the European institutions to finance a twinning project in the cultural sector for the first time: 'Museums are no longer institutions which merely depict the past,' he says. 'In future, they will play an important role in cities' urban development.' ■

> CONTACT

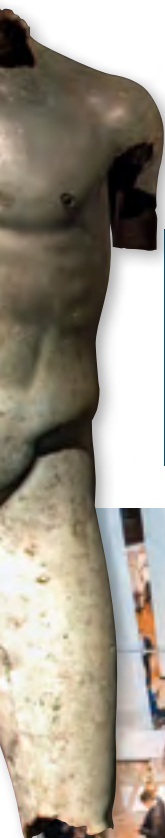
Julia Jesson
> julia.jesson@giz.de



The Vani torso of a youth, in bronze, created in the second century B.C.



Silk robe with gold embroidery, China, 18th century, from the collection of Oriental art.



Simon Janashia Museum of Georgia

Breathtaking gold objects from Vani and the oldest prehistoric human remains found outside Africa form part of this major collection of antiquities and historical artefacts.



PHOTOS: NATIONAL GALLERY GEORGIA (10, 2ND FROM LEFT); PRIVATE (11, INTERVIEW)

» INTERVIEW

Sustainable impact



Dr Oliver Reisner
Attaché and Project Manager of
the Delegation of the European Union to Georgia

What are the thematic priorities of European Union twinning projects?

It varies from country to country, depending on their EU status. The criteria for candidates for EU accession, especially in relation to convergence and reform processes, differ from those applicable to the six European Neighbourhood Policy (ENP) countries. In these countries, it is mainly about moving closer, in quite general terms, to EU legislation and regulations within the framework of free trade or visa agreements. With the candidates for accession, however, the criteria are far more detailed, comprehensive and binding. One thing is certain, however: thematically, our Georgian cultural twinning project is an absolute one-off, at least so far.

How much importance do you attach to culture in the context of European integration?

Jean Monnet, one of the EU's founding fathers, once said, when talking about the European integration process: 'If I had to do it again, I would begin with culture.' The impacts and benefits of culture as a key development factor are hard to measure, but we know that cultural encounters and experiences can change perceptions and mindsets and can add a European dimension to national perspectives, for example. That is crucial for the EU's sustainable development. Georgians see themselves as part of Europe and the significance of that, in this project, should not be underestimated. It is also a prerequisite for their willingness to undertake comprehensive political and institutional reforms.

How effective and sustainable are twinning projects?

With twinning projects, there is a very good chance that the relationships between public institutions from the EU partner countries will endure beyond the funding period and will lead to sustainable change processes being initiated by the partners themselves. The cooperation between Berlin and Tbilisi has already sparked ideas for the development of a 'Museum Street' in Tbilisi or joint exhibitions.

What is the role of consultants, such as GIZ, in twinning projects?

GIZ plays a key role in the preparation and implementation process, which is not always straightforward. With its development policy and management expertise, it assists the twinning partners in developing and complying with detailed activity plans. For the EU, the real benchmark of these projects' success is whether they are implemented jointly, on schedule, and in accordance with the agreed plan.

Interview: akzente

An abundance
of children



Level of education



Migration

Birth rate

Ageing

Urbanisation

Demographic dividend

DEMOGRAPHY

THEMES

IN FOCUS: Megatrend: Demography – the study of human populations establishes the basis for long-term political and economic decisions.

INTERVIEW: How demographic factors influence the labour market.

OVERVIEW: Examples of GIZ's work

FACTS AND FIGURES: Population trends around the world

Megatrend: Demography

For decades, demography – the study of human populations – was the Cinderella science, but nowadays, it is impossible to ignore. Its forecasts and findings provide the knowledge base for policy recommendations which will determine the future success of economies and societies.

Text Jan Rübel **Illustrations** Denise Graetz

Meseberg in the East German state of Brandenburg has welcomed many heads of state and government over the years. Its baroque palace is the German Government's guesthouse. The locals are accustomed to the clattering of helicopters and to limousine motorcades passing their front doors. But these sights and sounds have little to do with local people's lives.

Outside the castle, Uwe Krause, 68, climbs into a grey minibus. 'My Zündapp is on its last legs,' he moans. 'The spark plugs are dead.' In Meseberg, with its population of just 150, the community bus, which is driven by volunteers, is a vital part of the local transport system; indeed, it is the village's main link with the outside world. There are no public amenities here, and the last shop closed 15 years ago. Meseberg has a demographic problem. The young people have moved away because there's no work for them and no prospects for the future. To compensate for the outmigration and mortality in Brandenburg, every family would need to have an average of 2.13 children, according to the Federal Statistical Office. In reality, it is only 1.4.

9,000 km to the south, in Umkhanyakude District in KwaZulu-Natal, South Africa, a man climbs out of a green Land Rover. The two sides of the trailer fold out to form a roof for his 'teaching space'. Swiftly, he sets up a table with computers – and is soon surrounded by young people. 'Not so fast,' he laughs. He represents a non-profit organisation called Mpilonhle – a Zulu word meaning 'a good life'. The

teenagers practise their computer skills, learn about AIDS prevention and talk to the social worker about their problems. The Land Rover is a mobile learning unit. 'We are a point of contact for kids who want to try and come to grips with their situation – and carry on learning,' he explains. In some ways, these young people have reason to be optimistic. Their country's strong economic growth should, in theory, create enough jobs, but there's one problem: growth and prosperity are not reaching rural Umkhanyakude. That's why Mpilonhle is offering 'education on wheels'. 'Education,' says its representative, 'is the only way out of poverty.'

Brandenburg and KwaZulu-Natal have one thing in common: if they want to curb the exodus, they must take action and offer young people, above all, a decent future. That means breaking with tradition and setting things in motion. In Meseberg, this is where the community bus comes in, while in Umkhanyakude, this role is played by the mobile units. Identifying and responding to population trends helps to safeguard prospects for the future. Demography provides the hard data required for this process. This scientific discipline investigates trends within a given population, based on analyses of three processes: fertility, mortality, and migration. This in turn creates opportunities to deploy levers such as family planning, elderly care, vocational training, and health services. Countries can learn from each other, although there is no 'one size fits all': each country needs a tailor-made solution. »



Capitalising on an abundance of children

The countries of sub-Saharan Africa have the world's highest birth rates. Here, the population is expected to double by 2050 and could well quadruple by 2100. If this abundance of children is to create an economic bonus, appropriate frameworks must be put in place.



Good frameworks

The Asian 'tiger economies' have capitalised on the demographic dividend, which accounted for up to 40% of the economic growth achieved between 1960 and 1990. Thanks to a good education system and free markets, the labour market has been able to absorb the growing working-age population.

The attention given to demographic trends is on an upward trajectory – but demography has not always attracted such a high level of interest. When biologist Paul R. Ehrlich published his book *The Population Bomb* in 1968, he shocked the world with his gloomy prognostications of the famines that supposedly lay ahead. These would be inevitable, he warned, because the Earth lacks the material resources needed to cope with overpopulation.

Economic growth: the panacea?

‘Overpopulation’ became an emotive term and was deemed to be the cause of numerous problems. Governments responded by launching family planning programmes: China even imposed a one-child policy on its population. But when some of Ehrlich’s predictions proved to be unfounded, demography began to feature less prominently in the public debates from the 1980s onwards. Instead, the belief in the power of economic growth came back into vogue: with positive economic and social development, it was long believed, population sizes would

automatically decrease and overpopulation would cease to be a problem, for example in countries of sub-Saharan Africa. The Millennium Development Goals adopted by the United Nations in 2001 also made no explicit mention of the word ‘demography’. However, climate change and rising food prices have sensitised large sections of the population to demographic issues, and demographers themselves have sharpened their focus: rather than merely looking at population size, they are now increasingly studying population composition, intergenerational relationships, regional distribution within countries, and international migration and demographics.

Sociologist Jack Goldstone has identified four demographic ‘megatrends’ which will change the world and determine the future of humankind. Firstly, the world’s population will have swelled to 9.2 billion by 2050. Secondly, also by 2050, the number of over-60s will have increased from the present figure of 780 million to two billion, with 80% of these older people living in developing and emerging countries. Thirdly, in these same countries, the number of young people will increase to unprecedented levels. As it will »

EXAMPLES OF GIZ’S WORK > DEMOGRAPHIC CHANGE

Education, migration

Project: Pilot Programme to Promote Migrant Organisations’ Projects
Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)
Overall term: since 2007

EXAMPLE: AFGHANISTAN Girls in Afghanistan were long denied access to schooling. Even today, many parents refuse to allow their daughters to travel long distances to school, which means that the girls can only attend a school near their homes. In the old quarter of Herat, a disadvantaged district of the city in western Afghanistan, Kaussar – a migrant organisation based in Hamburg – has built a school which is currently attended by 200 girls. With support from a local engineering company and a local building firm, the project partners have renovated an existing building and built a new one. The school is run by Herat Education Department, which pays the teachers’ salaries and covers other costs. Kaussar is now equipping the library and providing teaching materials.

Women and employment



Project: Economic Integration of Women in the MENA Region (EconoWin)
Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)
Overall term: 2010 to 2016

EGYPT, JORDAN, MOROCCO, TUNISIA In these countries, only around 25% of all women were in employment in 2009. The project adopts a variety of approaches in order to change this situation. A media campaign aims to change perceptions of women’s roles. Cooperation with the private sector is intended to promote work models which facilitate a balance between women’s employment and family life. The number of suitable jobs has not kept pace with the growing number of well-qualified women, so mentoring is provided to help women find work. Women who are less skilled are encouraged to train or to work in the tourism industry.

become steadily more difficult for them to fulfil their expectations for the future, this will manifest in rising levels of frustration and violence. Young people will migrate to countries and regions which they believe offer them a better future. The fourth and final megatrend is urbanisation. By 2050, more than two thirds of the world's people will live in cities, with a large proportion living in megacities in emerging and

'Family planning is a human right and one of the most effective and cost-effective measures to reduce poverty.'

