

The GIZ magazine

akzente

Digital change

Mobile communications is changing the way people interact worldwide.

OTHER TOPICS:

Georgia: Winemaking and tourism

Greece: Structural reforms pick up speed

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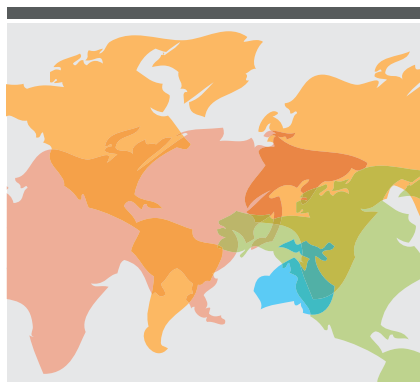




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giz COMPANY PROFILE

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 16,000 staff members and operates in over 130 countries worldwide.

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www.giz.de/en

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DEAR READER,

The internet, mobile phones and the opportunities for almost boundless communication and networking have come to dominate every aspect of our lives.

The days when we had to fill out transfer slips by hand and take them to the bank to pay our bills are long gone. Today, we can communicate with people all over the globe with a mouse click or two. At home, we use our computers to shop or to trade shares on stock exchanges in distant parts of the world, and in the car, our navigation systems guide us to the nearest petrol station.

Our article 'The divide is narrowing' shows how the digital transformation is also making its mark on international cooperation. It reveals how information and communications technology and the new and social media are already being used to support sustainable social and economic development: to manage production processes across a number of locations, to provide weather and market information to farmers, and to offer online municipal services. And not only in Germany: this trend is particularly evident in developing and emerging countries as well.

In this issue, our reports from other countries take us to Mali, Burkina Faso and Georgia, amongst others. We turn the spotlight on the African Union's efforts to settle border conflicts between Mali and Burkina Faso, based on shared facilities that benefit people on both sides of the border. Georgia urgently needs to boost its exports to stimulate economic growth and is keen to bring its tradition of winemaking, which goes back thousands of years, into line with Western quality standards.

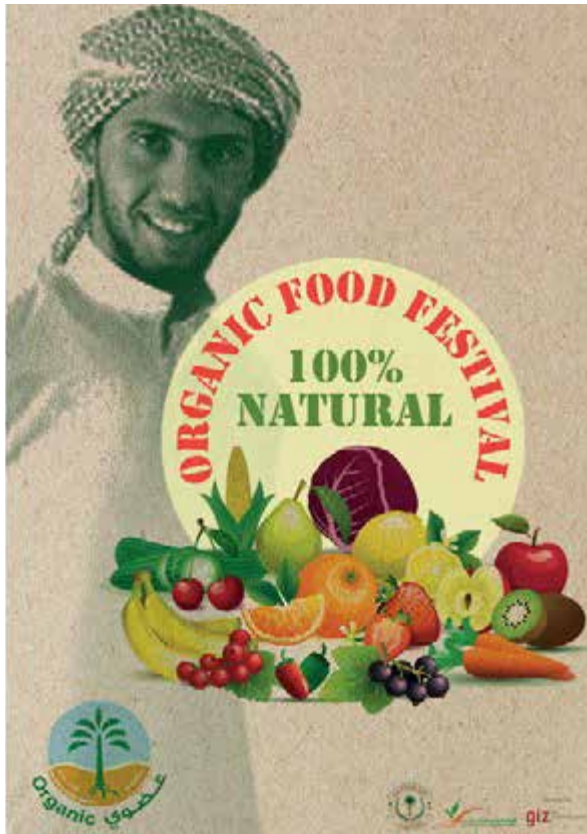
We also talk to Germany's Development Minister Gerd Müller, who tells us about his priorities in his new post. Read the interview to find out about his goals – and who he thinks will be World Cup champion in 2014.

As ever, I hope you find this issue both interesting and informative.

Dorothee Hutter
Director of Corporate Communications



Saudi Arabia is promoting its organic produce



AWARENESS CAMPAIGN Since the launch of a national eco-label in Saudi Arabia back in 2011, a growing proportion of the country's farm produce has been grown, marketed and certified in accordance with international standards. The Saudi Organic Farming Association (SOFA) has been set up and legally binding frameworks have been established for producers and consumers (see the article 'The Future's Organic!' in akzente 03/2011). Today, in 2014, customers can buy foods carrying the Saudi Arabian eco-label in many of the country's supermarkets and in 40 specialised outlets. In order to further boost demand for organic foods, Saudi Arabia's Ministry of Agriculture, in cooperation with GIZ, is launching a large-scale publicity campaign in mid-2014, aimed at all consumers but particularly families

in larger cities such as Riyadh, Jeddah and Dammam. The aim is to raise awareness of organic foods as part of a healthy and natural lifestyle. The campaign specifically targets opinion leaders and trendsetters, and uses social media such as Facebook, YouTube and Twitter to channel information. Competitions to stimulate fresh ideas will also publicise Saudi Arabia's organic sector. On behalf of the country's Ministry of Agriculture, GIZ is currently preparing a five-year Organic Policy Action Plan for the sustainable promotion of organic farming in Saudi Arabia.

👉 www.saudi-organic.org.sa

Saudi Arabia is keen to boost sales of its organic foods.

700

PARTNERSHIP WITH THE PRIVATE SECTOR

A project with Bionorica, a leading manufacturer of herbal medicines, has become the 700th development partnership to receive funding through GIZ from BMZ's develoPPP.de programme.

develoPPP.de was set up by BMZ to foster the involvement of the private sector in areas where business opportunities and development policy initiatives overlap.

Online comparison of money transfer charges

COMPARING PRICES Each year, over 16.3 million non-nationals transfer EUR 12 billion from Germany back to developing countries and emerging economies, where recipients invest the money directly in food, clothing, education and health. These transfers therefore make an indirect contribution to economic growth in the countries. Often, however, some of this hard-earned money is lost through transfer charges. So in order to facilitate a price comparison for transfer services the Centre for International Migration and Development (CIM) has launched the www.geldtransFAIR.de initiative on behalf of BMZ. Since March 2014, a new, user-friendly version of the comparison portal – now certified by the World Bank – provides an even better and regularly updated overview of the cost of bank transfers in over 20 countries.



👉 www.geldtransfair.de



> SERBIA

EU ACCESSION

Serbia prepares for accession to the European Union (EU). Official accession negotiations are already under way.

THE CHALLENGE Serbian laws have to be harmonised with existing European legal provisions in all areas – from customs and food to competition regulation. The length of time Serbia will be given by the EU to achieve harmonisation will be decided during negotiations that will take place in Brussels and involve representatives from 19 Serbian ministries in 35 negotiation groups. More than 70% of Serbia's public service is involved in the talks.

COORDINATION OF ALL STAKEHOLDERS On behalf of BMZ, GIZ assists the Serbian Government in coordinating the complex harmonisation process between the various Serbian ministries and the many Serbian and EU negotiation groups. In order to represent its interests effectively in Brussels, Serbia has to speak with one voice. In providing these advisory services, GIZ is able to draw on many years of work in Serbia, an EU-wide network and prior experience with Slovenia's and Croatia's accession to the EU in 2004 and 2013 respectively.

> NEW PROJECTS

Poverty in urban areas

EGYPT The BMZ-funded programme implemented by GIZ to improve conditions in Cairo's poor urban areas has received an additional EUR 20 million from the EU as part of a co-financing arrangement. The programme aims to improve living conditions for urban dwellers by implementing small measures in areas such as infrastructure, health, education and the environment. Residents are also to be given greater opportunity to voice their opinions on housing developments.

Eco cities

CHINA China has incorporated specific objectives into its 12th five-year plan for sustainable and low-carbon urbanisation. The EU is a key partner in this context. The Eco-Cities (EC-LINK) programme links European and Chinese cities, enabling them to share know-how about sustainable urban development. GIZ International Services was commissioned by the EU to implement the programme in collaboration with the EUROCITIES network, the Climate Alliance and consultants Grontmij.

Development partners

MADAGASCAR Unilever, Symrise and GIZ have launched an initiative to help improve living conditions for vanilla farmers in Madagascar. The development partnership is to run for three years and will benefit 24,000 people. The partnership is funded by BMZ as part of its develoPPP.de programme.

Award for Open Source Software

CLIMATE DATA On behalf of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), GIZ helped the Indonesian weather service to gather and supply climate data as part of the DATACLIM project (Data and Information Management for Adaptation to Climate Change). The project's internet-based information system, the Open Climability Suite, was singled out for the Open Source Sustainability Award at CeBIT 2014 in Hanover earlier this year. The system was entirely programmed using open source software. The source code is freely available and can be adapted and further developed to meet individual user requirements.



<http://climability.org>
www.giz.de/en/worldwide/16743.html



Russian trainees in front of St. Pauli Piers in Hamburg

Hamburg – Saint Petersburg partnership

TRAINEESHIPS Once again this year, eight young skilled workers and managers from Hamburg's partner city Saint Petersburg, as well as from Kaliningrad and the northwest of Russia, were given a chance to spend three months experiencing German culture and the world of work. They undertook traineeships in companies based in the Hanseatic city with a view to gaining new professional experience and promoting economic and institutional cooperation between the cities. The 2014 trainees came from the specialist fields of renewable energies, shipbuilding and logistics and visited firms including Envidatec, an

energy management company, and Germanischer Lloyd. The traineeship programme was set up by the Hamburg Senate and the Chamber of Commerce in 1992. The Chamber of Commerce first commissioned GIZ to organise the programme in 2007, making the 2014 trainees the eighth group to be supported by GIZ. Its role is to select participants, identify suitable traineeships and host families and organise the accompanying seminar programme. And success is tangible: in many cases the traineeships have given rise to long-term partnerships between the companies in Russia and Hamburg.

Global knowledge transfer

SUSTAINABLE URBAN DEVELOPMENT German cities are progressive when it comes to energy efficiency, South African cities are strong on e-governance, and US cities excel in civic involvement. So how can this local knowledge be used to benefit cities on a global scale? Why not through dialogue forums, or an exchange programme for citizens and community decision-makers? GIZ assists the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) in implementing the

international memorandum 'Urban Energies – Future Challenges for Towns and Cities'. The exchange between current German, South African and US partners at municipal and national level is designed to give impetus to strategies on urban development in a globalised world. The project is commissioned through the German Federal Institute for Research on Building, Urban Affairs and Spatial Development and is implemented in conjunction with the German Marshall Fund of the United States.

New home in Bonn

TOPPING-OUT CEREMONY GIZ held the topping-out ceremony for its new building at its registered offices in Bonn on 28 March. The building will be ready to move into in summer 2015 and will provide office space for 500 people. Tanja Gönner, Chair of GIZ's Management Board, welcomed State Secretary Friedrich Kitschelt (BMZ), Chair of the GIZ Supervisory Board, to the event along with Jürgen Nimptsch, the Mayor of Bonn. GIZ Managing Director Hans-Joachim Preuß presented the building concept, which incorporates state-of-the-art environmental standards.



Topping-out ceremony at the GIZ building in Bonn

Mobility partnership

GEORGIA One in four Georgians live abroad, most of them seeking short-term professional experience in order to improve their chances of getting a job at home. But Georgia is also a beneficiary of this practice, since new knowledge and business ideas stimulate the economy. Georgia and the EU entered into a mobility partnership in 2009. Since 2013, the Centre for International Migration and Development (CIM) has been helping to organise this partnership on behalf of the EU and the German Federal Ministry for Economic Cooperation and Development (BMZ). Its work focuses primarily on circular migration: CIM organises further training for Georgians in the German health care sector and the hotel and catering industries, before helping them find a job or start up their own business back in Georgia at the end of their training. CIM also provides advisory services on migration issues to Georgian state institutions.

German Food Partnership

FOOD SECURITY Although the global population continues to grow, the same cannot always be said of agricultural yields. Food is therefore becoming more expensive and less affordable for many poor people. At the same time, however, growing demand generates opportunities for small farmers. To provide these farmers with the support they need, around 40 small and medium-sized enterprises and multinational companies – including Bayer CropScience, BASF and Grimme – set up the German Food Partnership on behalf of BMZ. The initiative implements projects in developing countries and emerging economies in order to improve the food situation. Measures take into account the entire value chain, including consumers, retailers, further processing and farms. This enables the producers – many of whom are women – to boost their income by achieving yields that are better in terms of quality and quantity.

👉 www.germanfoodpartnership.de/en

One of our own

JAN RÜBEL took first prize in the 2014 ‘Weltbevölkerung’ journalists’ award presented by the Weltbevölkerung foundation (DSW). He received the award in Berlin in April for his feature article ‘Demography’, which appeared in issue 01/2013 of *akzente*.

👉 www.dsw.org



Jan Rübel



HONoured BY NASA AND UNESCO

A brown fabric made from tree bark

- **Project:** Support for the involvement of companies in developing and emerging countries, develoPPP.de programme
- **Commissioned by:** German Federal Ministry for Economic Cooperation and Development
- **Partner:** Bark Cloth Europe
- **Overall term:** 2001 to 2005

PAST Funding from the develoPPP.de programme was used to promote a German company's idea to market a highly versatile material made from tree bark using a traditional artisanal method. The project would not only go on to create jobs but also make supplies of this innovative, sustainable and environmentally friendly product available beyond the country's borders.

PRESENT Bark Cloth Europe started out as a small start-up with a single ambitious idea. Now 600 Ugandan farmers and their families earn a living by harvesting the raw material for the traditional bark cloth on environmentally certified plantations. The textile is also processed in Uganda to make carpets, furniture fronts or lampshades. The end product is now marketed and sold worldwide. In 2013, NASA awarded Bark Cloth a prize for innovative ideas and its contribution to a sustainable future. UNESCO has included the bark cloth and its artisanal production on the Intangible Cultural Heritage List.