Werner Haug, member of the Executive Board of the United Nations Population Fund (UNFPA)

developing countries. These megatrends appear to be inevitable. Nonetheless, well-crafted policies can do much to influence them or mitigate their effects. The knowledge held by demographers can help.

Bonus and dividend: an overview

A society has a good starting point for material prosperity if the working-age population outnumbers those who are socially and economically dependent on it, especially children and the elderly. A society with this favourable ratio is said to have a 'demographic bonus'. After a time, however, this demographic window of opportunity closes: if birth rates and death rates fall, the proportion of elderly in the population will increase at some point in the future. As a result, the bonus ceases to exist. The 'demographic dividend' is the economic benefit that a country derives from the bonus. But what does this mean for a country in practical terms? Why is this bonus converted into an economic dividend in some parts of the world and not others?

Let's take an armchair journey around the world to look at the demographic bonus and how the opportunities that it affords are being utilised to varying degrees. We will start with South Korea, a country which has capitalised on the dividend, and then move to North Africa and the Middle East – two examples of regions where the bonus is not being used. Our journey then continues to sub-Saharan Africa,

which has a long way to go before it achieves a bonus, and ends in Germany and China as post-dividend countries.

Only 50 years ago, South Korea was an isolated and impoverished agricultural country with an average of five children per family. Then politicians, economists and scientists developed a comprehensive strategy aimed at achieving progress in South Korea: as a result of substantial investment in education and family planning, broad access to contraception and better health care, birth and death rates fell, creating a demographic bonus for the country. Over time, the importance of women's labour force participation for economic development was also recognised. The wealth generated was reinvested in education. Today, South Korea is one of the world's richest countries. In a study of 103 present and former developing countries, the Berlin Institute for Population and Development found that not a single country has achieved social and economic development without a parallel fall in birth rates.

But the demographic bonus can also become a burden – and erupt into violence. In March 2011, teenagers spray-painted the wall of a school in the Syrian city of Dara'a with graffiti criticising the regime. When security forces arrested 15 of them, little did they know that this action would ignite a civil war. A few days earlier, young people from the slums around Cairo had lent weight to the demonstrations in Tahrir Square against Egypt's dictatorship. The Arab uprisings took many people by surprise – but not the demographers. They had already predicted that the rising proportion of young people in Arab societies – in theory, a demographic bonus – would create a widespread sense of frustration if politicians did nothing for these young people. Those in power paid the price for their politics of neglect – for high youth unemployment, for many graduates' unfulfilled aspirations, and for the lack of political freedom, and endemic corruption. Precisely because growing numbers of people in these countries had a good education but found that there were not enough jobs available due to stasis in the private sector, their frustration erupted into rage.

Our third port of call is sub-Saharan Africa, and here too, in a few years' time, there could be the same potential for unrest that we are observing in the North African countries today. Sub-Saharan Africa is one of the world's poorest regions. According to estimates by the World Bank, 73% of people in the sub-Saharan African countries survive on less than US\$2 a day. The birth rate is close to five children per woman. The population pyramid lacks the 'bulge' in the middle where the working-age population and breadwinners should be. This is a major impediment to prosperity and economic growth. »

» INTERVIEW

'TAKING ACTION AGAINST SKILLS SHORTAGES'



Raimund Becker is a member of the Executive Board of the German Federal Employment Agency.

How are demographic trends impacting on Germany?

Demographic trends will have a major impact on our social welfare systems, especially pension insurance, and the labour market. We must expect to see a significant reduction in the working-age population. In our report *Perspective 2025: Skilled workers for Germany*, we predict that without an increase in labour force participation and a high level of immigration, the working-age population can be expected to shrink by up to six million. Admittedly, we have seen an increase in labour force participation by women and older people in recent years, and now that there is freedom of movement for Eastern European workers in the EU, net immigration of foreign nationals into Germany in 2011 amounted to around 300,000 people. But even if these trends continue and the raising of the retirement age to 67 has an effect on the labour market, we must still expect to see a decrease in the working-age population of around 3.5 million by 2025. So there is an urgent need for action.

What action needs to be taken by policy-makers and society?

They must adopt further measures to counter the impending shortage of skilled workers. I can see real deficits occurring in specific health sector occupations. Our report, *Perspective 2025*, sets out a dual strategy with 10 pathways to plug the gap on a sustainable basis: for example, we must make better use of the domestic potential, and, at the same time, encourage the managed immigration of skilled workers. Improving the transition from school to the workplace, expanding the range of childcare options, retirement at 67, abolishing priority reviews for certain occupations, and implementing the EU Blue Card Directive are good building blocks in securing the supply of key workers.

We still have a long way to go, however. We must improve general conditions for workers and for people wishing to re-enter the workforce. It is also important to look more closely at the negative incentives in the tax system that make the prospect of accepting a socially insured job unappealing, but we also need to put income splitting for married couples under the microscope, and the same applies to mini-jobs.

What opportunities and risks are associated with recruiting skilled workers from abroad?

Where immigration is concerned, we have made a good start but we must continue to develop a consistent strategy. Our long-term labour demand and our social welfare systems can only be secured through the immigration of skilled workers. We are looking at a requirement of around 400,000 immigrants annually. So we're promoting mobility within Europe and encouraging skilled workers from southern Europe to consider working in Germany, and providing support for migrants wishing to take this step. But expect-

ing other European countries to meet our skills needs is not enough. Most other European countries will face the same problems as our own in the medium to long term. The current unemployment in Spain, Greece and Portugal merely overshadows this problem, but as soon as the financial and sovereign debt crisis has abated, skilled workers will be a scarce commodity there too. So over the long term, it is important to recruit skilled workers from non-EU countries as well. But in doing so, we must ensure that we do not weaken the countries of origin. It is also important to ensure that German workers are not squeezed out of their jobs.

How do the Federal Employment Agency and GIZ work together?

We are utilising the tried-and-tested and very good cooperation between GIZ and our own International Placement Services in order to secure the supply of skilled workers, for example in the recruitment of nurses from Serbia, Bosnia and Tunisia. GIZ runs preparatory courses, deals with visas and German language training, and devises development policy measures for the countries of origin so that the outmigration does not weaken them. The Federal Employment Agency reaches agreements with partner administrations in the countries of origin, provides support for employers in Germany, and deals with the selection interviews. This can create 'triple win' scenarios: it relieves the burden on third countries, including the financial burden, offers individual workers employment prospects, and enables us to provide skilled workers for the German economy to whom it would otherwise have had no access. GIZ and the Federal Employment Agency are ideal partners here.

Interview: akzente

There are various reasons for the ‘baby boom’, but two factors stand out as particularly significant and provide a good starting point for a policy response. According to a report by the global health consulting firm Futures Group, in 2005, only 22% of women in sub-Saharan Africa were using family planning. There is clearly major potential to improve upon this figure. Secondly, due to poor public health,

transformed society. Rural families with large numbers of children were no longer the norm, and an abundance of children was no longer necessary or seen as desirable.

Today, Germany must contend with a different set of demographic trends: according to the Statistical Yearbook 2012, 2.3 million Germans are in need of long-term care and this is expected to increase by a further one million by 2030, despite an anticipated decrease in the total population by as much as 17 million by 2060. As a result, the term ‘intergenerational warfare’ is being bandied around. But this is mere hyperbole, as well as being an inappropriate response: the situation is far too complex to be reduced to an ‘old vs. young’ dichotomy. What is certain, however, is that as a result of these demographic trends, major challenges lie ahead for Germany, including a sharp drop in the East German population, a lack of skilled workers, and an urgent need for reforms of the pensions, nursing care and health systems. How can we integrate older people into working life and benefit from their experience? This brings us back to Brandenburg. Let’s cast a glance at the little town of Dahme, which has a population of just 3,200. Here, we see two massive brick-and-glass structures. These are new care homes, offering a total of 400 places in sheltered accommodation for the elderly. It is a way of safeguarding Dahme’s future and creating jobs. Soon, however, Germany will face a severe shortage of appropriately skilled geriatric nurses, and one option now being considered is to encourage targeted immigration of trained professionals from abroad.

China faces similar but even more dramatic problems than Germany. Its demographic bonus will soon be exhausted and the economic dividend will expire within a few years. The days when large numbers of young workers were the drivers of economic growth are long past. China is ageing. In 2050, the country, which introduced a one-child policy in 1980, will be overtaken by India as the world’s most populous country. And in the meantime, the Chinese must come to terms with various forms of emotional impoverishment: alongside the elderly, there are children without siblings and men without wives, for many girl foetuses are aborted because a higher value is attached to boys.

But China also shares many of Germany’s ambitions for the future. It is keen to know how elderly care services can be better organised, how quality management in this area can be improved, and how health can be mainstreamed in the workplace. ‘The pace of reform in China is impressive,’ says Günther Taube, who heads the Health, Education and Social Protection Division at GIZ. ‘It only took China a few years to introduce pension and health insurance for many millions of people.’ A particular challenge for countries with ageing populations is the ‘fiscal time bomb’: as the population »

‘Demographic development in the countries of North Africa and the Middle East, Europe’s most important neighbours, will have a growing influence on potential migration flows in the Mediterranean region.’