👉 www.develoPPP.de/en

👉 <http://english.barkcloth.de>

POSITIVES ALL AROUND

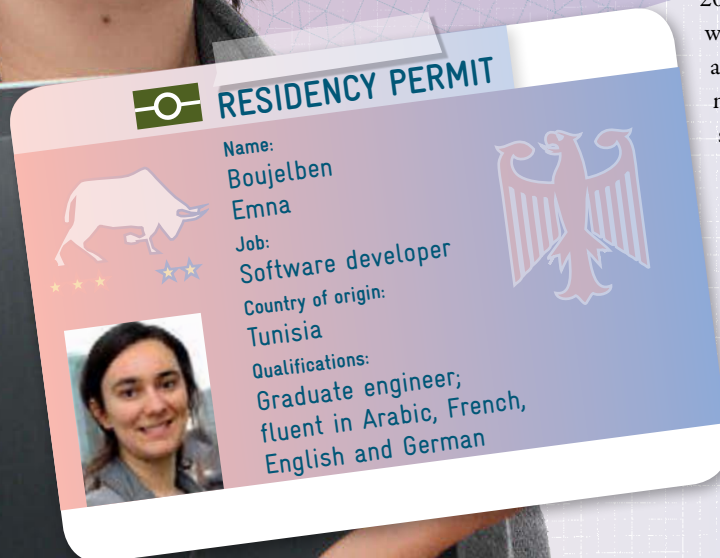
Tunisia produces highly qualified engineers, but there is a shortage of jobs. The German Federal Foreign Office and the Tunisian Government therefore set up a programme that offers work experience to young people – and at the same time helps alleviate a shortage of skilled workers in Germany.

Text Rolf Obertreis



Emna Boujelben is happy. Since January this year, the 29-year-old has been employed as a software engineer in Frankfurt am Main, 2,000 kilometres from her hometown of Sfax on the Tunisian coast. 'I enjoy it very much here and get on well with my colleagues. But I still miss my family,' she says in excellent German. A year-and-a-half ago, the young Tunisian woman could only dream of having such a well-paid job abroad. Back in Tunisia in 2011, having completed her studies and gained a diploma in software engineering, she knew she would struggle to find a job. In the aftermath of the revolution, the country was in a state of transition and the economy was virtually at rock bottom. 'Almost 40% of academics are unemployed, including many of my friends,' says Emna. Then in autumn 2012, the Tunisian employment agency she was registered with brought to her attention an interesting project run by GIZ to promote the legal mobility of highly qualified skilled workers from Tunisia.

The project is commissioned and financed by the German Federal Foreign Office; its partner is the International Placement Services (ZAV) of the German Federal Employment Agency. The objectives agreed with the Tunisian Government are to provide professional experience for young Tunisian graduates by offering further training and work experience in Germany, and at the same time to help



German companies overcome to some extent their own shortage of skilled labour.

According to a study published by the Cologne Institute for Economic Research, between September 2011 and August 2013 only 50 to 60 unemployed academics applied for every 100 jobs advertised in the MINT professions – mathematics, information technology, natural sciences and technology. For this reason, the German Government is seeking not only to find new ways to exploit domestic potential, e.g. by promoting the hiring of older employees, but also to encourage the migration of highly qualified skilled workers by eliminating bureaucratic obstacles. Foreign skilled workers with a university degree who find a job in Germany and earn at least EUR 47,600 per annum automatically receive the 'EU Blue Card', which combines a residency and work permit in one. For skilled workers in the MINT sector and other professional groups currently experiencing tangible shortfalls on the German labour market, the limits were set even lower: they must earn simply the same as a German salaried employee, equivalent to at least EUR 37,128 per annum.

100 participants from 700 applicants

When Emna Boujelben was told of the programme by the Tunisian employment agency, she got in touch immediately. She applied along with over 700 young male and female applicants and was put on a shortlist of 100.

'It all started with a two-month intensive German course in Tunisia. That was exhausting,' she recalls. Then in March she flew to Germany and began work with the software company. 'It was my first trip abroad. I have always dreamed of living in Germany.' To begin with Emna continued learning German, discovered how to open a bank account and find somewhere to live, and identified what German companies consider important.

In the town of Aichach in Bavaria, 25 kilometres northeast of Augsburg, Hachem Chaabene has found his dream job. The 25-year-old civil engineer from the small Tunisian town of El Kef works at the family-run company »

» INTERVIEW

'We hope he will stay a long time'



Patrice Pélissier is
Chairman of the Board
of MEA AG, Aichach

Mr Pélissier, you have employed the services of Hachem Chaabene, a young civil engineer from Tunisia, since the beginning of February. How did you find him?
The Augsburg Chamber of Industry and Commerce told us about the programme run by the German Federal Foreign Office in late 2012 and we got in touch immediately.

What was your motivation?

The Arab countries are key markets for MEA and our drainage and construction systems. Ideally, we wanted a skilled worker who had both the required specialist knowledge and a good insight into the region's culture. But we were unable to find a suitable candidate despite looking for a long time.

So these are the qualities Hachem Chaabene now brings to the company?

Absolutely. He has superb professional qualifications as a civil engineer. He comes from Tunisia, so his mother tongue is Arabic. He also speaks excellent French and English and now also German. It is amazing how well he has picked up the language in just one year. What's more, he fits well into our team and is very well liked by his colleagues.

At what point did it become clear that you would take him on?

Hachem Chaabene came to us as a trainee in summer 2013, and we took him on full

time from 1 February this year. I never had any doubts that we would offer him a permanent contract – on the same terms and salary as for all employees in equivalent positions.

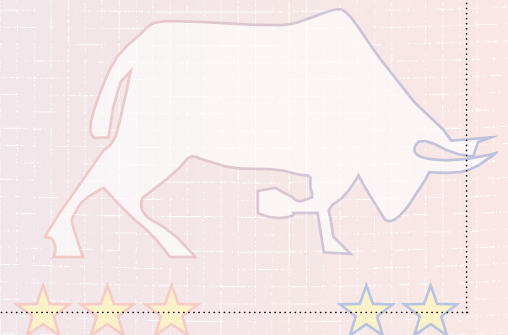
What are his responsibilities?

He will be in charge of advising on the use of our products at construction sites in places like Saudi Arabia, Dubai and Egypt. So he will not necessarily be spending a lot of time in Aichach. We hope he will stay with us for a long time.

Can you envisage similar projects for skilled workers from other countries?

Absolutely. It would be great if the German Government, GIZ and the Federal Employment Agency remain active in this area and set up similar programmes to target Central America. We would happily take on young skilled workers again from other countries, provided they were the right fit for the company.

Interview: Rolf Obertreis





MEA, specialists in drainage systems and steel components for the construction industry. MEA employs 650 people worldwide, around 120 of them at the parent company in Aichach. Since 1 July 2013, one of these has been Hachem Chaabene, first as a trainee, then since 1 February 2014 as a full-time employee – on a permanent contract. ‘MEA was my preferred option. I’m very happy,’ he says smiling. ‘I always wanted to live in Germany,’ he says. His German is excellent, although he only began learning the language and about German culture alongside Emna Boujelben at the preliminary course in January 2013.

Hachem started work at MEA by getting to know the products and services, discovering the company’s position in both the domestic and – above all – foreign markets and familiarising himself with the work of the company’s export team. ‘My colleagues are all very nice and they have accepted me as one of their own,’ he says. Emna Boujelben, who has a full-time contract initially for one year, appreciates the flexible working hours and friendly environment where colleagues and bosses work closely together. ‘It’s very different in Tunisia, where the hierarchies are much more pronounced.’ Her job at the company is to develop database solutions for banks and

financial service providers and to test software programmes. The company has 80 employees from 29 countries – a cosmopolitan outlook that made it easier for her to settle in. She enjoys the work, and is proof that Tunisia provides excellent training. She copes well with everyday life, but is astonished at how much tax people pay in Germany. In early February she moved into an apartment of her own, having previously lived in one belonging to her employer.

Hachem Chaabene has also found his feet quickly. He shares an apartment in Augsburg with a German student. MEA chairman Patrice Pélissier says the Tunisian is exactly the person

➤ PROMOTING MIGRATION, SAFEGUARDING SKILLED WORKERS

Welcome to Germany

While Germany has a problem with a lack of young talent, in other parts of the world highly qualified graduates are facing long-term unemployment. On behalf of the German Government, GIZ is looking at ways to alleviate Germany’s shortage of skilled workers without causing a brain drain in partner countries, which would be a disaster from a development-policy perspective. One of its key cooperation partners is the International Placement Services (ZAV) of the German Federal Employment Agency. Here are a few examples of their activities:

Triple Win: The Triple Win project was set up by GIZ and the Federal Employment Agency to second nursing staff from countries that have a surplus of health care workers, prepare them for work in Germany and provide support during their integration period. Not only do the skilled workers and the German hospitals benefit from this arrangement, so too do the countries of origin, since the placements relieve pressure on the labour market in the partner country, and the workers also send some of their earnings back home. About 500 health care workers have

undergone preparation for work in Germany, and 250 of them have already found a job.

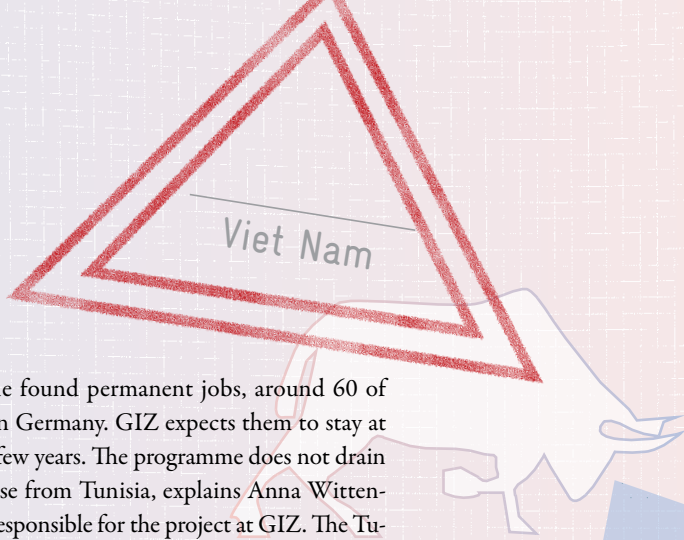
Vietnamese undertake training in care of the elderly: On behalf of the German Federal Ministry for Economic Affairs and Energy (BMWi), GIZ has so far brought 100 young Vietnamese with a background in health care to a training centre in Germany that specialises in care of the elderly. The aim is to give them long-term prospects for a career in Germany or Viet Nam. The Vietnamese Government sees the benefits for the country of this transfer of know-how. A further 100 Vietnamese will undergo training in 2014.

www.make-it-in-germany.com: The ‘Make it in Germany’ portal is a core element of the German Government’s Skilled Labour Offensive, providing information on all aspects of life and work in Germany. On behalf of the German Federal Ministry for Economic Affairs and Energy (BMWi) and in cooperation with the International Placement Services (ZAV) of the German Federal Employment Agency, GIZ supports the ‘Make it in Germany’ initiative by providing advisory and information services in

the three pilot countries of India, Indonesia and Viet Nam. Since January 2013, it has reached over 12,000 skilled workers in the health care sector as well as in mathematics, information technology, the natural sciences and technology.

Make it in Hamburg: GIZ provides companies in Hamburg with foreign skilled workers as part of the ‘Make it in Hamburg’ project. It is funded in equal parts by the city of Hamburg and the European Social Fund.

Promoting skilled workers: The objective of the project implemented by GIZ on behalf of the German Federal Foreign Office from 2012 to 2013 was to promote the legal mobility of skilled workers from Tunisia. This arrangement serves to alleviate to some extent the shortage of skilled workers in German software and mechanical engineering companies. In Tunisia itself, there are often no jobs for skilled workers such as these. Of the 100 engineers that took part, 70 received a permanent contract on completion of their traineeship (as of February 2014). Some of them now work for German companies in Tunisia.



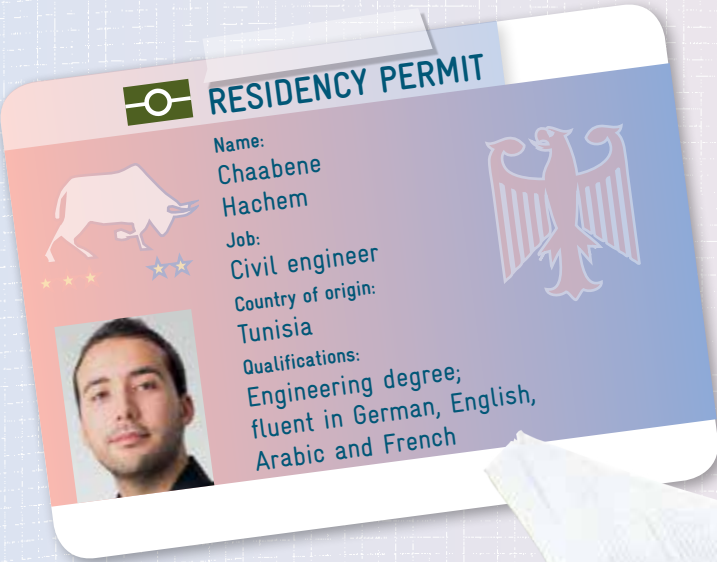
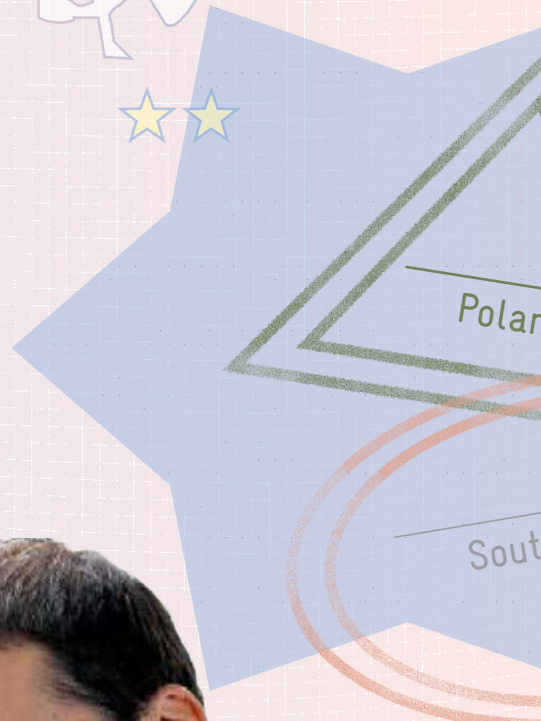
they had been looking for. 'We wanted an engineer with a good insight into the Arab world, because that is a key market for us. We were after someone who not only had excellent professional qualifications, but also spoke German, English and especially Arabic, and who could demonstrate our products at construction sites in Egypt, Abu Dhabi or Qatar and show how to install them.' Had it not been for the programme run by the Federal Foreign Office, which he heard about through the Augsburg Chamber of Industry and Commerce, Pélissier would never have found such a specialist. He has nothing but praise for the 25-year-old. Hachem, who studied in Tunisia from 2007 to 2012, has outstanding credentials. 'It is absolutely amazing how quickly he has learned to speak German.'

Tunisia is also a beneficiary

Hachem is the son of a teacher and a school principal, and has two siblings who are also studying at university. He is happy with the idea of staying in Germany for a while. Over 70 of the 100 Tunisian graduates who participated in the pro-

gramme found permanent jobs, around 60 of them in Germany. GIZ expects them to stay at least a few years. The programme does not drain expertise from Tunisia, explains Anna Wittenborg, responsible for the project at GIZ. The Tunisian Government fully welcomes the programme and the placement of graduates in Germany. 'The feedback from Tunisia has been very clear,' says Ms Wittenborg. 'They want their skilled workers to have opportunities abroad, since Tunisia cannot offer such prospects at the moment.' In addition, the young Tunisians send part of their salary back to their families. Fifteen programme participants work at subsidiaries of German companies in Tunisia. In a few years, this could also be the course followed by Hachem. If MEA were to open a branch in Tunisia, the young engineer would be the perfect man for the job, says Board Chairman Pélissier. ■

› CONTACT
 Anna Wittenborg ›
 Anna.wittenborg@giz.de







DIGITAL CHANGE

THEMES

IN FOCUS: All around the globe, information and communications technology is changing how we live and work and how society is organised.

OVERVIEW: Examples of GIZ's work

FACTS AND FIGURES: Who is online and what people can expect in future.

The divide is narrowing

All around the world, information and communications technology is changing how we live and work and how we organise our economy and society.

Text Petra Hannen **Illustrations** Denise Graetz

All they did was follow a single post on Facebook on 21 November 2013. When the then Ukrainian President failed to sign an association agreement with the EU that had taken years to negotiate, several hundred young Ukrainians gathered in the centre of Kyiv. This was the start of the Maidan protests. That same day, students created the #Euromaidan hashtag and set up profiles under this name on Facebook and Twitter. What happened in the months that followed became the focus of a study by the Social Media and Political Participation Lab at New York University. By December, the virtual Maidan had become the protest movement's central platform for organising events locally and a place to mobilise other supporters and communicate what was happening beyond the country's borders. By late February, the New York lab was counting over 30,000 tweets per hour. The longer the Maidan demonstrations lasted, the more new users signed up to Facebook, Twitter and other social networks in Ukraine. Ultimately, the internet community in Ukraine is not there to make political decisions. According to the New York researchers, however, the digital network gave the protest movement the impetus it needed to grow. The same can be said of the fall of the Ben Ali regime in Tunisia: two major protest movements failed in 1984 and 2008, but in late 2010, digital platforms channelled political and social dissatisfaction, leading to mass mobilisation against the government. In other North African countries facing similar political circumstances, activists followed the example of the Tunisian protest move-

ment, and the so-called 'Arabellion' rocked governments and in some cases even led to their overthrow.

Greater participation through networking


Other revolutions may follow. 'The internet and digital social networks give new hope to people living in closed authoritarian systems,' says Nazir Peroz, Director of the Centre for International and Intercultural Communication at the Faculty of Electrical Engineering and Computer Sciences at the TU Berlin. Peroz believes that information and communications technology (ICT) can play a key role in developing democracy and participation, since it promotes exchange between people within a society and in so doing increases political participation and influence. However, access to the digital world is dependent on various social, economic, political, scientific and technological factors – media skills, functioning and affordable IT structures and electricity supply. Furthermore, Peroz warns, in Africa, South America and Asia in particular, people have no access to the digital world because of their socio-economic situation, their level of education, their age or gender.

This digital divide exists not only between industrialised and developing countries, but also between population groups within a society. Back in 2003 and 2005, the digital divide was the subject of a two-part UN World Summit on the Information Society in Geneva and Tunis. Participants agreed on the goal of building an information society that safeguarded human rights, was people-oriented, »



MOBILE COMMUNICATIONS

In Africa especially – although not exclusively – mobile communications gives producers and retailers transparency over prices and demand they would not otherwise have. This enables them to make better decisions and increases incomes, for example for fishermen and farmers looking to sell their wares.



TELEMEDICINE IN SOUTH-EAST ASIA

Malaysia, Singapore and Thailand are popular destinations for health tourism. In Thailand alone, 2.5 million foreign patients accounted for income worth almost USD 4 billion in 2012, lending great impetus to the work of telemedicine. At the same time, telecommunications transmission technology helps bridge the geographical distance between patients and therapists or between doctors. South-East Asia leads the way in the use of telemedicine, which facilitates communication between health experts.

inclusive of all stakeholders and aligned with development objectives. They also agreed to use digital technologies as instruments for social and economic development and for achieving the Millennium Development Goals (MDGs). Specific reference was made to information and communications technology in the MDGs, which were adopted in 2000: in partnership with the private sector, ICT is to be made available to all. And given their rapid growth, the internet and telecommunications are set to be a permanent feature on the follow-up agenda that the global community has planned post-2015. John William Ashe, President of the United Nations General Assembly, has convened a two-day meeting of high-ranking experts on the role and importance of ICT for development and the post-2015 agenda for late May.

An instrument for international cooperation

The advance of ICT was helped by the fact that the United Nations included it in the orientation framework for international development cooperation almost 15 years ago. Whether in politics or administration, in industry or the services sector, in education, health, rural development or resource conservation, new technologies today play an important role in programmes to optimise work processes in local authorities, for example, in communications and networking, or as a cheap and rapid means of providing information. And they have become an almost indispensable feature of emergency aid: since the earthquake in Haiti in 2010, for example, the information platform Ushahidi has become an important mechanism used by aid organisations. Ushahidi – the Swahili word for ‘testimony’ or ‘witness’ – was originally set up by the Kenyan technologist, blogger and commentator Erik Hersman as a means of documenting reports of violence in his homeland following the 2007 elections. After the earthquake in Haiti, the Ushahidi founders collected messages via Facebook, Twitter and SMS, combined them with official reports and briefings from non-governmental organisations and posted all information on a digital map of Haiti – providing important orientation for aid workers to ensure they arrived at the right place and with the right equipment.

A changed communications structure is at the heart of all of these digital media. Exchanging information is not only getting easier, faster and more direct, it is also becoming multivoiced. While the traditional mass media approach of one-to-many communication leaves listeners passive, the many-to-many possibilities of the digital world enable them to talk back. ‘In an increasing number of countries, the population –

and the younger generation in particular – actively demands this option,’ says Astrid Kohl, responsible at GIZ for media, communication and e-governance. Digitalisation is raising people’s expectations in terms of the transparency, reliability, influence and service they seek in all areas of public life. ‘These expectations invigorate dialogue between government and civil society. They alter the balance of power, but also the specific policy and organisational processes, as well as the administrative processes that underpin them. That’s why dialogue-based communication is crucial to developing good governance on a sustainable basis.’

The fact that it is virtually impossible to imagine governance today without digital components reflects the demand that exists in partner countries of German international cooperation. Over 30 current GIZ projects worldwide involve some form of e-governance – from the electronically-based reform of public finances to the modernisation of administration, anti-corruption measures, transparency in the extractive industries sector, knowledge transfer and health promotion. The case of Bangladesh shows just how widely information and communications technology can be used. The government’s long-term strategy, Vision 2021, sees Bangladesh achieving its goal of middle-income status by the time it reaches its 50th Independence Day in 2021. A key component in this strategy is ‘Digital Bangladesh’, the broad and effective use of information and communications technology to boost citizen participation and respect for human rights, transparency and accountability, and to help create a functioning judicial system and administration. On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), GIZ worked with the cities of Narayanganj and Jamalpur to develop and implement digital systems that serve as models for developing central citizens advice bureaus and faster processing of administrative processes. 47 other municipalities are now working with adapted open source software to collect and manage taxes and duties, to ensure transparency in the collection of tariffs and in budgeting, and to open up mechanisms through which citizens can participate or voice complaints and provide feedback on their satisfaction with the administration.

However, if the internet is to be accessible by as many people worldwide as possible and not just available to the elite, the digital divides that still exist today must be overcome. The United Nations E-Government Survey 2012 recommends in particular the improvement of digital skills and free access to digital services for socially disadvantaged groups as well. These approaches are also followed by Germany and the EU, in addition to promoting other issues such »

as IT security and the question of how a critical infrastructure such as the internet can be protected to maintain a functioning society.

There is also much to be done in the area of technology. PCs and fixed landline networks helped secure the lasting success of the internet in industrialised countries during the 1990s. But developing countries and emerging economies are leapfrogging this intermediary step, since the digital future belongs to the mobile internet and mobile devices such as mobile phones, smartphones, tablets and laptops. The mobile communications sector is expanding rapidly. Before too long there will be more mobile phone contracts worldwide than people. According to current figures published by the International Telecommunication Union (ITU), however, there are 1.1 billion households around the world still without access to the World Wide Web, and 90% of these are in developing countries. As a UN specialised agency, the ITU believes that rapid expansion of mobile internet to be the solution. One of the ITU's reports already ranks mobile internet

as the largest growth segment in the global ICT market, with 30% of the world population now accessing the internet via smartphones or tablets. And according to its ICT Development Index, growth is particularly dynamic in the United Arab Emirates, Lebanon, Barbados, Seychelles, Belarus, Costa Rica, Mongolia, Zambia, Australia, Bangladesh, Oman and Zimbabwe. In many countries in sub-Saharan Africa, on the other hand, the situation is less favourable. But here, too, things are changing. The GSMA, which represents the global mobile industry, recently published figures which showed this region to have the highest growth rates worldwide for mobile internet.

Even the potential of the simple mobile phone can radically change everyday lives. In Tanzania, the SMS for Life initiative uses text messaging to ensure that rural areas have adequate supplies of medicines to treat malaria. Small farmers can get information about the weather and markets by SMS. And companies use mobile phones to offer people at the base of the global income pyramid products and services to which

EXAMPLES OF GIZ'S WORK > DIGITAL CHANGE

Innovation



Project: Information and Communications Technology
Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)
Overall term: since 2008

WORLDWIDE On behalf of BMZ, GIZ implements a number of individual measures to support local partners in the use of information and communications technology (ICT) in politics, the economy and society. It promotes the institutional framework that facilitates affordable access to modern telecommunications services for broad sectors of the population, and supports the development of national IT sectors. GIZ advises partners on developing independent and needs-oriented ICT solutions, as well as on ICT as a driver of innovation in its own right.

www.giz.de/expertise/html/3270.html

Mobile data management

Project: Partnership with SAP Deutschland
Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ), www.develoPPP.de
Partner: SAP AG
Overall term: 2013 to 2015

UGANDA Around 1.2 million small-farming families lose a large proportion of their income from coffee cultivation because they have no access to the international export market and financial services. The German company SAP AG and GIZ are developing a smartphone application for the Uganda Coffee Farmers Alliance which offers a transparent means of collecting data on production and stocks, allowing conclusions to be drawn about individual farmers' yields and the quality of the coffee supplied. On the one hand, this means farmers can achieve higher prices; on the other, the data the app generates can serve as a basis for accessing financial services, such as urgently required agricultural loans.

www.ucfa.or.ug

they previously had no access. Kenya, for example, was the first country in the world to introduce money transfers by mobile phone using a system called M-Pesa. Safaricom customers can make cashless purchases, pay bills or receive their wages even if they have no bank account or internet access. Banks now even use mobile money depots, offering loans to entrepreneurs or foreign currency transfers. Other mobile phone services include preferential-rate consultations with qualified doctors or additional services such as Linda Jamii, which enables people to take out health insurance by paying regular small premiums.