German Federal Office for Migration and Refugees (BAMF)

large numbers of children in this region die. But because parents cannot be sure that their offspring have good prospects of surviving, they bring more children into the world – for in the absence of functioning social welfare systems, children are often the only ‘insurance’ available. A decrease in birth and death rates would move the region closer to a demographic bonus, which could potentially stimulate economic growth. Demographers have observed a global phenomenon: the better educated the women and the more freedom they have to make their own decisions, the fewer children they have. Successful population policy is education policy, and above all, it is a policy for women’s empowerment at all levels.

Prosperity pushes down birth rates

Other regions have already completed the processes that lie ahead for Africa. The penultimate port of call in our world tour is Western Europe. Once subject to strong population growth and high child mortality, the situation has steadily improved since the early 19th century as a result of medical advances. Industrialisation was followed by an improvement in education standards, which in turn supported economic growth and the development of social insurance systems. Finally, birth rates fell as industrialisation and urbanisation, together with higher levels of education in the general populace,



Promoting women

Women's educational level and their integration into working life are key development factors. International studies show that women with more education tend to have fewer children and are able to provide their families with more health and economic benefits.



Planning ahead

A high proportion of elderly people in the population poses major challenges for society, notably in relation to the financing of social welfare systems. At present, these problems mainly affect affluent economies. By 2050, however, 80% of over-60s will live in developing countries.

ages, health costs increase, and there are more burdens on public budgets. China faces particular constraints on its government's scope for action: the US think tank Brookings has calculated that in China, the tax burden for each working-age person must rise by more than 150% over the next 20 years in order to provide the same level of care for the elderly that it provides today. A lively exchange between China and Germany on these future-oriented issues is already under way. GIZ plays a role here, organising forums and dialogues, hosting experts and launching training programmes for managers.

Penalties for omissions

At the end of this whirlwind tour of bonuses and dividends, one thing is clear: a failure to take action is punished severely. It is not enough simply to make demography the word of the day. There are levers to be applied, and that has to happen now. But how? Demographic trends have an effect on all the key economic and social sectors, from health, water, climate, employment, social security, and governance to rural devel-

opment. 'Demography is a cross-cutting issue but it also has its own separate strategic and technical profile,' says Hans-Heiner Rudolph, who heads the section New Socio-political Perspectives, Demography and Development at GIZ. Demography, he says, is one of the most important determinants of sustainable development. 'Alongside the traditional bilateral perspective, GIZ's advisory services are increasingly focusing on the global perspective, especially where demographic trends are concerned,' adds his colleague Günther Taube. GIZ was recently commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) to implement a programme to assist BMZ to integrate demographic aspects to a greater extent into the global debate on policies for the post-MDG period.

Other German public authorities and ministries are facing up to the challenge of 'demographic development' as well. The Federal Employment Agency, under the auspices of the Centre for International Migration and Development (CIM), is working with GIZ to develop a strategy to support the migration of skilled workers, initially for the health sector. »

EXAMPLES OF GIZ'S WORK > DEMOGRAPHIC CHANGE

Social inclusion, health

Project: Indo-German Social Security Programme
Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)
Overall term: 2011 to 2014

INDIA In India, social security benefits such as health care and old age pensions are restricted to employees in the formal sector. However, around 94% of the labour force works in the informal sector. The Indian government wishes to develop health insurance, old age pensions and life and accident insurance for these workers, especially those living below the poverty line. The programme provides policy and strategy advice at the central level, and at central and state levels, it carries out training and provides technical advice. It also supports an Indo-German social policy dialogue. (Please turn to page 30 to find out more about the introduction of the health insurance scheme.)

Population growth and climate



Project: Sustainable Management of Natural Resources
Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)
Overall term: 2003 to 2015

CAMEROON People who overexploit natural resources ultimately destroy their own livelihoods. Cameroon's government has therefore decided to take action and is enforcing sustainable forestry management through implementation of consistent application of a national forest and environment sector development programme. GIZ advises on the development of a national climate strategy and is assisting Cameroon's Ministry of Forestry and Wildlife and Ministry of Environment and Protection of Nature to devise a set of instruments for financial planning and for implementing and monitoring the national budget. GIZ's programme advises the municipalities and their partners, for example public and private companies, on how forestry income can be used and forestry reserves transferred to their users.

The German Federal Ministry of Economics and Technology (BMWi) recently commissioned GIZ to recruit qualified geriatric nurses from Viet Nam to work in Germany. With its broad network of international contacts, GIZ is well-placed to feed other countries' experience into these debates and reform efforts in Germany.

Demographic issues can still arouse sensitivities within the scope of bilateral cooperation between Germany and its partner countries. A good example is the Human Rights / Sex-

Europe's relative weight in the world ... will decrease considerably in coming decades as a result of ... demographic, economic and military policy factors.

Wolfgang Ischinger, Chairman of the Munich Security Conference

ual Health Project in Burkina Faso, which is implemented by GIZ on behalf of BMZ. The project includes screenings of a film about contraception, in which a woman explains why she is taking the pill. A member of the audience shouts: 'Women have no business doing that!' A woman responds: 'But we already have so many children!' Outreach social work is intended to help improve gender equality. Counsellors provide information about sexual and reproductive health, inform children and young people about their rights, and encourage girls to attend school, for example.

Some 4,500 km away, in East Africa, Roland Werchota from GIZ gazes at his computer screen. MajiData is an online database which collects information on water and sanitation in the 200 vast slums in the Kenyan capital. 'More and more people from the countryside are flocking to the major cities,' says Mr Werchota, who heads a BMZ-funded team of advisors working on the Water Sector Reform Programme in Nairobi. This demographic trend needs answers. The more people fall sick due to poor hygiene in the slums, which have virtually no infrastructure, and the more time they have to spend looking for water, the less scope there is for social development. The information contained in MajiData serves as a basis for planning schemes to bring clean water to the slums. 'Clean water has already reached more than one million peo-

ple,' says Roland Werchota. In parallel, his team helps to draft legislation and develop quality standards. The Kenyan authorities are keen to hear his message. 'The water sector agencies are incredibly ambitious,' he says. 'Some laws are drafted and ratified within just 20 months. That is outstanding, even by Western standards.' Nairobi is managing the transition to a formal water supply much more quickly than 19th century Paris, for example, he says.

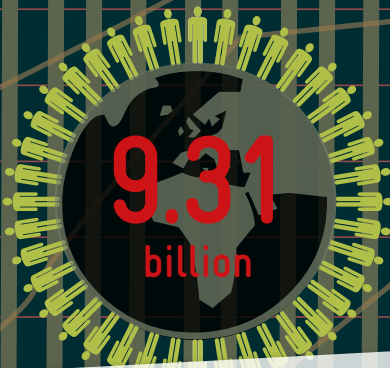
Dialogue is often helpful in solving demographic problems. Balykchy, a town in northern Kyrgyzstan which has seen better days, is just one example. Many factories have closed and there are very few jobs for young people. They are also largely excluded from social and cultural life, so they turn to crime and drugs instead. The Regional Programme for Health in Central Asia, which is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and operates in Kyrgyzstan, Tajikistan and Uzbekistan, is adopting an unusual approach. Young people were sent out into the city with picture puzzles to ask older residents about the past. 'Now, we can tell the story of our town to the generations who come after us,' explains 13-year-old Bayastan. The project has helped young people to create an emotional bond with their surroundings, which were familiar and yet unknown to them. This has stimulated a wealth of new ideas. For example, now that the young people know how attractive their city used to be, they are keen to work with the mayor to develop a tourism strategy. GIZ has gained similarly positive experience of using intergenerational dialogues as a psychological response to demographic trends in Argentina, Russia and Guatemala as well.

Slow processes

'Demographic developments are very slow processes. Once they have started to move in a particular direction, they are almost impossible to reverse for decades,' says Herwig Birg, former Director of the Institute for Population Research and Social Policy in Bielefeld. A clear political commitment is needed before change can take place – but politics tends to take a short-term view, from one election to the next. Herwig Birg is right: changes are only visible over the long term. Nonetheless, things are moving forward. In May 2013, the UN Secretary-General's High-level Panel of Eminent Persons, set up to advise on the global development framework beyond 2015, the target date for the Millennium Development Goals (MDGs), will submit its recommendations. Negotiations are still ongoing, but one thing is clear: demography is about to become much more important. ■

PHOTOS: BELA TIBOR KOZMA/ISTOCKPHOTO (25, RIGHT TOP); ZANTHIA/PHOTOCASE.COM (25 CENTRE); MSHEPZ/ISTOCKPHOTO (25 BOTTOM LEFT)

FACTS AND FIGURES: POPULATION TRENDS AROUND THE WORLD



9.31 billion will be alive on Earth in 2050, according to a United Nations estimate.

SOURCE: UNITED NATIONS, DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS, POPULATION DIVISION, 2010

16% of Europeans were aged 65 and over in 2010 and this is set to rise to 21% by 2025 – the highest percentage worldwide. But the proportion of senior citizens is increasing in other parts of the world as well. The share of over-65s in the world population is expected to rise from 8% in 2010 to 11% by 2025.

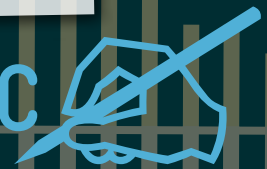
SOURCE: UNITED NATIONS, DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS, POPULATION DIVISION, 2010



At **89.68** years, life expectancy is highest in Monaco. Chad has the lowest life expectancy worldwide – just 48.69 years.