The digital revolution – from using a basic mobile phone or a modern model with an internet connection or touchscreen – has ushered in a wide range of options for fostering economic growth in developing countries and emerging economies. ‘Information is the currency of democracy,’ said the third US President Thomas Jefferson back in the 19th century. The US economist Robert Jensen took this thought one step further in 2007 when he came to the con-

clusion that ‘Information makes markets work, and markets improve welfare.’ His remarks were the result of a study entitled The Digital Provide, in which he analysed the sardine trade in 15 markets along the coast in the South Indian state of Kerala before, during and after the installation of regional mobile phone networks. The improved exchange of information not only boosted profits for the fishermen, it reduced prices for customers and there was no longer any surplus catch to throw away. In addition to prioritising governance issues, therefore, international cooperation in the area of ICT is working to create conditions that are conducive to the private sector – both for German companies, whose technological know-how can achieve development objectives, and with regard to boosting the competitiveness of the local ICT industry. The key factors for GSMA are transparent and stable political conditions for companies and investors, particularly when it comes to administration and the harmonisation of frequencies and taxation. There are still a range of obstacles to overcome at the regulatory level in many countries. »

New and social media

Project: Promoting Good Governance and Democracy
Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)
Overall term: since 2011

WORLDWIDE GIZ is assisting the BMZ to develop future-oriented strategies for the promotion of good governance and democracy. In addition to fostering democracy, political participation and civil society, democratic accountability and legitimacy, it is important to build the capacities of the new media so that they can perform their watchdog role. Alongside the press, radio and television, the new and social media are playing an increasingly important role in this context. They enable people to express their opinions, create a public arena, and broaden and enhance the scope for participation by citizens and civil society. They also offer governments new opportunities for channelling information to, and engaging in dialogue with, the public.


 www.giz.de/expertise/html/5348.html

E-governance



Project: Online services for municipal services
Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)
Overall term: 2012 to 2015

THE PALESTINIAN TERRITORIES Eight municipalities are offering citizens one-stop online municipal services covering water and electricity bills, the award of building permits and the issuing of trade licence certificates. Around 500,000 people have benefited from virtual citizens advice bureaus to date. Thanks to a municipal development fund supported by KfW and GIZ on behalf of BMZ, the online service will be made accessible to other interested municipalities in the Gaza Strip and West Bank. The model project is now attracting attention in the MENA region (Middle East and North Africa): in Tunisia ten citizens bureaus are currently being set up with funding from the German Federal Foreign Office.

 www.baladiyat.ps

This is acknowledged by Bernd Friedrich, manager of the BMZ-commissioned global programme Use of Information and Communications Technology in Development Cooperation. Companies should focus on running their business, he says, not on dealing with government agencies – in many countries there is already enough to do in that respect. But these problems would not curb the increasing use of ICT, just slow it down a little.

Market data via smartphone

On behalf of BMZ, GIZ has initiated dialogue within the ICT industry on integrating those at the base of the income pyramid. Discussions have focused on the opportunities and challenges that arise when companies from the sector seek to broaden the application of existing business models or tap into new markets and business segments. The African Cashew initiative, for example, which GIZ coordinates with three other partners in Benin, Burkina Faso, Côte d'Ivoire, Ghana and Mozambique, helps cashew farmers to achieve better market prices. To make the cashew value chain more transparent and efficient, German software giant SAP has developed a smartphone and laptop-based application for the Ghanaian cooperative Wenchi Cashew Union. Now, instead of documenting by hand which farmer supplies what volume of cashews to the cooperative for sale, the cooperative can scan barcodes on the sacks, recording the weight and the relevant farmer's name. The data are then transferred to a geographic information system for analysis. This is of benefit not only to the managing director of the Wenchi Cashew Union, who can keep a closer eye on stocks and logistics, but to small farmers as well. If quality issues arise or if a particular farm harvests an unusually low yield, the data can be used for specific training courses to improve the situation.

'The stronger the growth in new technologies, the greater the demand,' Friedrich says. He believes that digital technologies are on the verge of a breakthrough. Until now, the focus of development cooperation was on promoting the IT sector, for example by providing support for building networks and regional centres, through capacity development and help with developing local markets and innovations. But the future is all about integrating information and communications technology into other programmes and using these to create more effective solutions for a wide range of topics, including participation, education, health, policy-making and administration, production, business management and intelligent towns and cities. 'Smart cities' use digital technologies to network living and working environments, control traffic and supply systems, provide assistance systems for ageing

populations and strengthen the ability of people to protect or help themselves in the event of a natural disaster.

In a collaborative strategic study with acatech, Germany's National Academy of Science and Engineering, GIZ is currently looking into the potential of cyber-physical systems in India. Production facilities and products will communicate with each other via standardised but open interfaces, creating networks that support intelligent and resource-friendly production. Already gaining prominence in Germany under terms such as Advanced Manufacturing or Industry 4.0, processes such as these are designed to help companies in emerging economies in particular to integrate more easily into global production and logistics chains. Networked production enables industrially manufactured products to be flexibly adapted to meet demand – with the involvement of global, local or regional producers and suppliers.

'Regional innovation centres play a crucial part in the hi-tech and business start-up sector in Africa, Asia and South America, which is continuing to grow,' says Christian Gmelin, a member of GIZ's Global Knowledge Sharing and Learning team. These 'islands of innovation' support technological advances at the local level through programmes, events and training sessions, and by providing internet access and premises. They are incubators, think tanks and one-stop shops for local IT and creative industries. The hi-tech scene in industrialised countries is now also showing interest in what some are calling Silicon Savannah. For example, at re:publica 2013 in Berlin – Europe's biggest social media conference – representatives of 30 innovation hubs from Africa, Asia and South America responded to an invitation from GIZ to meet for the first time to discuss experiences in promoting technologies and business innovations. An open forum provided scope for new ideas on international cooperation. Christian Gmelin has noted a new spirit of optimism in Africa in particular. The upbeat vibe of many innovation hubs was also mentioned by Erik Hersman, co-founder of the internet platform Ushahidi, during his opening keynote speech at re:publica 2013. Clever programmers, he said, are constantly developing new apps, which not only satisfy the need for information among the elite, but also serve a large part of the population in developing countries. By incorporating pictograms and voice recognition, video and audio files, the apps can even be of use to nonliterate users. Given this dynamic, and the fact that the younger generation in particular is highly tech-savvy, Christian Gmelin is also sure that access to the digital world will not be restricted to just the elite. 'E-learning, for example, can reach many more people than would ever be possible without digital means,' says Christian Gmelin. It is cheaper than printing books; but »



E-COMMERCE IN THE ASIA-PACIFIC REGION

In 2014, consumers in the booming Asia-Pacific region will for the first time ever overtake their North American counterparts in the amount of money they spend on e-commerce – an estimated USD 525 billion. The region is now well ahead of North America (USD 483 billion) and Western Europe (USD 347 billion). China in particular is driving growth in Asia, with business-to-consumer sales predicted to grow by a further 43% in 2015. Other countries – India and Indonesia, Argentina, Mexico and Brazil – are also seeing double-digit growth rates in e-commerce.

more importantly, it reaches out to people who previously found it difficult to access conventional education – women in some Islamic countries, for example, who cannot move freely outside their homes, or people who are reserved or reticent on account of their cultural background. By imparting linguistic skills and technical knowledge, education is also the gateway to the digital world. Now what is required, according to Christian Gmelin, is investment in digital technology and infrastructure.

Mobilising companies and governments

After all, international ICT companies are today showing increased interest in the growing market, as was clear at the Mobile World Congress in Barcelona at the end of February 2014. Here, Nokia presented a smartphone based on an open source version of Android software. The usual Google services for maps, emails and music were replaced by programmes developed by Nokia and the new parent company Microsoft. Users do not need a mobile data contract. The non-profit foundation Mozilla aims to make things even cheaper, having announced its intention this year to launch a device for the African market costing just USD 25, in collaboration with chip manufacturer Spreadtrum. The large corporations are also keen to focus activities on new users, with GSMA and Facebook presenting their strategies for reducing the overall operating costs of mobile communication. In partnership with governments in developing markets, they aim to influence the key factors affecting affordability and availability. Through Internet.org, the organisation set up by Facebook in 2013, the company has already stated its commitment to providing access to internet-based communications services for the five billion people worldwide not yet connected. The organisation's founding members – Facebook, Ericsson, MediaTek, Nokia, Opera, Qualcomm and Samsung – aim to join forces and transfer know-how with a view to mobilising companies and governments to bring the world online. Microsoft's '4Africa' initiative promotes access to mobile internet and expands technological knowledge at the local level. O3b Networks plans to offer fibre optic bandwidth via satellite to developing countries and emerging economies. The project's financial backers include Google, European satellite operator SES and the British bank HSBC. Google is also planning a project called Loon, designed to provide network access to regions with no internet connection by floating balloons at 20 kilometres above the earth.

Naturally enough, these companies are serving their own commercial interests in terms of their infrastructure investment and it goes without saying that users will have

to pay for these new services. But it remains as yet unclear whether dollars or data will be the more attractive return for the companies. Internet users generally leave a broad trail of data – usually without even realising it. Enormously powerful algorithms record these details, which are of great interest both commercially and politically. The then German Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) commissioned GIZ to implement a project on customer data protection in emerging economies with a view to making the handling of consumer data a matter for international discussion. The project promotes direct exchange among state institutions, consumer organisations, science and industry in China, Brazil and Germany. It also aims to improve cooperation in the field of consumer data protection and to establish an international dialogue on the topic.

Above and beyond the issues of protecting consumer and customer data, there has been no comparable privacy initiative as yet. The recent global surveillance and espionage affair involving the US National Security Authority showed that it is not just the private sector that has blatantly infiltrated the privacy of internet users. The EU aims to become the most secure and trustworthy region in the world, as a first step towards improving data protection. After all, the protection of data and one's privacy from political and commercial misuse is fundamental to free and secure internet access – and hence to exploiting the full potential of the digital world. ■

DIGITAL CHANGE IN FIGURES



84%

84% of German citizens believe that in ten years children will be spending even more time playing computer games than they do today. 51% think that digital technology will help them to learn better and faster. But only 28% expect people to feel less lonely as a result of social networks.

SOURCE: ALLENSBACH ARCHIVES, IFD SURVEY, 2014

200 million

fewer women than men go online. Of the approximately 2.8 billion internet users worldwide, 1.3 billion are women. Although the divide is relatively small in OECD countries, in poor nations the gap is enormous. In developing countries there are 16% fewer women online than men, and in sub-Saharan Africa only around half as many women as men.

SOURCE: INTERNATIONAL TELECOMMUNICATION UNION, 2014



1.8 million

apps were counted in 2012. In Germany alone, there were around 1.7 billion downloads. The sale of apps in Germany in 2012 accounted for turnover worth EUR 430 million.

SOURCE: BITKOM, 2013


40%



It is estimated that around 40% of households in developing countries will be connected to the internet by 2015. In 2013, 28% of households in developing countries and 80% of households in industrialised countries were connected.

SOURCE: INTERNATIONAL TELECOMMUNICATION UNION, 2013

118 million



118 out of 174 million Nigerians have a mobile phone connection. This means that Nigeria has now overtaken the Republic of South Africa as Africa's largest market for mobile telecommunications. In Ghana, where network coverage is 100%, the mobile phone market is saturated. However, there is still potential for non-voice services such as e-commerce or e-banking.

SOURCE: GERMANY TRADE & INVEST, 2014

BOXING FOR PEACE

HAMID RAHIMI IS A PROFESSIONAL BOXER. Born in Afghanistan, he has lived in Hamburg for 20 years. In 2012, he fulfilled his dream – he fought in a professional boxing match in Kabul, the first to take place in his home country for 30 years. Hamid won the match and attracted international attention for his commitment to peace. GIZ has been supporting reconstruction in Afghanistan on behalf of the German Government and international donors such as the World Bank since 2002.

Photo: Marcel Mettelsiefen/Osburg Verlag







During his trip to Mali in March 2014, the Federal Minister for Economic Cooperation and Development Gerd Müller received a warm welcome in Tienfala and the other locations on his agenda.

» INTERVIEW 'AFRICA IS A CONTINENT OF OPPORTUNITY'

Development Minister Gerd Müller plans to further improve development cooperation in Europe and strengthen German commitment in Africa.

Dr Müller, you took up your job as Federal Minister for Economic Cooperation and Development just a few months ago. What do you see as your priorities and objectives in international cooperation?

I always see development policy as being synonymous with policy-making for the future and for peace. We have achieved a great deal in the last decade, as the most recent interim report on the UN Millennium Development Goals

shows. And yet there are still 1.8 billion people in the world without enough to eat; people are still dying of malnutrition, malaria and tuberculosis. This year's budget of EUR 6.444 billion is the largest in BMZ history. Our intention is to use these funds to fight the major injustices – including poverty and hunger. Food security and rural development will also receive annual funding of EUR 1 billion. We want to improve the situation for refugees and, in particular, tackle the root causes that lead to this problem in the first place. 2015 will be a landmark year in international cooperation. With the end of the MDG initiative, the international community will be setting new, ambitious objectives. We started a broad dialogue with the relevant groups in society in April – with the churches, civil society, the private sector, academia and politics. The aim of this process is to arrive at a common understanding of future development policy, set out in a national charter for the future. This will help us to make Germany's position in the post-2015 Agenda and next year's G8 presidency known internationally.

What role does the EU play in the work done by your ministry?

One out of every two euros of public funding paid into development cooperation worldwide comes from the EU and its member states. If we coordinate activities better with our European partners, we can significantly increase the scope and broaden the impact of our programmes. And we can respond more quickly to the sort of humanitarian crises currently taking place along Syria's borders with Jordan, Lebanon and Turkey – I was able to see that for myself when I visited Jordan and the refugee camps there.

The Central African Republic is another case in point. When I was there recently with my French counterpart and EU Commissioner Andris Piebalgs, we got a very definite picture as to how we can contribute to the country's reconstruction. Only by working together can we achieve a lot; we must learn to think even more boldly in the European dimension. Looking to the post-2015 Agenda, the EU is regarded as carrying more political weight than any one member state alone. If we are to make our voice

heard more prominently and help shape international processes, it is vital that we identify a consistent European position on the key international issues.

How important is cooperation with the German private sector for BMZ? What role is played by corporate social responsibility (CSR)?

German entrepreneurs are very successful at the international level in many sectors of industry. 'Made in Germany' is a hallmark of quality and high-level innovation. The German private sector is without doubt one of our key partners when it comes to implementing development policy. I am referring here not just to the big German corporations, but also the many medium-sized enterprises that form the backbone of our economy.

For me, successful entrepreneurial activity, whether domestic or foreign, involves companies assuming responsibility for social and environmental factors and for sustainable business practices. We make this very clear in our partnerships with German companies. Our common goal is to promote the kind of business development in our partner countries that provides people with a livelihood and creates humane working and living conditions.