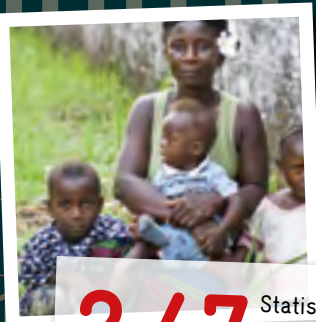
SOURCE: CIA – THE WORLD FACTBOOK, 2012

ABC



83.7% of the world's population over the age of 15 can read and write. For males, the figure is 88.3% and for females 79.2%. Two thirds of the world's 793 million illiterate adults are found in only eight countries: Bangladesh, China, Egypt, Ethiopia, India, Indonesia, Nigeria and Pakistan.

SOURCE: CIA – THE WORLD FACTBOOK, 2012



2.47 Statistically, this is the average number of children born per woman in the world. The highest birth rate is found in the Niger (7.16 children per woman) and the lowest in Singapore (0.78 children per woman).

SOURCE: CIA – THE WORLD FACTBOOK, 2012



28.4 years is the median age of the world's population. The median age for men is 27.7 years. For women, it is 29.

SOURCE: CIA – THE WORLD FACTBOOK, 2012

CLIMATE CHANGE IN FIGURES

The editors are delighted that akzente has such sharp-eyed readers! In Issue 04/12, we incorrectly stated that over 283 tonnes of meat are consumed globally each year. It should, of course, have read '283 million tonnes' – thank you for pointing this out.



Tim Koritkowski



Noeme Bondad-Batnag

» In Conversation

CHILDREN, CAREER, FUTURE?

Four GIZ apprentices talk about their career plans, aspirations, concerns and about the expectations imposed on them by others.

Annika Berlin, 22, speaks several languages and will graduate this year with a B.A. in International Business. She is concerned whether the qualification will be enough for her chosen career path.

'I put my career first'

I want to be able to stand on my own two feet. That's why I went to live abroad for six months when I left school. Now I live alone, a long way from home and have to manage my budget on my own. I finance my studies with my salary as an apprentice at GIZ.

I'm the first member of my family to study and travel the world. I'd love to go to Latin America. But it would also be fantastic to be posted to Asia or Africa. I'm pretty easy-going in that respect – as long as it's warm and near the sea. When the weather is good, it's easier to take life as it comes. I'm pretty ambitious, I want to have a successful career and keep all my options open. After all, you only have one life.

Settle down and start a family? That's not for me – at least, not for now. Who knows, maybe when I'm in my mid to late thirties. Or I might perhaps adopt. A lot of people don't understand this approach to life planning. But in Germany, where there are very high expecta-

tions on those seeking employment, you need a good academic record, excellent qualifications, internships, on-the-job experience and time spent working abroad. So if I hope to advance my career as a woman, then starting a family is an obstacle. ■

Noeme Bondad-Batnag, 25, is in her first year as an apprentice office administrator. She believes mothers should not have to fear for their job after maternity leave and that their role deserves greater respect.

'Willing to have children'

When I had my child at the age of 23, I suddenly had to become more responsible. I was doing an apprenticeship in the catering and hotel industry at the time and was often required to work weekends and nights. My employer wasn't very happy that as a mother, I was no longer as flexible. They made it really difficult for me to return to work after my maternity leave. That's when I started looking for a new part-time apprenticeship at GIZ.

Having a child and partner means making more compromises. Now my work continues



Baris Alpay



Annika Berlin

when I get home from the office. It's very tiring and I often wish I had more time for myself. But my family also gives me enormous strength and joy. And I make the most of the small things in life, such as 20 minutes of television or a glass of wine before bed.

As young people, we should be willing to have children. At the age of 25, I'm considered a very young mother in Germany. But in the Philippines, where I come from, people wonder why I haven't already got three children. There, a young family is seen as the basis for your retirement. Such planning is misguided in my view – it should be the other way round. I want to provide my child with a future. That's why my training is so important to me. ■

Tim Koritkowski, 20, is completing a dual university programme in business administration. He believes there is no such thing in life as a 'free lunch' – you have to be prepared to invest.

'Something permanent for the future'

At the moment I'm living with my parents and enjoying life. I play football and spend a lot of time with mates and with my girlfriend. My studies also take up a lot of time, of course, and I want to get as good a result as possible so that I've got something permanent to show for it in the future and perhaps even go on to do an M.A. At some point I'd like to settle down, have children and get a house of my own – perhaps when I'm in my mid 30s, when I'm more established in my career. But the dream of having

children is easier for me to express as a man, because I can continue working without the setbacks women experience. Here in Germany we already pay too much attention to qualifications and achievements: your school leaving certificate, degree, M.A., perhaps a PhD, a career, full-time employment – nowadays all this is seen as the platform on which to start a family. Most people can't imagine it being any other way. Today employers are put off if you mention a child on your CV. Maybe our parents had it easier. ■

Baris Alpay, 18, has just started training as an office administrator. He is confident he can achieve what so many others before him have achieved.

'Enjoying life a little while longer'

If I were suddenly faced with the decision of becoming a father, I wouldn't say no. I love children and get on with them really well. My sister has twins and I spend a lot of time with them. My brother is 19 and about to get married and he also wants to start a family soon. I don't want to be an old father for my children, I'd rather be like a young friend, someone they can play with and confide in. For the time being I want to enjoy life a little longer and concentrate on my studies. But I guess I'll be ready by the time I'm 26 at the latest.

Of course I'm worried I might not find work and end up in the years ahead with nothing. But I was brought up to try and make the best of any situation. You shouldn't always com-

pare yourself with others. What you see is mostly pretty superficial and often more about status. It's more important to choose your own direction.

The bigger problem is knowing when you've found the right partner. Even if I had a girlfriend I was madly in love with, it would be a big step to say she's going to be the mother of my children. That's when a seed of doubt creeps in. It puts a lot of people off the idea of settling down. After all, who wants to end up as a single parent? Not me anyway. ■

Interviews by Sofia Shabafrouz and Alexander Köcher

GIZ PROMOTES YOUNG PROFESSIONALS

Each year GIZ helps many young people get a foot on the employment ladder. Opportunities for young professionals include a wide range of programmes for apprentices and interns. In addition, young academics can complete undergraduate or postgraduate theses within the company.

Further information at www.giz.de/en/html/jobs.html



RED HOT

IN SUMMER, THE FIELDS around the Serbian village of Telečka are filled with the bright reds and greens of premium-quality peppers. Around 30 families grow the vegetable organically here on 50 hectares of land. They are members of 'Ecoland', a producers' cooperative that was set up when the Farmers' Producer Cooperative Schwäbisch Hall (BESH) and the German Federal Ministry for Economic Cooperation and Development (BMZ) each invested €100,000 as part of a development partnership. After drying, the pods are ground by the traditional method, ready for export to Baden-Württemberg. GIZ's activities in Serbia include partnerships with the German private sector.

Photo: Dragan Vildović



HEALTH CARE FOR ALL

India is in the process of setting up the world's largest health insurance programme. This will give millions of people access to the health system, generally at no cost.

Text Fritz Schaap **Photos** Sascha Montag/Zeitungspiegel

The new health card is personalised by fingerprinting. The system is quick and simple and has broad-reaching measures to protect against abuse.



Meeda Khilchian stands in the crowded consultation room at the health centre in Khalchian, a village in the district of Amritsar in the northern Indian state of Punjab. She is surrounded by families with babies, blind people assisted by family members, and elderly people on walking sticks. The ceiling fan struggles to move air around the stuffy room. The few, ancient electric appliances that are there are powered by a truck battery. Meeda looks a little disbelievingly at the plastic card she holds in her hands. A fingerprint and 30 rupees was the price the 35-year-old day labourer paid for something she has rarely known in her life: security. This small piece of plastic is a health insurance card – the key that opens the door to the health system for Meeda and her family.

Access to health insurance in Germany and Europe, even for the poorest, is taken for granted thanks to the solidarity principle. For most in India, however, it is the stuff of dreams. Now, thanks to ‘Rashtriya Swasthya Bima Yojana’, the National Health Insurance Programme, it is a dream that has been realised. It guarantees that all costs for hospital visits in any one year will be paid up to a maximum of 30,000 rupees – equivalent to approximately €430. The programme involves the cooperation of 14 insurance companies. The lion’s share of each insurance premium – around €10 per insured household per year – is paid for by the Indian Government, with the remainder coming from the relevant Indian state. Regardless of whether they are private or public, all participating hospitals are now accessible to Indian workers like Meeda Khilchian. And that includes everyone from tailors, stone crushers and latrine cleaners to corpse incinerators, refuse collectors and rice farmers. Even ‘unorganised labourers in the informal labour market’ are covered – in other words, those workers at the very bottom of the ladder.

This success has been a long time in the making and is closely linked to India’s development over recent years: the economic upturn in the country is clear to see. Thanks mainly to economic liberalisation in the early 1990s, the subcontinent is booming in the fields of medicine, biotechnology and IT, with hundreds of



A boon for families: the smartcard insures up to five family members.

thousands of highly qualified doctors, engineers and programmers, with economic growth rates approaching 7%. Yet despite all the success, India is not just the ‘slumbering elephant’: it is also the ‘poorhouse of the world’. In a country where a few have everything, most have nothing. According to the World Bank, 44% of the population of around 1.2 billion are forced to live on a dollar a day, and one quarter is underfed. Based on UNESCO figures, more than two million children die each year before reaching their fifth birthday. Malaria, typhoid, and even the plague are still a long way from being eradicated in India. Treatment is only available for those with money. This has been the way the Indian health system has worked for decades.

Growth and health for all

So in 2007 the Indian Prime Minister Manmohan Singh warned that India must on no account become a nation with pockets of high growth amid extensive areas untouched by any growth. He surprised the world with his idea of ‘inclusive growth’ to benefit all, particularly the country’s poorest. It was the move that initiated several social reforms. Above all, it paved the way for Meeda Khilchian to leave her squalid house with open toilet and tiny cooking area

built on foul-smelling, brackish water to attend the health centre’s consultation room on this muggy September morning with her two children, husband and mother-in-law.

In a country accustomed to huge distances, this reform has been a long journey. ‘And it was not an easy one,’ admits Anil Swarup in his office in New Delhi. ‘After all, we’re talking here about the world’s largest health insurance programme.’ The 53-year-old is the driving force behind the programme, even if he had little choice in the matter. ‘Back in 2007, the Singh Government came up with an assignment which no one wanted to take on initially. It was more or less left sitting in the Ministry of Labour and Employment.’ Swarup faced some big issues. And even bigger problems: ‘What’s health insurance?’ was supposedly the first question he asked, the deliberate understatement lending even greater brilliance to the solutions painstakingly put in place by Swarup and his team.

With his glasses, white kurta, side parting and moustache, Anil Swarup seems content. As he talks about the challenges he and his team had to deal with, his folded hands remain motionless on the heavy glass surface of his wooden writing desk. ‘First there’s the target group,’ he recalls. ‘So many poor people. With as good >>



Mobile teams are using laptops and printers to gradually bring health cards to every village.



Anil Swarup is the brains behind the smartcard.

as no education. Unable to read or write. Then there are the migrant workers, people who move about the country with no fixed address. What insurance system wants to reach out to these people? The situation called for a major revolution. An insurance system without cash payments and complex red tape, a plan which covered the entire country and a concept that promised planning security for the insurance companies. 'Smartcard technology came in just at the right time,' Swarup explains. The smartcard – a piece of plastic with a chip capable of storing large quantities of data – led to the creation of the National Health Insurance scheme 'Rashtriya Swasthya Bima Yojana,' better known throughout India simply as RSBY.

Since 2008, mobile groups of insurance and government employees have been travelling the length and breadth of India – from the slums in the major cities to the remote villages. Their arrival is announced weeks in advance, since smartcard registration takes place only once a year. Their luggage contains a laptop, scanner and card printer, equipment they can set up in health centres, town halls or even in the open air. That is all they need to register on one card the first and last names of the head of the family and up to four other family members, regardless of their age, previous illnesses or ex-

isting medical condition. Photographs of all newly insured are taken using a webcam and a fingerprint scanned for identification. With a click of the mouse, the printer churns out another new card in just a few seconds, personalised and ready for immediate use. Over 12,000 hospitals already accept the new card – and the number is rising every day. All are eager to have a slice of the budget for new policyholders, a market mechanism that ensures checks and balances between the hospitals, as well as competition and a better quality of care for the sick.

Improved security for millions

Around 33 million households and an estimated 165 million people are now protected by 'Rashtriya Swasthya Bima Yojana' as of November 2012. This year the Indian state is investing €300 million and that figure is set to rise in the years ahead – the programme is unlikely to fail for lack of money. €300 million is just 0.1% of India's gross national product. The biggest challenges are logistical and administrative.

'We provided support with project management and invested German experience,' says Rolf Schmachtenberg. He works from his office in New Delhi, about a 15-minute drive

from Swarup, and like his Indian colleague is closely involved with RSBY. Normally employed at the German Ministry of Labour and Social Affairs, since mid-2011 Schmachtenberg has been heading up the Indo-German Social Security Programme, which GIZ implements on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). He uses his experience to advise Indian colleagues on programme implementation and set up contacts with Germany. Although the €2 million paid annually by Germany is relatively little compared to the scale of the Indian programme, the Indian partners are grateful for this German solidarity, since 'the aid is rapid, flexible and shows an understanding for the problematic aspects of statutory health insurance,' says Swarup.

'But the RSBY concept is still not without controversy,' Schmachtenberg explains. Although it has been adopted by almost all Indian states, certain officials in the Ministry of Health and Family Welfare regard it with suspicion. They would like to continue using all state funding for health care to finance only public hospitals. In addition, of course, in any system set up to implement health insurance for 33 million insured households and 12,000 registered hospitals, there are bound to be


daily disagreements. Some insurance companies make a fuss about paying up, for example, or hospitals invoice additional services they have not provided. Those insured also need to be better informed about their entitlements. Most Indians have no idea of the principle of risk insurance – i.e. paying in advance for services they may possibly never use. The main criticism, however, is that the programme only covers hospitalisation, not outpatient treatment. And yet this is far more pressing – and cheaper. In short, RSBY still has a number of major and minor teething problems that need to be sorted out. Some solutions are in sight. Recently, for example, it was decided to include outpatient treatment in the budget of 30,000 rupees.

And Schmachtenberg sees many other applications for the concept – particularly since the smartcard provides a technical platform that can be applied to other social systems. These may include accident or pension insurance for the poor, for example, making the smartcard a collective medium for state benefits. Here, in particular, there is the opportunity for an Indo-German ‘dialogue between equals,’ which could lead to improvements in both countries. At a workshop in New Delhi in November 2012, for example, Indian and German experts worked out how the RSBY smartcard could be developed into a health card. German participants left the workshop with new ideas for transferring the practice to the German health care system. They were particularly impressed with the way public IT development projects were set up and implemented in India.

An exchange has been established between municipal authorities in Greifswald, Offenbach and Mannheim on how something similar to the Indian smartcard might be used in German municipal administrations. For example, as a way of subsidising school lunches for children from socially deprived families, who are only required to pay a part of the cost. ‘That could easily be calculated using this kind of card,’ says Schmachtenberg.

And think of the positive psychological impact it would have in India. If far-off Ger-

> INDIA



> VITAL STATISTICS

- Capital: New Delhi
- Population: 1.2 billion
- GDP per capita 2011: US\$3,700
- Percentage of population living below the national poverty line: 29.8% (2010)
- Life expectancy at birth: 65.4 years
- Human Development Index ranking: 134 (out of 187)

Sources: CIA – The World Factbook; Human Development Index

Social security for the informal sector

Project: Indo-German Social Security Programme

Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)

Country: India

Partner: Indian Ministry of Labour and Employment

Overall term: 2011 to 2014

94% of India’s working population work in the informal sector, most of them without any social protection. Under the auspices of the project, experts provide advisory services to the central Ministry of Labour and Employment, as well as to a number of federal ministries, authorities and bodies, on implementing the 2008 Unorganised Sector Workers’ Social Security Act. The objective is to improve social protection for workers in the informal sector and their families, particularly those living below the poverty line. This targets in particular health insurance, pension provision and life and accident insurance. It is hoped that the advisory services will also lead to greater coherence between different social programmes implemented by the Indian Government. The accompanying Indo-German social policy dialogue clearly demonstrates that in addition to India learning from Germany, the IT-based administrative instruments developed in India may also be of interest to Germany’s social protection system.

many is importing Indian expertise, then Swarup’s concept must surely be a part of it. Even as we speak, India is helping colleagues in Pakistan, Bangladesh, Nepal, Viet Nam, Cambodia and Nigeria based on the concept of his insurance system. But the idea that Germany, too, might be interested in his smartcard

brings a broad smile to Anil Swarup’s face. ‘That’s a very pleasant surprise,’ he says. ■

> CONTACT

Rolf Schmachtenberg
> rolf.schmachtenberg@giz.de

GIVING JUSTICE A CHANCE

In countries that have been ruled for decades under a veneer of democratic legitimacy, the legal system is at rock bottom. Places like Liberia, for example, where the civil war ended in 2003, yet those accused of crimes often wait for years in overcrowded prisons for their trial to come to court. Here, the government is seeking change – for example, by experimenting with the concept of more probation. akzente accompanied probation officer Ernestine K. B. Dowie during her work in the courts, with clients, with victims – and in the education centres that now open up new horizons for defendants.

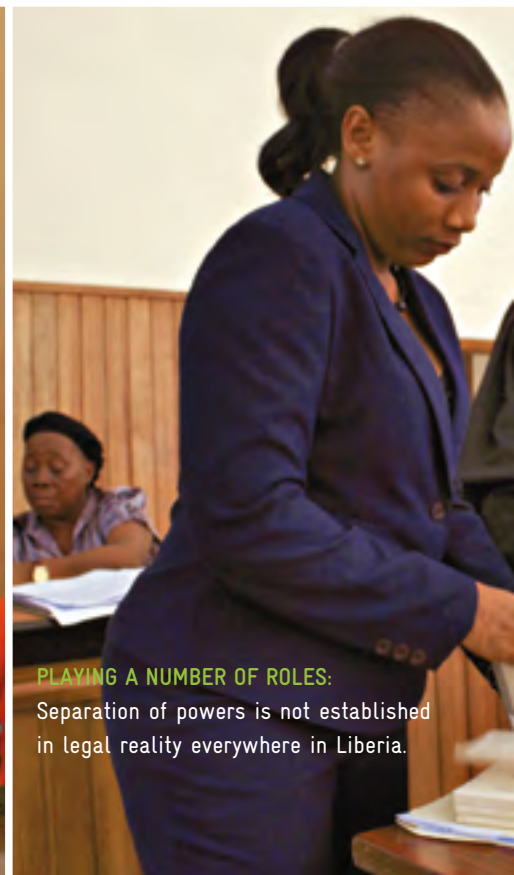
Photos Clair MacDougall Production Stefan Rusche

AN EAR AND AN EYE FOR DETAIL:

Probation officer Ernestine K. B. Dowie interviews one of her clients prior to the hearing.



IMPOSSIBLE TO IGNORE: Defendants in orange overalls, their hands bound with cable ties, wait for their hearing at the court in Monrovia.