There are many examples of this type of successful partnership: the Alliance for Integrity, for example, in which we work with German companies to promote fair practices with business partners, or dialogue events on corporate social responsibility with German chambers of industry and commerce. Development partnerships between companies and state institutions, known as public private partnerships, are supported by us through the development PPP.de programme, and the 'Common Code for the Coffee Community – 4C', a strategic alliance geared to developing a code of conduct for sustainable coffee production, is in my view just one of the many examples of successful cooperation with the German private sector.

Many of the countries in which BMZ finances projects are becoming increasingly unstable and unsafe. Where do you feel the challenges lie in this context?

Over half of all BMZ partner countries are affected by conflict, fragility and violence. First and foremost, we have to ensure we have a comprehensive picture of the situation on the ground before we can even start planning our development cooperation measures. Of course, circumstances can change. So we need procedures that enable us to react rapidly and appropriately. A key factor here is the need for even better coordination of activities, not only between the stakeholders in respective countries but also between the individual ministries. In particular, this relates to the deployment of development experts in crisis countries – security is paramount. We work only in regions that have been deemed safe after analysis by experts. Our programmes and projects have to be designed in a way that enables us to react flexibly to changing security situations. But the best form of protection is

People should have an opportunity to participate in the enormous wealth and economic development the continent has to offer.

developing good links to the local community and being accepted by the population in areas where we operate. This has been the successful modus operandi in German development cooperation for years.

What are the priority areas for BMZ's Africa policy?

Africa is multifaceted and, despite the many challenges and crises, it is a continent of opportunity. This is a view we highlighted once again at the EU-Africa Summit in early April. Africa remains a priority area for German development cooperation. BMZ's new Africa Initiative sets the agenda for the next few years. We will support projects that give people the opportunity to participate in the enormous wealth and economic development the continent has to offer, and which help to conserve the natural resources on which their livelihoods depend.

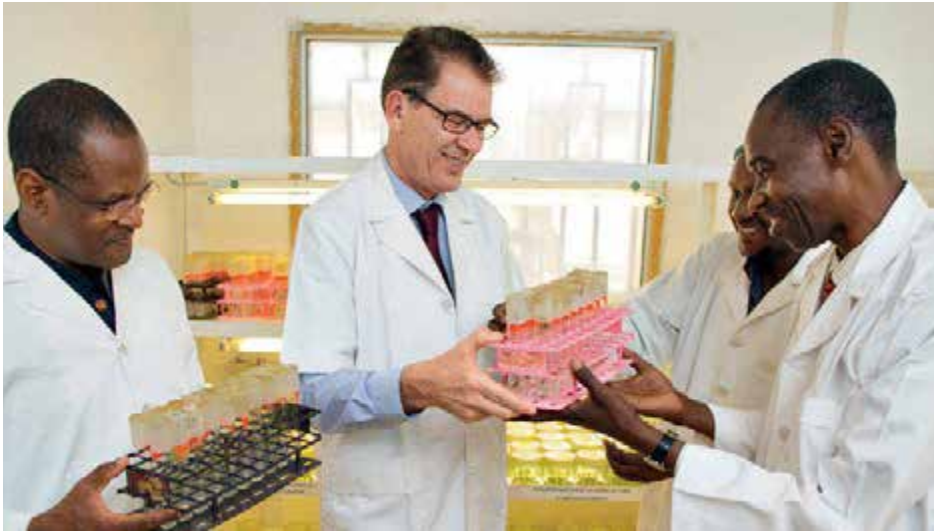
Wherever they live, people need a viable future. It is the only way we can ensure that the refugee crises along the Mediterranean coast do not happen again. The conditions are in place: many regions of Africa are rural in nature, in principle there is no reason why climate and soil conditions should not enable local populations to produce enough food to feed themselves. However, inadequate production methods and a lack of knowledge of value chains leave many countries in Africa dependent on expensive imports. German know-how, such as the use of information and communications technology in agriculture, has a part to play here.

As part of the special initiative 'Eine Welt ohne Hunger' (A world without hunger), we are planning to set up ten innovation centres to develop agricultural value chains. We will promote the training of young people in particular by establishing additional vocational »



> PROFILE

Dr Gerd Müller (CSU) became German Federal Minister for Economic Cooperation and Development on 17 December 2013. Before taking up this post, he was Parliamentary State Secretary at the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV). His responsibilities there included international relations, development projects and world food affairs. Dr Müller has a Master's degree in Business Education, lives in Durach near Kempten and is married with two children.



During his trip to Mali in March, Gerd Müller visited the Rural Polytechnic Institute for Training and Applied Research at Katibougou.

education centres and training partnerships with the German private sector. Our aim is to bring Germany and Africa closer together, for example through German-African partnerships between schools, municipalities and civil society organisations, and by setting up a German-African youth foundation.

At the multilateral level, our goal is to develop stronger ties between Africa and the international community, whether through activities within the context of the G8 presidency or the EU-Africa partnership. Our objective is to strengthen the African Union and regional or-

ganisations in their roles as key creative forces on the continent.

The world is on the move, people are becoming ever more mobile, international migration is seen as both an opportunity and a threat. What is BMZ's position on mobility, globalisation and migration?

We need development that is sustainable and takes into account both the human aspect and the conservation of natural resources. Mobility and migration bring about changes in society from which we can all benefit. We have to be

open to these changes and play an active part in shaping them. That is the role of development policy. Global partnerships also offer us the best opportunity for facing up to the challenges of our age. Of course, it is also important to involve local people in policy-making, to demonstrate the opportunities created by development and change, but also to take fears seriously and adopt appropriate solutions to address them.

Finally to sport: what role does it play in the economic and social development of individual countries? And who will win the World Cup?

Sport plays a very important role in development cooperation. There have been many projects in recent years that show how team sports can be used to break down prejudice and dismantle cultural, ethnic or religious barriers. Sport teaches values such as respect, teamwork and fairness, and these are just as important in developing stable relationships between people. Popular sport plays a particular role in development terms – and Germany is in a very strong position in this respect. There are plenty of sporting formats that are appropriate for use in development cooperation. Through the German Football Association (DFB) and the German Olympic Sports Confederation (DOSB), close partnerships exist in the area of Sport for Development. And to answer your question about who is going to win the 2014 World Cup: I'm looking forward to an exciting tournament, one which brings nations and people together, and perhaps culminates in a Germany-Brazil final. If it does, may the best team win. ■

Interview: akzente

IN EUROPE – FOR EUROPE

With international support, key structural reforms in Greece's health, local government and renewable energy sectors are gaining momentum.

Text Hans-Joachim Rabe



The port of Piraeus: Greece is not only keen to make economic headway. Reforms are also under way in the health system, local government and the energy sector.

In Germany, public perceptions of Greece are often coloured by the controversy surrounding the euro bailout and the Greek protests against the supposed diktats of the troika – the European Commission, the European Central Bank and the International Monetary Fund (IMF). But according to some observers, Greece has already made significant progress with its sweeping reforms, which are supported by the EU's Task Force for Greece. They say that although structural reforms take time, the Greeks' willingness to embrace reform is very much greater than is commonly assumed. Since 2011, the Task Force has enabled Greece to access expertise from other EU Member States, including Germany.

For the Greek people, this is setting a very important course for the future. For example, the Greek Government has adopted a road map for reforming the country's health sector and is determined to reform its local government system. And the share of renewables in the energy supply is to be dramatically expanded. These are merely the sectors in which Germany is acting as 'domain leader' as part of its European commitments – in other words, where it is engaged in a kind of partnership for reforms. Other EU countries are providing expertise in other sectors.

No 'reforms for cash'

But Greece did not embark on its economic and social reform process as a quid pro quo for bailout funds from Brussels – it's not about 'reforms for cash', says Oliver Auge, GIZ's Industrialised Countries expert: 'We have come in at the invitation of the Greek Government to provide advice to the administration and public authorities. These are, and will remain, Greek reforms.' GIZ is currently assisting the Greek Government to implement three major reform projects. The teams of advisors consist of German and Greek experts, with contracts and funding coming from the World Health Organization (WHO), the European Commission and the German Environment Ministry (BMUB).

The WHO is implementing the Health Reform Support Programme on behalf of the Greek Government, with GIZ involved in an

» INTERVIEW

Creating jobs and driving growth



Economist Horst Reichenbach heads the European Commission's Task Force for Greece. A former Vice President of the European Bank for Reconstruction and Development (EBRD), he previously pursued a career at the EU level in the fields of consumer policy and health protection, and economic and financial affairs.

Dr Reichenbach, how are the reforms in Greece progressing, overall, at present?

I have the impression that the people of Greece are generally willing to support the reforms, provided that these do not only consist of tax increases for wage-earners and a reduction in social welfare. People understand that a great deal needs to change in Greece. The public's willingness to support reform at the grassroots level must now be matched by a similar willingness on the part of politicians.

Could you tell us about the successes achieved so far? What are the greatest challenges?

Greece's efforts and its success in getting its budget deficit under control are unparalleled in post-war Europe. The task now is to create jobs and stimulate economic growth just as energetically. Investment from Greece itself and from the international community is essential to bring the country permanently out of crisis. Greece is at a tipping point, both socially and politically, and action is needed to bring it back from the edge.

How important are the three sectors in which Germany is involved – namely health, local government and renewable energy – to the Greek reform process?

These three sectors are part of three key challenges: the health system is an essential component of social justice, and local government is the lowest tier of interaction between citizens and the state and its services. So these are key areas of public sector reform. And sound policies to promote and harness renewable energies will not only help the country to cut energy costs for its citizens; they will also boost its export potential.

What's the way forward for the road map now?

After a phase of analysis, planning and pilot projects, we now want to set up the key reform projects so that full-scale, in-depth work can take place over the longer term. Ensuring that the path that Greece has embarked upon is sustainable and irreversible is one of our main goals in 2014.

Interview: akzente

advisory and practical capacity at the WHO's request, on the strength of GIZ's global experience in this sector and its direct access to partners and knowledge bearers in the German and European health systems. The Federal Ministry of Health (BMG) is acting as the German Government's lead ministry in this context. Greece

is a developed country with good doctors, hospitals and equipment and advanced medical knowledge. But its health administration, hospitals, insurers and pharmaceutical companies are not fit for the future – or, indeed, for present needs. The health reform aims to improve interaction between all stakeholders and bring about

the restructuring that is so urgently needed. For example, across the country, far too many doctors are directly integrated in the state's national insurance system, and there are not enough specialist medical practices. So instead of visiting a local general practitioner or specialist, patients generally have to attend a hospital outpatient department for most medical examinations, which clogs up the hospital system and undermines economic efficiency. Legislation has now been adopted to improve the situation, but there is still a need for sweeping reform and support.

Modernising cost accounting systems

Fees and cost accounting systems in the health system are another issue. In some cases, these are obsolete and counterproductive. Often, the charges do not cover the costs of treatment, or create the wrong incentives. Long in-patient stays bring in substantial revenues for the hospitals – but often generate massive and unnecessary costs for the insurers. The introduction of flat fees per case is one of a number of ideas under discussion. However, designing and deploying a system that is fit for purpose is a challenging task. The relevant legislation also needs to be amended. A national supervisory authority – the e-health board – would maintain comprehensive computerised patient records, which would be available at the touch of a button, while also protecting patients' data privacy. If the reform is successful, the Greek health system will take a great leap forward – also in terms of its technology – and might ultimately become a model for others as well.

The reform of Greek local government is equally ambitious. Here, the German Federal Ministry for Economic Affairs and Energy (BMWi) is acting as the reform partner. As a result of a local government reform in 2010, many municipalities have been merged and the local authorities have been assigned new and additional tasks. However, their budgets have been cut by up to 50%. To help them cope with these radical changes, GIZ – on behalf of the European Commission – is working with five municipalities, namely Karpenisi, Prespes, Skopelos, Sparta and Thessaloniki, on developing best-practice solutions for others to follow. By in-



Almost 18 million tourists visited Greece in 2013 – 15.5% more than in 2012.

volving experts from other EU countries, GIZ is bringing know-how and fresh ideas into the country and is helping the municipalities to develop reform concepts of their own. A crucial success factor is whether or not the municipalities manage to establish coherent and ambitious development and budget plans and, on this basis, to secure the requisite funding – whether this takes the form of subsidies from the Greek Government, improved own revenue sources, or effective use of EU Structural Funds. It also requires alignment of local authorities' structures and work processes to their new tasks. Good governance can and should be learned, and should ultimately benefit the general public. In essence, balanced budgets, reliable revenue sources and smart investment in the future will ultimately be good for citizens, whose lives will be made easier by simpler business registration procedures and efficient waste management systems, for example.

Slashing energy imports

So the municipalities are likely to have a keen interest in ambitious plans to expand renewable energy use. Power generation from renewables can, to a large extent, be organised on a decentralised basis, creating investment and revenue for the municipalities. But despite its first-class conditions for harnessing wind and solar energy, Greece currently imports around two thirds of its energy resources, putting a massive strain on public and consumers' budgets. Greece has set itself the target of meeting 40% of its electricity requirements from renewable

energies by 2020; the current figure is 25%. Work on producing the detailed road map towards this target began in September 2013 and is being carried out by a team of Greeks and Germans at the Ministry of Environment, Energy and Climate Change in Athens, in consultation with other Greek public authorities, businesses and associations. The project is co-financed by the German Environment Ministry and the European Commission, which are thus making an important contribution to comprehensive energy sector reform.