PLAYING A NUMBER OF ROLES:

Separation of powers is not established in legal reality everywhere in Liberia.



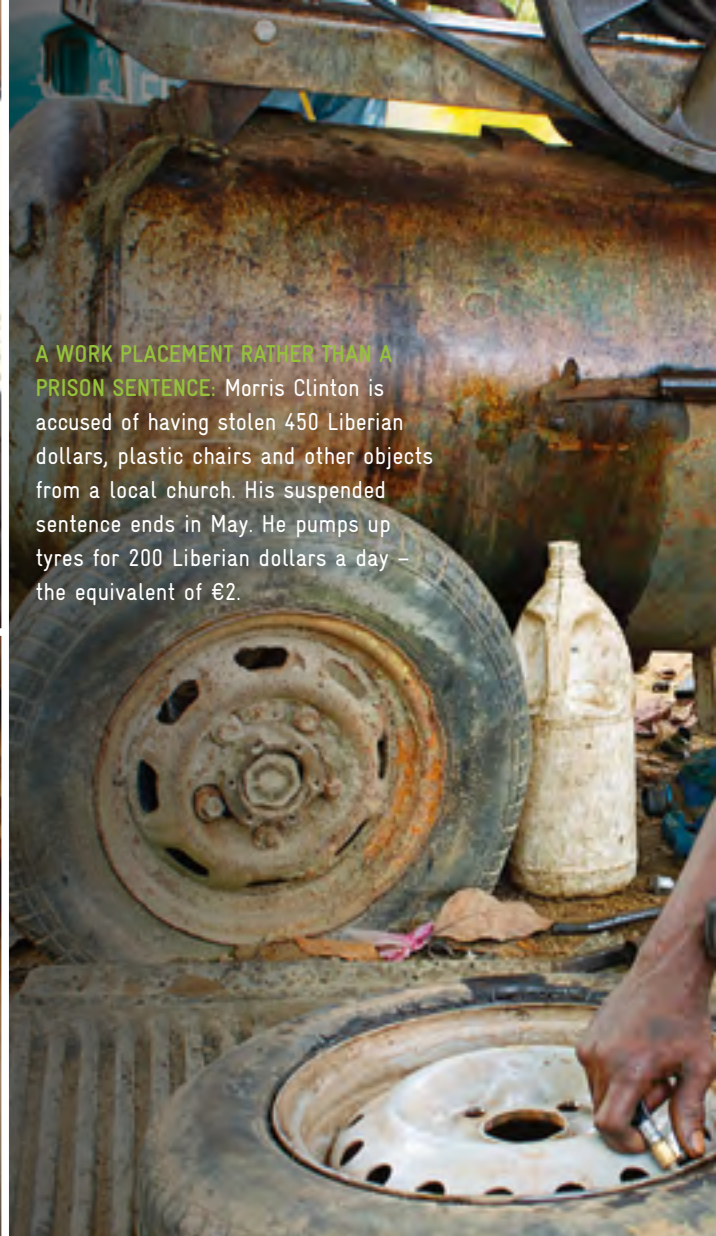
THE LETTER OF THE LAW:
One fifth of judges in lower courts are said to have problems with reading and writing. »



OFTEN ON THE ROAD: Probation officer Ernestine K. B. Dowie on the way to see her client Morris Clinton, for whom she has arranged a work placement.



AN EAR FOR THE VICTIMS: Pastor Kollie presides over the church community from which Morris Clinton is alleged to have stolen. He endorses the suspended sentence.



A WORK PLACEMENT RATHER THAN A PRISON SENTENCE: Morris Clinton is accused of having stolen 450 Liberian dollars, plastic chairs and other objects from a local church. His suspended sentence ends in May. He pumps up tyres for 200 Liberian dollars a day – the equivalent of €2.

> LIBERIA



The legal system needs greater transparency

Project: Promoting the rule of law and justice in West Africa

Commissioned by: German Federal Foreign Office (AA)

Partners: Ministries of justice of the Niger, Guinea and Côte d'Ivoire, and ministries of justice and jurisdictional institutions in Liberia and Sierra Leone

Overall term: 2008 to 2014

> VITAL STATISTICS

Capital: Monrovia

Population: 3.9 million

Education spending: 2.7% of GDP

Unemployment: 85%

Life expectancy: 57.2 years

Human Development Index ranking: 182 (out of 187)

In many countries of West Africa, the justice system is inefficient and lacks transparency. Civil and criminal law procedures are often unfair. Members of the judiciary are poorly trained, the courts are often far away, legal aid from the state is rarely available. As a result, people have little trust in the justice system. The German Federal Foreign Office (AA) helps to finance training for judiciary staff, improve access to justice, ensure the courts are adequately equipped and supports anti-corruption measures and comprehensive legal reform, particularly in the field of criminal law. It also promotes 'mobile legal clinics', with extrajudicial legal aid for those living in remote regions, a code of ethics for judges and the distribution of legislative texts, judgements and commentaries.

Sources: Human Development Index; CIA – The World Factbook

> CONTACT Sabine Midderhoff > sabine.midderhoff@giz.de



FILM ON THIS TOPIC

The English-language docudrama 'Probation – Reducing Overcrowdedness in Prison, Giving Prisoners a Second Chance' can be found on GIZ's YouTube channel:

www.youtube.com/gizonlinetv



HELP FOR THE FAMILY: Three of Morris' children and his wife still live at home. The suspended sentence programme helps with the rent and school fees.



LEARNING FOR THE FUTURE: The programme also has a training centre where handicrafts are taught.



WORKING WITH THE POLICE: Ali Sylla, coordinator of the suspended sentence programme, discusses a case with a police officer.



PREPARING FOR A CONSULTATION: Ernestine K. B. Dowie has nine clients in her charge. They will part company once the suspended sentences of one to four years are completed.



For Zhou Jinmao, Vice President of the Kangnai Group, Wenzhou, corporate social responsibility means first and foremost seeing people as human beings.



PUBLIC SPIRIT PAYS

As Chinese companies are increasingly beginning to realise, corporate social responsibility is a competitive factor – not least for small and medium-sized private enterprises.

Text and photos Peter Tichauer

It is an overcast day in early December in Wenzhou. The city lies about four hours' drive south of Hangzhou, capital of the province of Zhejiang, and is the centre of the Chinese shoe industry. Wenzhou's factories produce most of the shoes made in China. The Kangnai Group, which grew from a small shoe business founded in 1980, is now a manufacturing heavyweight with around three-and-a-half thousand employees. Kangnai opened its first overseas branch in Paris in 2001, followed by shops in the USA, Italy, Germany, the Netherlands and Australia. 12% of the company's annual production of around ten million pairs of shoes are exported, most of them produced for labels like Boss or Lloyd.

The route to the Kangnai factory leads through Wenzhou's industrial zone, past numerous other shoe factories. When you turn off the grey streets and drive into the factory through the colossal gateway, it is like entering a different world. The factory grounds resemble a tropical holiday complex, with palm trees and a miniature lake – quaintly laid out in the southern Chinese garden style – filled with goldfish. And employees living onsite avail of the floodlit recreation facilities after work. It seems that everything possible has been done here to make workers feel at home. For Zhou Jinmao, Vice President of the Kangnai Group, corporate social responsibility is a critical success factor. He has made his company's responsibility for the interests of society a personal affair. 'I can only demand quality from my workers if they are happy and if they feel they

have a future in the company,' he says. 80% of the workforce live in small apartments for two to six people in the company-owned residence – each equipped with cable television and hot water 24 hours a day. No one gets bored after work: there is something for everyone, from reading rooms to karaoke bars. The company also offers an extensive training and qualification programme with a range of career opportunities.

Shoes with a feel-good factor

As we walk around the factory's small museum, Zhou Jinmao tells how in 1987 huge bonfires were lit in Wenzhou and the city's entire shoe production went up in flames. 'No one wanted to buy our shoes anymore because the quality was so poor.' But that's all in the past now.

Today the name Kangnai says it all: the word is made up of two Chinese characters which mean 'doing something for one's health'. The company was only able to expand by producing comfortable high-quality shoes. A prerequisite was that production conditions had to meet the strict standards of foreign buyers and consumers. 'At the time, consumer goods from China were often reputed to be of inferior quality and manufactured under degrading conditions,' says Rolf Dietmar. Dietmar is director of the Sino-German Corporate Social Responsibility (CSR) project, which is currently being implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) in »



cooperation with the Foreign Trade Department at the Chinese Ministry of Commerce. Dietmar sees two sides of the same coin: on the one hand, consumers in Germany and other countries want cheap goods; on the other, they question working and production conditions in countries like China. ‘We need to change consumer behaviour. We can no longer expect consumer goods to be traded so cheaply that manufacturers are unable to observe minimum international standards in production.’ Quality has its price. Quality shoes from Kangnai, for example, sell for as much as 4,000 yuan, around €490. Dietmar says that much more is being done in Chinese companies to meet social and environmental standards than meets the eye. For example, since 2011 major state-owned enterprises under the control of central government have been obliged to publish annual CSR reports. Small and medium-sized private enterprises are increasingly following suit. In 2012, more than 1,400 reports on social responsibility

were published in China, more than in any other country in the world. The work of the Sino-German project plays a key role in encouraging a shift towards greater transparency, according to Dietmar. And since companies now showcase their progress and demonstrate accountability towards internal and external stakeholders, they too benefit from CSR publications.

Improved business opportunities

Zhou Jinmao says the company embraced corporate social responsibility even before the launch of the Sino-German project. But the advisory services provided have given him a greater understanding of the complex concepts and management strategies involved. ‘We demonstrate to companies that corporate social responsibility affects everything from management to the efficiency of production processes, including increasing energy efficiency and reducing CO₂ emissions – not for-

getting product quality,’ explains Rolf Dietmar. ‘And we help them implement this in a structured and systematic way.’ The companies receiving advice recognised competitive advantages, for example, by identifying business partners in Germany.

Kangnai is just one of the companies involved. Since 2007, GIZ has been providing advisory services on the systematic, nationwide implementation of corporate social responsibility to Chinese governmental organisations, employers’ organisations and a string of companies. Cooperation with Wenzhou’s municipal government started in October 2010. 99% of companies are privately owned. ‘Wenzhou’s private entrepreneurs are famed throughout China for their industrious nature and business acumen. If these businesses now introduce CSR management systems and are more successful as a result, lots of others will follow suit,’ says Dietmar. The municipal government of Wenzhou has now put in place a support programme and devel-



- ❶ A huge amount of manual work is invested in the ten million pairs of shoes Kangnai produces annually.
- ❷ Checks and more checks: the high-quality shoes can cost the equivalent of €490 in the shops.
- ❸ Kangnai says its workers benefit from a training and careers programme. Many live in well-equipped company apartments.

> CHINA



> VITAL STATISTICS

Capital: Beijing
Population: 1.35 billion
GDP per capita 2011: US\$7,298
Proportion of population over 65: 9.1%
Exports: 26%
Human Development Index ranking: 101 (out of 187)

Sources: Human Development Index; CIA – The World Factbook; Germany Trade & Invest (As at: November 2012)

Creating a harmonious society

Project: Corporate Social Responsibility (CSR)

Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)

Partner: Ministry of Commerce of the People's Republic of China

Overall term: 2007 to 2014

China's successful open-door policy has brought the country sustained economic growth, but it has also led to difficult working conditions and wide-scale environmental pollution. To counter this, the government developed the principle of a 'harmonious society', designed to align economic interests with social and environmental factors. Since companies have an important role to play in this, corporate social responsibility (CSR) has become a key issue in China and has also found its way onto the country's development agenda. BMZ assists in mainstreaming the topic in the policies, strategies and practices of key political institutions, intermediary organisations and companies. GIZ provides advisory services to the relevant governmental offices at national, provincial and municipal level, as well as to employer organisations and chambers of commerce. The advisors also collaborate with companies directly in the form of development partnerships. Funding is also provided for strategic partnerships between Chinese and foreign organisations.

oped a CSR evaluation system. The objective is clear: to make Wenzhou's private businesses, most of which are involved in export activities, more attractive partners to foreign customers primarily as a result of observing labour and environmental legislation and standards.

Ye Feng, from the Wenzhou High & New Technology Application Research Institute, is the German advisors' local partner, appointed by the municipal government. He believes that the growth of innovative scientific and technical approaches in the private sector really took off when central government made the decision in 2009 to secure economic growth by stepping up investment in innovation. This involved areas such as energy recovery and waste and waste air treatment. Since private businesses had only limited access to credit, they often had difficulty finding resources initially for such investments. But it paid off in the long run. Shoemaker Zhou Jinmao agrees. Despite the impact of the crisis in the

European financial markets and the weak American economy, he is not considering backpedalling on CSR activities. 'If we want to develop our export business,' he says, 'we need to focus even more on meeting the expectations of foreign business partners in terms of compliance with management and quality

standards.' His vision is to make the Kangnai brand as attractive abroad as Swiss watches are in China. ■

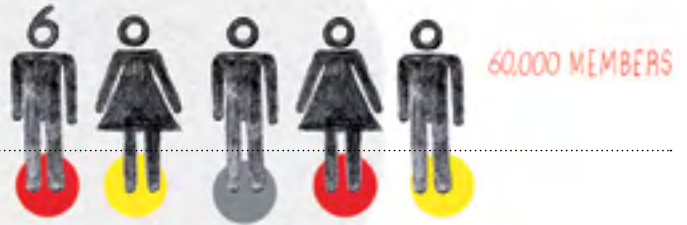
> CONTACT

Rolf Dietmar > rolf.dietmar@giz.de



KEEPING IN TOUCH

Anyone who has spent time studying or undergoing training in Germany will want to keep abreast of the latest technical and cultural developments in the country. The ideal platform for this is the Alumniportal Deutschland, which also offers an online jobs market for companies, universities and alumni.



Text Alexander Köcher **Illustrations** Katrin Schubert

Each year thousands of people come to Germany from all over the world to study, carry out research or complete a training course. Not only do they leave the country with top qualifications, their stay provides them with an insight into German culture, the German mentality and the German way of life; many also learn to speak the language. That makes them valuable partners for international cooperation. All too often, however, on returning to their home countries many alumni lose contact with their training institutions and with Germany. So in 2008, the Alumniportal Deutschland was set up to prevent this. It is supported by the following five organisations with many years of experience in international cooperation:

- Alexander von Humboldt Foundation,
- Centre for International Migration and Development (CIM),
- German Academic Exchange Service (DAAD),
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH,
- Goethe-Institut.

Each organisation brings its own thematic, global and regional expertise to the portal. The main financial donor is the German Federal Ministry for Economic Cooperation and Development (BMZ). 14 other strategic partners deliver content and complement the range of services.

The online platform has been designed as a Web 2.0 application. It includes an 'In-

fopoint' and a **Community** area. The resource centre is free and accessible to all portal visitors and provides information on everything from German culture, society and the economy to the German language, events, jobs and careers. It is the place to go for idiomatic expressions or German recipes, as well as for information about the activities of German companies abroad, topics of international cooperation or development partnerships with

the private sector. The portal also advertises career and further training opportunities for German alumni and features an international jobs market.

Social network

The community operates in the same way as a social network. Once they register free of charge, alumni from Germany can create net-

» IN PERSON



Gaining confidence

Name: Jirí Gono **Lives in:** Prague, Czech Republic
Lived in Germany from: 1992 to 1993 **Education:** Pforzheim University
Job: Senior manager New Media at OBI

I studied international marketing from May 1992 to October 1993 at Pforzheim University. My stay in Germany had a fundamental impact on my life. It improved not only my German language skills and technical knowledge, but also my self-confidence. In addition, I was able to travel and make lots of new friends. On returning to the Czech Republic, my experience stood me in good stead when it came to looking for jobs. I have now been working in the marketing department of the Czech subsidiary of the German DIY superstore OBI for over ten years, first as media manager and now as senior manager for new media.

I like the reliability and hospitality of the Germans, as well as the cleanliness and well-functioning democracy. In Germany people are more polite and friendly to one another, something you see in the service sector, for example, or on the roads and in politics. People in the Czech Republic are less formal with one another at work – which has both advantages and disadvantages.



works within this marketplace of opportunities. Users are able to keep in touch with their former training or research institute, for example, as well as with friends or colleagues they met during their stay. They can also establish new contacts worldwide with other alumni from Germany that are linked to networks from other institutions that use the portal. Users can create blogs, discuss topics via webinars featuring live video chat and

meet others in a wide range of interest groups. The result is a series of international and local networks of experts with links to Germany, which promote the exchange of knowledge and opinions. Registered alumni can also post a curriculum vitae to attract the attention of companies or organisations. The portal is therefore not only a network for contacts and knowledge exchange, but also a careers platform for internal cooperation.

The platform is also geared to companies, international cooperation organisations, research institutions and universities with an interest in cooperating with alumni from Germany. They can post corporate or organisational profiles about themselves and chat directly to experts with experience of Germany. The database of experts on Alumniportal Deutschland contains a wide spectrum of interesting profiles, from Indian interpreters and Tunisian lawyers, to Brazilian journalists and Iraqi engineers. The portal creates an effective and sustainable international transfer of knowledge. The many networking possibilities stand to benefit all involved, creating a win-win situation, all in the spirit of sustainable international cooperation. ■

» IN PERSON



Exchange is crucial

Name: Dado Diop **Lives in:** Bamako, Mali **Lived in Germany from:** 1995 to 2001 **Research institute:** University of Tübingen **Job:** Doctor/diabetologist

After spending my first six months in Germany attending German language classes, I joined the department for internal medicine at the Bürgerhospital in Stuttgart. My patients accepted and trusted me from the outset. I particularly liked the fact that Germans are honest and say what they think. They are also hard-working. I only had positive experiences there. My stay in Germany made me stronger professionally, I was able to work independently and set my own goals. When I returned to Mali in 2001, I opened a practice as a diabetologist. I was one of the first in my country.

I plan to get more modern equipment for my practice and build a network with other colleagues so we can work more effectively and help even more people. I would also like to get further qualifications – in Germany if possible, since opportunities are limited in Mali. I would like to be able to train and advise others. Here, I think international exchange is the key, which is why I continue to keep in touch with colleagues in Germany.

» CONTACT

Sabine Olthof > sabine.olthof@giz.de

👉 www.alumniportal-deutschland.org/en/start-page.html

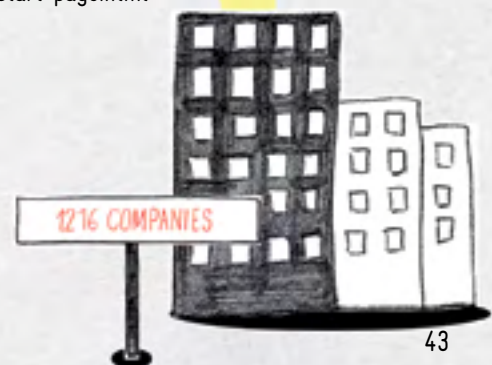




PHOTO: DIRK OSTERMEIER



> ESCHBORN DIALOGUE 2013

Raw materials and resources

As an exporting country and global high-tech leader, Germany depends on a stable supply of raw materials. At the same time, it recognises its international responsibilities and is committed to the sustainable use of raw materials and resources. But globally traded raw materials and local access to resources such as soil and water are increasingly a part of the international competition for economic influence and political power. Furthermore, raw materials and natural resources are the primary source of income for many countries. Growing demand therefore offers many new opportunities and risks for social and economic development.