Renewable energies

GIZ is advising the Greek Government on developing viable solutions to the current challenges facing renewable energies. Drawing on experience gained in other countries, it is developing schemes that are tailored to the Greek context and supporting the implementation of reforms. But if the expansion of renewable energies is to be a success from the point of view of the Government, society and investors, the right framework must be in place. That means overhauling the legislation, securing funding, expanding the electricity grid, and improving licencing procedures. The Greek Government is hoping that these reforms will not only make the country's energy supply cleaner and greener. It also wants to make Greece less dependent on energy imports and, above all, generate investment and create jobs in a sector that offers great prospects for the future. ■

CONTACT

Oliver Auge > oliver.auge@giz.de

WINE FROM THE CAUCASUS: UNCORKING THE POTENTIAL

Georgia's winemakers are keen to boost their exports. Tourism offers and investment in improving quality are paving the way.

Text Claus Peter Kosfeld **Photo** Thomas Imo/photothek.net


The long table is laden with dishes, bottles and bowls. The aroma of fish and garlic scents the air. Wine and fresh bread are passed around and the guests sit back and relax, talking and laughing. Here in Kakheti, Georgia's most important wine-growing province, wine is served with every big meal. Georgia is thought to be the world's oldest wine-producing region. Archaeological finds show that in this region, dubbed 'the cradle of wine,' grapes were being pressed to make wine more than 7,000 years ago. Today, winemaking is bringing hope to this country, sandwiched between the Black Sea and the Caspian Sea, as it embarks on the long journey towards economic prosperity in Europe.

Dependent on neighbouring Russia

In Georgia, wine has a lot to do with politics. For years, agriculture, particularly viticulture, has been subjected to the political vicissitudes in neighbouring Russia. In the mid-1980s, during the Soviet era, Russian reformer Mikhail Gorbachev was keen to curb the high levels of alcohol abuse and launched a vigorous campaign to 'overcome drunkenness and alcoholism.' As a result, vineyards were destroyed in what was then the fraternal republic of Georgia, and its traditionally strong exports of wine to Russia nose-dived. Until then, Georgia had 128,000 hectares of vineyards; today, only 60,000 hectares remain.

After Georgia gained its independence in 1991, the situation became even more difficult. Russia imposed a boycott on wine from neighbouring Georgia, claiming that it was of »

> **GEORGIA**



> **VITAL STATISTICS**
Capital: Tbilisi
Population: 4.5 million
Economic growth 2014*: 6%¹
Per capita GDP 2014*: USD 3,946¹
Share of labour force employed in agriculture: 55.6%²
Human Development Index ranking: 72 (out of 187)
Sources: ¹ Germany Trade & Invest; ² CIA – The World Factbook; * estimated figure

Accessing international markets

Project: Regional Private Sector Development in the South Caucasus
Commissioned by: German Federal Ministry for Economic Cooperation and Development (BMZ)
Partners: Economics Ministries of Armenia, Azerbaijan and Georgia
Overall term: 2013 to 2016

Due to the small domestic markets in Armenia, Azerbaijan and Georgia, boosting these countries' exports is essential for pro-poor economic growth. The 'Regional Private Sector Development in the South Caucasus' programme is creating a strong basis for this through measures tailored to the individual countries' specific needs. For example, in Armenia, the programme aims to create jobs, reduce the rural-urban divide, increase productivity and competitiveness, and stabilise the country's public finances. In Georgia, it's also about reforming competition and labour market policy and improving vocational training. The programme is also supporting the conclusion of a free trade agreement with the European Union. Meanwhile, Azerbaijan must decouple its economy from the oil industry and promote prosperity in rural regions through the diversification of production and exports, improved vocational training and infrastructure, and the establishment of new industrial and technology parks. In addition, winemaking in Georgia and Armenia is promoted by value chain optimisation and skills training. A wine testing laboratory was set up from 2003 to 2008.

poor quality. The political wrangling dragged on for years, culminating in an import ban on Georgian wine in 2006. In the meantime, exports have resumed.

But Georgia's winemakers are now about to break into new markets. Less mass production and less sweet wine are their watchwords. They are now placing their faith in high-quality wines – dry rather than sweet – that are rigorously tested and certified in accordance with Western standards. Burkhard Schuchmann, once a manager in the railway industry, switched careers in 2006 and embraced winemaking in Georgia. He runs a stand-alone estate in Kakheti, where the wine is pressed in the traditional manner. At the Schuchmann Wines Château in Kisiskhevi, visitors can relax by trampling the grapes or enjoy a drop of the good stuff on the terrace, with a glorious view of the mighty peaks of the mostly snow-covered Caucasus mountains. He has around 70 hectares under cultivation and has invested around EUR 10 million in this impoverished region. The vineyard, protected by impregnable walls, is a state of the art facility.

500 native varieties

Experts agree that Georgia's climate and geology are ideally suited to viticulture. Indeed, the country has some 500 indigenous grape varieties, including the popular Saperavi (red) and Rkatsiteli (white) varieties. Angeles Tegtmeier, Schuchmann's General Manager in Hamburg, is responsible for the German market and is enthusiastic about the Georgian method of fermenting the wine in traditional Kvevri clay jars and its ancient vines 'with magical powers'. But when it comes to marketing, there's no room for romanticism. 'Raising awareness of Georgian wine in other countries is a hard slog,' Angeles Tegtmeier concedes. 'No one's standing around waiting for Georgia to export its wine.' Anyone who sets out along Georgia's narrow, potholed roads gains an impression of how difficult it is to transport any type of goods here. Even during the day, travelling across the country can be a hair-raising experience, and after dark, longer journeys are not recommended. Wild dogs roam around and the tumbledown shacks at the roadside offer an in-



Quality control before export: in the laboratory in Tbilisi, tests are carried out to check whether the wine meets all the purity and quality standards.

sight into the country's poverty. 'There's zero infrastructure,' says Angeles Tegtmeier.

Burkhard Schuchmann is not the only foreign investor. To the north of the capital Tbilisi lies Château Mukhrani. Once home to the nobility, it is currently undergoing a major expansion. In the 19th century, it was the home of Prince Ivane Mukhranbatoni, a great political and military figure and landowner, who made a name for himself as a moderniser of Georgian viticulture. In keeping with the tradition established by the Prince, 100 hectares have been turned over to vineyards. The project is masterminded by Swedish businessman Frederik Paulsen Jr., who has invested around EUR 8 million in a business venture that combines wine and tourism.

Petter Svætichin raises his glass and makes the traditional Georgian toast to the visitors seated at the long table. 'Gaumarjos!' he cries. The Swedish manager of Château Mukhrani is a skilled 'tamada', a traditional Georgian toastmaster who presides over a banquet and acts as a master of ceremonies, setting the tone for the evening's eating and drinking. While the guests sample one vintage after another, he talks about the opportunities and risks associated with the wine business. Around 80% of the Château's annual output is destined for export – to China and Europe. And as he knows very well, in the export business, it's quality that counts.

So what is Georgia hoping to gain from the GIZ experts involved in the BMZ-funded pro-

gramme Regional Private Sector Development in the South Caucasus? The Georgian wine traders are particularly keen to tap into their expert knowledge of the specific characteristics of the German market and obtain advice on marketing and presenting their products at trade fairs. That's why representatives of Georgia's wine industry attended International Green Week in Berlin – the world's largest food and agriculture fair – to discuss quality standards. From GIZ's perspective, the synergy between wine and tourism – with Georgia attracting a good four million tourists a year – offers plenty of scope for expansion in a country whose economy is still catching up.

But the wine's journey across Georgia's borders leads through the laboratory. In a wine testing lab in Tbilisi, modern analytical techniques are used to check the quality of the wine in accordance with prescribed standards. The 14 members of staff test the samples for heavy metals, radioactivity and pesticide residues. An official certificate of approval is a precondition for export. And even then, commercial success is not guaranteed. One wine trader who calls in at the lab this morning is under no illusions: 'German customers don't know much about Georgian wine.' For Georgia's winemakers, the road to Europe is still a long one. ■

➤ CONTACT

Marita Riedel > marita.riedel@giz.de



> PROFILE

Professor Klaus Töpfer was a Member of the German Bundestag from 1990 to 1998. In 1987, he became German Federal Minister for the Environment, Nature Conservation and Nuclear Safety and later served as Federal Minister for Regional Planning, Building and Urban Development. From 1997 to 2006, he was the Executive Director of the United Nations Environment Programme (UNEP). In 2009, he became the founding Director and Executive Director of the Institute for Advanced Sustainability Studies (IASS) in Potsdam.

NEW RESPONSIBILITY

At the Berlin launch of the book 'Try On the Larger Shoes!', Tanja Gönner, Chair of GIZ's Management Board, and Professor Klaus Töpfer discussed what the world expects of Germany.

Interview akzente Photos GIZ/Thomas Ecke

What does the world expect of Germany? In 2012, GIZ put this question to more than 120 politicians, artists, scientists and businesspeople from more than 20 countries (see our article 'Germany in the eyes of the world' in akzente 03/2012). The answers were surprising and clear. Most respondents regard Germany as a power with the potential to shape policy but one that has not yet found its role because of its particular history. In her book 'Try On the Larger

Shoes!', Tanja Gönner, Chair of GIZ's Management Board, reflects on what this role might be, drawing on her practical experience at GIZ.

At the publisher's invitation, Klaus Töpfer joined the author at the book launch, which took place in Berlin in early March. He explored to what extent unresolved questions relating to sustainable development are affecting Germany's vital interests, and why Germany is ideally placed to become a 'green

leader' with new responsibilities. akzente offers some insights into Klaus Töpfer's and Tanja Gönner's ideas.

Professor Töpfer, what is the broader context in which Tanja Gönner's ideas, and your own, are embedded?

We're in very good company. German Defence Minister Ursula von der Leyen has focused intensively on Germany's new responsibility in the world, and President Joachim

 > PROFILE

Tanja Gönner took up her post as Chair of GIZ's Management Board in July 2012. She served on the federal executive committee of the CDU from 2000 until 2012. From 2002 until 2004, she was a Member of the German Bundestag. In 2004, Tanja Gönner became Minister of Social Affairs of the state of Baden-Württemberg. In 2005, she took over at the helm of Baden-Württemberg's Environment Ministry, where she remained until 2010. From 2010 until May 2011, she was Minister for the Environment, Nature Conservation and Transport of the state of Baden-Württemberg and from 2011 to 2012, she was a Member of Baden-Württemberg's state parliament.



Gauck talked about Germany's role and responsibility in the world at the recent Munich Security Conference. Tanja Gönner and I don't work on defence or foreign policy, but like many others, we can see that Germany has evolved from being a beneficiary of international order, stability and security to one of their guarantors. This trend is partly due to Germany's successful development cooperation and our efforts to protect natural resources and the global climate.

Ms Gönner, what exactly can Germany offer to the world?

From my discussions with our partners around the world, I know that many of the things that we take for granted here in Germany are regarded elsewhere as successful models and benchmarks of quality: our small and medium-sized businesses, our manufacturing industry as a driver of jobs and innovation, our dual training system, our broad knowledge-based society, our functioning infrastructure, our familiarity with the process of dealing with the legacy of dictatorships, the right of co-determination, our intact social welfare

systems, and, not least, our experience of the transition to a green economy – and that puts us in a unique position as a major industrial nation. We can't offer ready-made solutions in every case, but compared with other countries, we have made good progress, and others can benefit from that. And that is what they are doing: in our work at the local level, we are translating this knowledge and experience into practical action, because that is exactly what our partners want.

Professor Töpfer, what could be the basis for Germany's new responsibility in the world?

The answer is obvious: in the 21st century, the major challenge is to ensure that every country in the world has a green economy, because this is crucial for the future and for sustainable development worldwide. The transition to a green economy and, at the same time, to a green society is a policy area in which Germany has taken a pioneering role. By engaging with it, we are furthering our own interests while making essential contributions to overcoming global challenges. From a global perspective, the transition to a sustainable

economy and society is a move that will promote peace.

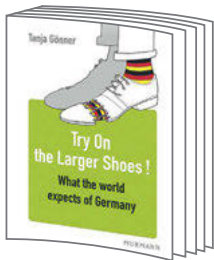
Ms Gönner, one chapter in your book looks at energy system transformation. Why do you see this as a key project?

There are many good reasons why. One of them is undoubtedly our extremely high dependence on a small number of suppliers; we are already feeling the impacts of the present Crimea crisis, for example. But for me, that's not the key issue. A much more important factor is global climate change and its mitigation: for that reason alone, energy system transformation is essential. We are already seeing water scarcity and a dramatic loss of farmland in many areas. I saw this for myself on my recent visit to Tunisia, where four square kilometres of fertile land are lost to the Sahara every year as a result of climate change. It's almost impossible to imagine the likely impacts of this trend in a world which will soon have a population of 10 billion. If we also consider that China alone is adding two new coal-fired power stations to its grid every week, you'll get an idea of the scale of the challenge we face. I say 'we' deliberately, because »



Professor Klaus Töpfer and Tanja Gönner

RECOMMENDED READING



Try On the Larger Shoes!
What the world expects of Germany

Germany should be willing to take on a greater role in finding solutions to the challenges facing the world. This is the opinion of politicians, artists, business-people and scientists from all corners of the globe, according to a survey conducted by GIZ. The findings prompted Tanja Gönner, Chair of GIZ's Management Board, to reflect on Germany's options for action.

Tanja Gönner, 'Try On the Larger Shoes!', published in German and English, Murmann Verlag, 164 pages. Also available as an e-book.

Germany is the only industrialised country which has resolved to undertake a complete transformation of its energy production. So our country has become a testing ground and many countries are pinning their hopes on us.

Professor Töpfer, what resources does Germany have at its disposal to ensure that the overriding goal of sustainable development is given the priority that it deserves and becomes reality? Do we have the requisite geopolitical capacities?

As a leading economy with extensive links all over the world and as a member of more than 200 international organisations, Germany is greatly appreciated as a partner in numerous bilateral and multilateral initiatives. Our country has a great deal of 'soft power' and has a broad range of non-military but effective tools at its disposal to further its interests. We should be making more use of them. We must cultivate partnerships intensively at all levels – depending on the goals to be achieved, our particular interests, other players, and the degree of interdependence.

Ms Gönner, talking of interests, to what extent do German interests tie in with development thinking?

In my view, there is no contradiction between assuming responsibility and having interests of one's own. Interests are not always a bad thing, and philanthropic work is not always good. If we want to encourage others to initiate change, it is only fair to be clear in our own minds

about our own German interests and to make these transparent to others. However, we must ensure that our own interests are not asserted at our partners' expense and that all participants have equal chances. Ensuring this is one of GIZ's core competences, by the way; it's what we stand for.

Professor Töpfer, how can this be applied to energy system transformation, for example?

Energy system transformation is not something that only the wealthy countries should be able to afford. Our ideas must be transferable all over the world. That's where development cooperation comes in: the energy system transformation must be shaped in a way which ensures that it is seen as a blueprint for sustainable resource management for the entire world – even one with nine billion people.

Ms Gönner, why is Germany's energy system transformation so important for the international community?

The transition from 'brown' to 'green' economies is possible – but that has yet to be demonstrated by a single country. So the transformation of Germany's energy system is a pilot project for global transition. Germany is a testing ground for the next industrial revolution. As one of the respondents said in GIZ's survey about what the world expects of Germany, if Germany doesn't manage it, no one will. ■



The health centre is mainly used by new mothers and pregnant women from Burkina Faso and Mali.

CLEAR BORDERS BRING PEACE

Only around a quarter of Africa's borders are clearly delimited and demarcated. Often, ill-defined borders are a source of conflict. A health centre in Burkina Faso, near the border with Mali, shows how enemies can become friends if they have a common goal.

Text and Photos Philipp Hedemann

Here, it doesn't matter whether you're from Mali or Burkina Faso. We're all mothers, and the only thing that matters is what's wrong with you and your child,' says Paulette Dembele. The 22-year-old has walked from Mali to Burkina Faso, carrying her six-month-old daughter Yvette, to reach the Ouarokuy-Wanian health centre. Ouarokuy is a village in Burkina Faso. The village of Wanian is in Mali. In 2006, a number of people were killed in a dispute between the two communities. But today, the villagers from both sides of the border are accessing shared health services. Friendships and even romances have blossomed in the waiting room. All the patients say that they cannot imagine ever turning a weapon on their neighbours again. The health centre is not only bringing babies into the world and treating diseases; it is also healing the wounds of the past. The facility is the flagship project in the African Union's Border Programme, which GIZ has supported on behalf of the German Federal Foreign Office since 2008.

Paulette Dembele from Mali is sitting alongside two women from Burkina Faso. Here in the waiting room, the temperature has soared to more than 40 °C and more than 100 women are sitting on the benches, patiently waiting. They are all new mothers and have brought their babies to the health centre because they are all worried about the same thing: their children are undernourished or suffering from malnutrition. At the health centre, which opened in February 2012, the babies can be examined and their mothers can obtain special baby food for them free of charge.

Conflict over a strip of land

Neither side of the border has had any rain for weeks. The small fields often do not produce enough to feed large families. In the past, this often caused conflicts, for the people from Ouarokuy in Burkina Faso and Wanian in Mali claimed the same strip of borderland for their fields and livestock. No one knew exactly where the border was. In 1974 and 1985, the lack of a clearly defined border led to armed conflicts be-

tween these West African countries and in 2006, shots were fired once more in Ouarokuy and Wanian, killing nine people and injuring dozens more.

Doubahan Dakou's father was among the dead. The farmer from Mali was killed by shots fired by a farmer from Burkina Faso. Eight years on, his daughter is here at the health centre, chatting with a friend from Burkina Faso. 'We speak the same language, we believe in the same God, and we have the same problems. It is good that we can finally solve them together,' says the young woman.

Since it first opened its doors, the health centre has treated around 7,500 patients – a third of them from Mali, and two thirds from Burkina Faso. Most of the women come here to give birth, attended by skilled midwives. Others come because they are suffering from malaria or are undernourished. Many of them are treated by Keita Simolé Anadela Tamminy, a 35-year-old nurse from Burkina Faso who is married to a man from Mali and lives at the health centre compound here in Burkina Faso. 'The patients never ask me about my nationality. They trust me. They know that everyone here receives the same high standard of treatment, no matter where they're from,' she says.

Building this trust was no easy task. But eight years ago, the two hostile communities realised that the never-ending cycle of killing and revenge finally had to end. When the time came to delimit the borders, representatives of the two villages asked GIZ to support the reconciliation process. 'We worked together to clarify exactly where the border ran, we found a solution to the land dispute, and we analysed the other causes of conflict together with stakeholders,' says Jérôme Dakou from GIZ, who works on the African Union Border Programme. In the negotiations, which took place on both sides of the border, Mali and Burkina Faso agreed that shared cross-border facilities had a key role to play in bringing peace to this conflict-prone area. Various schemes were initiated, including setting up corridors for the movement of livestock in order to avert conflicts between arable farmers and herders,

shared grain storage facilities, and the health centre, which cost EUR 529,000.

The site for the construction of the health centre was chosen by the people of Mali and Burkina Faso. They selected a three-hectare site in Burkina Faso which lies exactly halfway – four kilometres – between the two villages. Patients from Mali can enter Burkina Faso without any border controls. 'People on both side of the border are benefiting from the health centre,' says Amadou Billy Soussoko from the Ministry of Territorial Administration, Decentralization and Regional Planning at a meeting with GIZ experts in Mali's capital Bamako. Günter Overfeld, Germany's Ambassador to Mali, is convinced that the project is yielding a peace dividend: 'This cross-border cooperation supports conflict prevention and management and thus serves as a model of best practice for many other conflict-prone border regions across Africa.'

The African Union takes the initiative

And there are more than enough conflict-prone border regions in Africa. Its long colonial history has left a legacy of often ill-defined borders, causing innumerable disputes. Only around a quarter of Africa's borders are clearly delimited and demarcated. The African Union regards this lack of clarity as a major potential source of conflict, especially when mineral resources are discovered in border regions. It therefore launched the African Union Border Programme seven years ago. 'Its historical role is to help eradicate any tension at our borders and strengthen peaceful relations between our countries. ... [It] will help transcend boundaries as barriers to enhance their mission of bridges for the benefit of states and populations concerned,' says Ramtane Lamamra, an Algerian who served as the African Union's Commissioner for Peace and Security for more than six years. 'At present, we are working with 15 partner countries. The border between Mali and Burkina Faso has been fully delimited and demarcated. In total, 1,997 kilometres of boundaries have been defined over the last few years,

and five maritime boundaries have been delimited,' says Mamadou Diarrassouba, who heads the GIZ project. Conflict resolution methods that involve local communities have also been developed – such as those which led to the peaceful settlement between Ouarokuy and Wanian. These can now be applied to other conflicts between African countries.

The Border Programme, which is implemented by GIZ from its office at the African Union headquarters in the Ethiopian capital Addis Ababa, is just one of 14 initiatives currently under way. Others focus on sustainable infrastructure, agriculture, water, energy, peace, security, reconstruction, good governance and higher education. GIZ has more than 50 local and at least 80 international staff working with the African Union at five locations, with a total budget of EUR 19.7 million. 'The Border Programme is representative of all the projects in that it shows that GIZ can deliver international cooperation even in highly politicised contexts and, together with its partners, can implement policy agendas very successfully at pan-African, regional and national level,' says Uwe Kievelitz, Director of the GIZ AU Office. ■

> CONTACT

Uwe Kievelitz > uwe.kievelitz@giz.de

> AFRICAN UNION



Delimiting borders

Project: Support to the African Union Border Programme

Commissioned by: German Federal Foreign Office (AA)

Lead executing agencies: African Union (AU), ministries responsible for border issues, national border commissions

Overall term: 2008 to 2015

Only about a quarter of sub-Saharan borders are clearly delimited and demarcated. Ill-defined borders are potential sources of conflict, especially when mineral resources are discovered in the border regions. By supporting the delimitation and demarcation of borders, improving the work of the border authorities and intensifying cross-border cooperation between various countries, the African Union aims to prevent conflicts and thus promote peace and security. GIZ is supporting the AU's Border Programme on behalf of the German Federal Foreign Office. Thus far, the border between Mali and Burkina Faso has been delimited and demarcated, as have boundaries between Zambia, Malawi, Mozambique and Tanzania. In addition, the maritime boundaries between the Comoros, Seychelles, Tanzania and Mozambique have been delimited. In around a dozen cases, the programme has ended disputes between villages by establishing cross-border facilities such as health centres. In 2010, an internet-based resource on border issues, the African Union Boundary Information System (AUBIS), was set up. The AU is now able to achieve the goals of its Border Programme largely unaided.

👉 www.aubis.peaceau.org

FLYING HIGH

Shukoor Ullah Yaar is one of 16 trainee civilian air traffic controllers in Afghanistan, the first after many years of war and conflict. He was selected from 240 applicants in a tough recruitment process and is now proud to be participating in the development of Afghanistan's civil aviation industry. On behalf of the German Federal Foreign Office (AA), GIZ is supporting the training of civilian air traffic controllers and advising on the establishment of a civil aviation safety authority.

Photos Sandra Calligaro

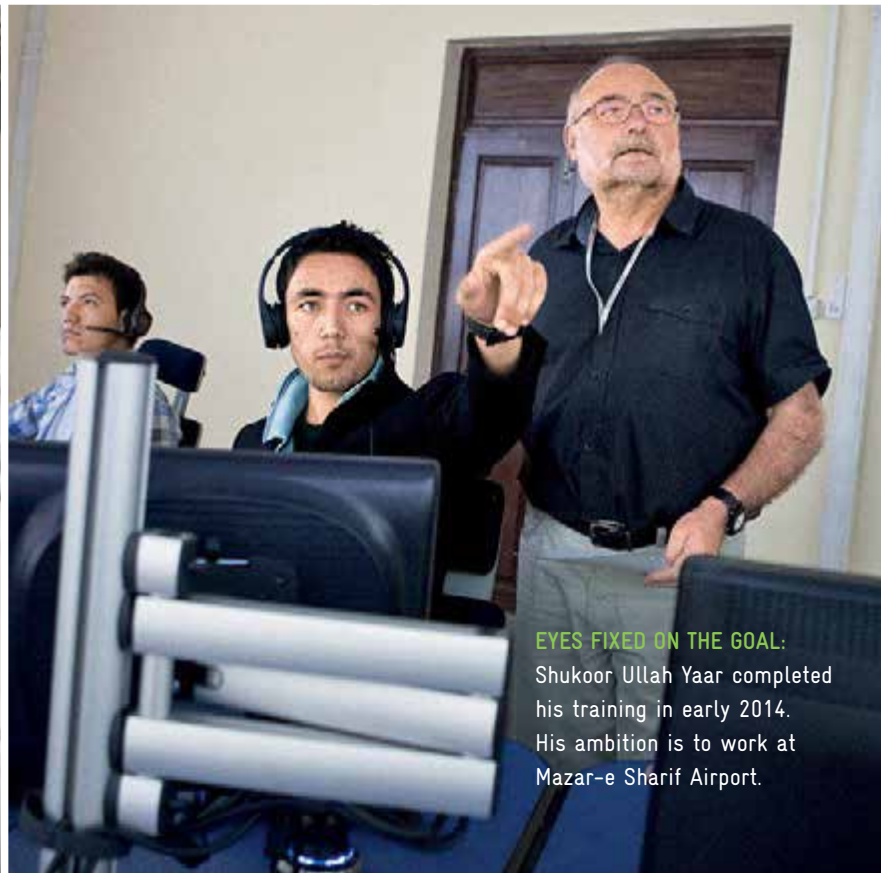
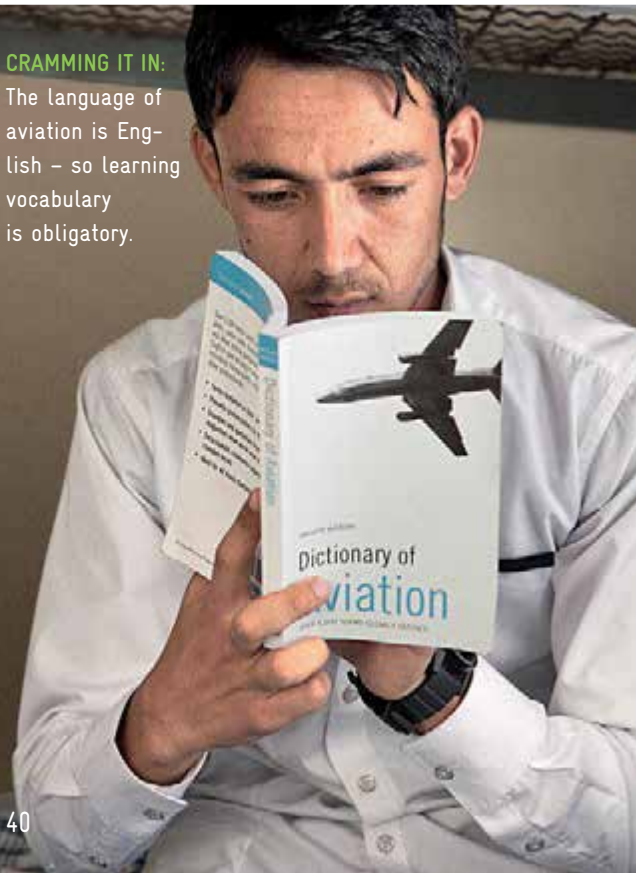


IN THE TOWER SIMULATOR:

Giving clearance for flight plans, checking the runway, and coordinating takeoff and landing: Shukoor Ullah Yaar needs a 360° view and radar screens to deal with these tasks.