This situation gives rise to a number of questions that need to be addressed in international cooperation. How can good governance help ensure that both society and the private sector come out as winners in the competition for raw materials and resources without harming the environ-

ment? How can the burgeoning middle classes in emerging economies make sure that rising consumerism is also compatible with the principles of sustainability? To what extent should the extraction, trade and use of raw materials and resources be linked to democratic values and standards? And what role is played by education and transparent administration?

The Eschborn Dialogue has been bringing together experts, officials, entrepreneurs and scientists from all over the world for 16 years. As a forum for exchange and innovation, it is an opportunity for 400 such professionals to share knowledge, take part in panel discussions and workshops and establish networks.

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This year's Eschborn Dialogue will take place on 18 and 19 June 2013.

👉 www.giz.de/eschborn-dialogue

> RECOMMENDED FILM

The Cut

Each year a single snip changes the lives of two to three million girls and young women worldwide: female genital mutilation (FGM) is still deeply entrenched in many cultures, even in countries where it is banned. In 2010, Beryl Magoko wrote her thesis on the practice of FGM in her home country of Kenya. Released in 2012, *The Cut* is the multi-award-winning documentary film based on her work, which started out as a project at a film studies class at Kampala University in Uganda. It was made with support from the Centre for International Migration and Development (CIM), which helped develop the university's Film-TV-Video department. GIZ is committed to ending the practice of female genital mutilation.

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Trailer and further information:

👉 www.thecutdocumentary.wordpress.com

GIZ PUBLICATIONS

These publications can be downloaded or ordered free of charge from www.giz.de/publications



Practical Experiences supporting the Green Economy

Jan Sass, Caroline Schäfer
 Available in English.

Integrating social and environmental aspects into economic development – the working group Regional and Municipal Development (ReKomEnt) is a platform for exchanging approaches. The

brochure showcases areas of activity and selected examples of projects implemented by German development cooperation.



Integrating Ecosystem Services into Development Planning

Marina Kosmus, Isabel Renner, Silvia Ulrich
 Available in English.

Drinking water, raw materials, food – people depend on nature to sustain life. But the socio-economic and cultural importance of nature in development planning has received little or no recognition to date. This publication aims to support advisors, planners and implementing organisations with integrating these environmental factors to a greater extent.



> RECOMMENDED READING*

Ways of Going Home

[Chile]

Alejandro Zambra

Translated from Spanish by Megan McDowell.
Farrar, Straus and Giroux, 160 pages,
ISBN: 978-0374286644

How do you narrate the days of terror and persecution, having grown up in a family that steered well clear of such matters? A young Chilean author delves into the dark Pinochet years and discovers he has to invent his childhood in order to get to the truth about the period. A skilful and thought-provoking novel, in which fiction and reality become intertwined.

Karl-Markus Gauß, author, literary critic and editor



> RECOMMENDED READING*

Rocking Horse Road

[New Zealand]

Carl Nixon

Vintage/Random House, 234 pages,
ISBN: 978-1869419073

Largely sheltered from the events of world history, New Zealand is suddenly disturbed by an act of violence in the early 1980s. A group of youths turn their desire to explain a girl's brutal murder into a lifelong obsession. Masterfully narrated, these are times of change, in which a collective ego tells of loss and disillusionment from several subtle perspectives.

Thomas Wörtche, literary critic



> RECOMMENDED READING*

La luz difícil (The Difficult Light)

[Colombia]

Tomás González

In Spanish.
Alfaguara, 144 pages,
ISBN: 978-8420411071

An almost blind painter recalls the happy times he enjoyed with his wife and the misfortune of his son, unable to walk following an accident. How do we face up to and overcome suffering? González addresses these questions with caution, urgency and tension.

Ruthard Stäblein, cultural editor

* litprom – the Society for the Promotion of African, Asian and Latin American Literature – provided the reviews for akzente. The titles were selected from litprom's list of best new novels. www.litprom.de



Recht transformiert (Transforming Law)

Julia Nicksch, Anne Schollmeyer

Available in German.

Transition states are in the process of shifting from a centrally planned economic system to a social order based on a market economy. This publication reports on the SELLER Partners' Forum, a conference organised by GIZ's SELLER

sector network which focused among other things on the impact legal systems in transition countries have on economic growth.



Germany in the Eyes of the World

Lukas Fischer et al

Available in German and English.

In this extensive survey, GIZ collected information to form an image of how Germany is perceived abroad, as well as to highlight the hopes and concerns communicated to its representatives. This knowledge is vital if we are to draw conclusions for international cooperation.

120 interviewees from 21 countries were asked questions on ten topics, with the prevailing consensus being that knowledge transfer should be stepped up.

SAMSON TOLESSA,

ENERGY EXPERT

ENVIRONMENTAL PROTECTION As a child in rural Ethiopia, Samson Tolessa experienced first-hand how harmful open kitchen fires can be. One of his lifelong ambitions has been to change this situation. 'Nowadays, low-smoke stoves are available which only burn half as much wood,' says the engineer, who is currently working on biomass for GIZ at Uganda's Ministry of Energy & Mineral Development. 'We are developing market structures for the production and sale of these stoves and hope to work with the ministry to draw up legislation that makes their use in schools compulsory.' After completing a second degree in renewable energies in Oldenburg, Tolessa worked for GIZ in Ethiopia for 12 years which gave him a good insight into the company's professionalism, expertise and practical approach. Internationality is important to Tolessa, who as head of a team of experts from the energy programme, commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), enjoys the collaboration between German and Ugandan colleagues. And his family also love Uganda, where 'everything is so green.' Tolessa is helping to keep it that way.

Text: Stefanie Klein, Photo: Anne Ackermann

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AUTHORS AND PHOTOGRAPHERS FEATURED IN THIS ISSUE



ANNE ACKERMANN is a photographer and lives in Uganda. She photographed the energy expert Samson Tolessa (p. 46). www.anneackermann.com



RAINER KAUFMANN is a TV journalist, author and entrepreneur in the Caucasus. He reported on the cultural twinning between Berlin and Tbilisi (p. 8).



CLAIR MACDOUGALL has worked as a (photo)reporter in Australia, India and Ghana. She currently lives in Liberia (p. 34). www.clairmacdougall.com



JAN RÜBEL is a partner at Zeitspiegel-Reportagen. He wrote the IN FOCUS report on demography (p. 12). www.zeitspiegel.de



FRITZ SCHAAP is a freelance correspondent working in Lebanon, the Middle East and Asia. He wrote the report about India's health insurance system (p. 30).



PETER TICHAUER is editor-in-chief of the economic magazine ChinaContact. He visited the Kangnai plant in Wenzhou (p. 38).



STEFAN FILSINGER is a freelance photographer based in Tbilisi (Georgia). He took the photographs inside the Georgian National Museum (p. 8).



ALEXANDER KÖCHER AND SOFIA SHABAFROUZ, members of the editorial team, wrote the IN THE SPOTLIGHT and BACKGROUND features (p. 26 and p. 42).



SASCHA MONTAG is a freelance photographer. A qualified social worker, his preference is for social reportages, as here in India (p. 30). www.saschamontag.de



STEFAN RUSCHE was a court reporter, criminologist and lawyer, before joining GIZ in 2011 as project manager in Liberia (p. 34).



KATRIN SCHUBERT is a graphic designer and illustrator. She worked on the BACKGROUND feature (p. 42). www.katrin-schubert.de



DRAGAN VILDOVIĆ is a freelance cameraman and photographer. The Serbian travelled to the village of Telečka to capture the pepper harvest (p. 28).

AKZENTE

Publisher: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
 • Friedrich-Ebert-Allee 40, 53113 Bonn, Germany, Tel.: +49 228 44 60 0, Fax: +49 228 44 60 17 66
 • Dag-Hammarskjöld-Weg 1-5, 65760 Eschborn, Germany, Tel.: +49 6196 79 0, Fax: +49 6196 79 11 15
 Dorothee Hutter, Corporate Communications
Email: akzente@giz.de
Internet: www.giz.de/en/mediacenter/akzente.html
Responsible: Daniele Lovens, Head of Corporate Image (GIZ)
Content concept and editing: Wolfgang Barina (executive editor), Daniele Lovens, Sofia Shabafrouz, Alexander Köcher (GIZ); Dagmar Puh, Beate Schwarz (muehlhausmoers corporate communications)
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akzente was honoured with a Silver Fox Award in 2012 and a Gold Mercury Award and a Gold Fox Award in 2011.



PREVIEW

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SOIL AS A RESOURCE To accompany this year's Eschborn Dialogue, 'Raw Materials and Resources', the next issue of akzente highlights sustainable land use and governance initiatives. What is the competitive interrelation-

ship between agricultural production, residential areas and the extraction of raw materials? What does the finite nature of soil as a resource mean for the local population, the international flow of goods and food security?



PHOTO: GIZ/SUMI TEUFEL



A healthy forest needs both young and old trees. It is this diversity that creates the best habitats for a wide variety of animals and helps maintain the ecosystem. And what applies to forests is also important for human societies. One of the main prerequisites for sustainable social development is that people of different age groups work well together. To make sure this happens, a balanced environment needs to be established where the needs of both young and old are taken into account. Demographic data and knowledge provide a valuable insight in this respect.