CRAMMING IT IN:

The language of aviation is English – so learning vocabulary is obligatory.



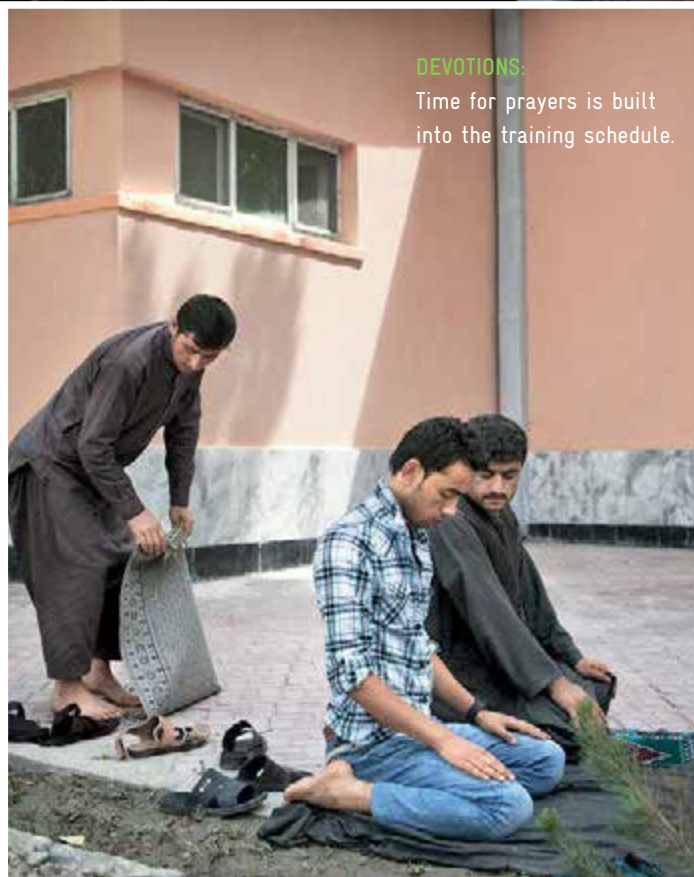
EYES FIXED ON THE GOAL:

Shukoor Ullah Yaar completed his training in early 2014. His ambition is to work at Mazar-e Sharif Airport.



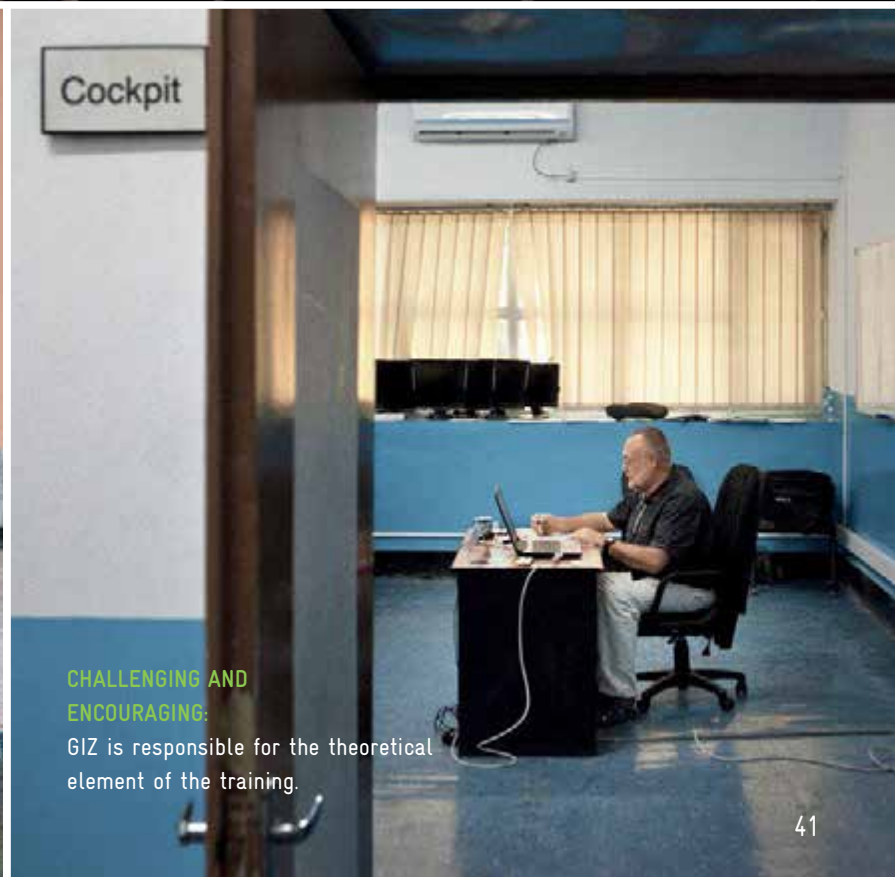
FACES AND STORIES:

GIZ presents some faces and stories from around the world in a series of video interviews: www.giz.de/stories



DEVOTIONS:

Time for prayers is built into the training schedule.



CHALLENGING AND ENCOURAGING:

GIZ is responsible for the theoretical element of the training.

A SPRINGBOARD TO SUCCESS

An internship abroad not only offers insights into working life in the host country. Interns also improve their language skills and establish initial contacts with foreign companies. The Heinz Nixdorf Programme is a successful model.

Text Martina Keppeler

The Heinz Nixdorf Scholarship Programme enables young professionals from Germany to gain experience of the Asia-Pacific region, and strengthens entrepreneurial thinking and action by young German executives, in keeping with the spirit of German businessman Heinz Nixdorf. Every year since 1994, the Programme has enabled 40 to 50 young professionals to live and work in one of eight Asian countries. The programme is centred around a six-month internship in a local or international company in China, India, Indonesia, Japan, Malaysia, South Korea, Taiwan or Viet Nam. The participants – German students and graduates – gain valuable practical experience and insights into their host country's culture and daily life.

The participants are required to attend an intensive language course before embarking on their internship, and then continue their language training in the host country. The scholarship from the Heinz Nixdorf Foundation covers the flight, language course and living costs. GIZ is responsible for organising and implementing the Programme. In order to determine whether the Programme is achieving its objectives, GIZ commissioned the University of Bonn's Center for Evaluation and Methods to conduct a survey among former participants. Almost 60% out of a total of 750 participants since 1994 took part in the survey. The high percentage of former participants willing to give feedback is a sign of their continued strong support for the Programme. Heinz Nixdorf scholarship holders

have precise notions of how their lives and careers will progress – but are also flexible, open and keen to learn about other cultures. By learning an Asian language and coping with a different cultural context, they are helping to equip the German and international economy with an expanding pool of junior executives with sound intercultural experience of Asia. Germany's export-oriented economy relies on professionals who have acquired experience in other countries.

The car industry: a popular choice

More than 90% of respondents now work in the private sector, most of them on permanent contracts. Many are employed in the car industry. More than 93% say that their period abroad has improved their career prospects. One of them is Andreas Görres, who, with the Programme's support, completed an internship with a South Korean automotive components supplier after graduation. He assisted the company's head of production planning to integrate a new inter-linked and automated production line into the existing serial operation. Partly due to his support, the company was able to retain its leading market position over its competitors. 'My time in South Korea was far more demanding, instructive and formative than I had expected,' said the graduate engineer. He benefited in every respect from his time abroad. After his re-



36% have professional links with their host country.

More than 93%
have improved their
career prospects.



More than 90% of
respondents are in
employment.

turn, he applied for a position with Audi AG and was successful, thanks to his overseas experience. After managing projects in China, India, Malaysia and Thailand, he now lives and works in Asia: he heads the Pre-Series Center of Audi AG in Beijing.

Andreas Görres is by no means the exception. The survey showed that 83% of respondents

now work in an international environment, around one third of them abroad. 36% have professional links with the country where they were interns, and more than half still have professional links with Asia. China, India and Japan are mentioned most frequently.

When asked what skills they consider to be particularly important for their profession, most former scholarship holders cite language proficiency. However, 86% say that knowledge of the country and its work culture is also very important, as are communication skills, independence and initiative (66% in each case). Tolerance towards the other culture also stands out, with 87% of participants saying that this is particularly important in their current posts.

Sensitive to other cultures

This is a frequent experience for economist Matthias Spitzer. He was an intern with professional services company KPMG in Beijing. 'The programme certainly broadened my horizons,' he says. Besides his language skills, he gained 'valuable intercultural sensitivity' from his time in China. He now owns his own management consultancy in Frankfurt, advising international banks and financial services providers in a variety of countries. The skills he has gained give him an insight into other mentalities and help him understand how other cultures conduct discussions and approach problem-solving.

Almost 90% of respondents say that they are satisfied with their current occupation. Almost half are in management posts. One of them is Nurten Erdogan, who completed an internship with Dresdner Bank in Shanghai and then went on to work for PricewaterhouseCoopers and Deutsche Bank. 'The time spent in China taught me that sensitivity and open-

ness are important management tools for motivating a team so that it works effectively and achieves the best outcomes for the company,' she says. She is now a Managing Director at Commerzbank in Frankfurt, where she is the Head of Corporate Mergers and Acquisitions. In this role, she and her team regularly encounter very different mentalities during their project work.

About 94% of respondents consider their participation in the programme to have been a useful and valuable experience and say that it exceeded their expectations. It gave them a wealth of skills and expertise that are useful in their present employment and have enabled them to pursue a successful career and achieve a high level of professional satisfaction. Andreas Görres sums it up: 'The Heinz Nixdorf Programme helped me to become the person I am today. It offers a wealth of unique and exciting experiences.'

The companies recognise the benefits as well. 'Our experience with the interns has been really excellent,' says the CEO of Puma Sports in India. 'The Heinz Nixdorf Programme gives us access to extremely well-qualified and motivated professionals.' ■

> CONATCT

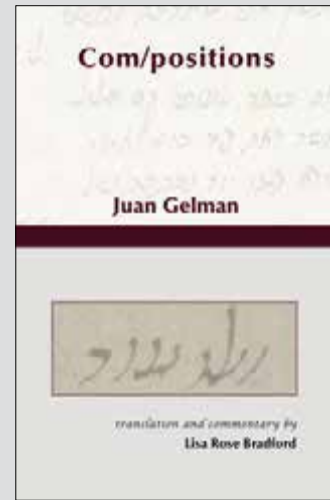
Elvira Busch > elvira.busch@giz.de

👉 www.heinz-nixdorf-stiftung.de

👉 www.giz.de/de/weltweit/16206.html



The Stuttgart Chamber Orchestra will perform at the Rheingau Music Festival on 3 July.



> RHEINGAU MUSIC FESTIVAL

South America Night

Baroque musician and organ virtuoso Johann Sebastian Bach – the epitome of rhythm, heat and passion? Well, why not? This year's Rheingau Music Festival at Kloster Eberbach includes this major German composer in a programme of great South American music, as if he were one of their own. The message? Music not only unites the continents – it also spans the ages.

The world-famous jazz musician and accordionist Richard Galliano from France is a big fan. 'Bach created truly universal music,' he says. His secret recipe for a mix of styles that is always fresh and unpredictable lies primarily in his cooperation with other performers. In Rheingau, they include top violinists Arabella Steinbacher and Susanne von Gutzeit. Whether it's baroque, tango, South America or Europe – they bridge all the supposed differences with their disarmingly fresh fusion of sound.

Besides Bach's violin concerto in A minor (BWV 1041), the evening's programme will include works by the Argentinian bandoneon player and composer Astor Piazzolla, known as the founder of Tango Nuevo, and the Brazilian maestro Heitor Villa-Lobos. GIZ is providing sponsorship for the event, which will also feature the Stuttgart Chamber Orchestra.

South America Night will take place in the cloister of Kloster Eberbach on 3 July at 8 pm.

👉 www.rheingau-musik-festival.de/suedamerikanische-nacht-im-kreuzgang-von-kloster-eberbach,event.html

> RECOMMENDED READING*

Com/positions

Juan Gelman, Argentina
Translated from Spanish by
Lisa Rose Bradford

Juan Gelman, who died recently, was one of Latin America's greatest poets and a world-renowned human rights activist. In his final volume of poems, he boldly engages in dialogue with poets from previous centuries, from Jewish mystics to Islamic singers who celebrate life, whose work he revitalises in his own highly poetic language.

Karl Markus Gauß, writer, literary critic and publisher

GIZ PUBLICATIONS

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



Private sector development for job creation
Available in German
Ulrike Rösler

Full employment and decent work for all were adopted as a Millennium Development Goal in 2000. The study aims to identify actions that are particularly effective in creating jobs, and sectors that offer particular potential, and also explores whether there is scope to integrate informal micro-enterprises. It provides guidance for practitioners on programme design.



Promoting Women's Participation in Peace Negotiations and Peace Processes
Available in English
Cordula Reimann, Filip Weidenbach and Michael Lilier

Peace processes are incomplete without a gender perspective, which is why many UN resolutions call for increased participation of women in peace activities. The brochure is a toolkit for use in development cooperation. It analyses women's access to peace processes, their influence on the dynamics of peace negotiations, and implementation of their demands in the post-settlement phase.



> RECOMMENDED READING*

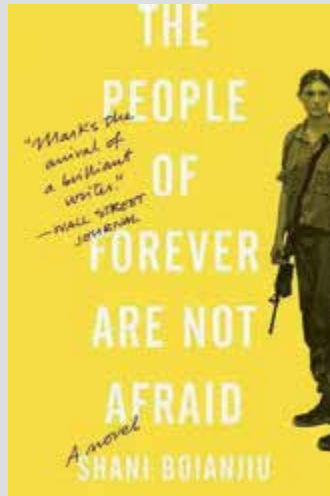
Saison de porcs

Gary Victor, Haiti

Not available in English

A delirious vision of Haiti as a dystopia, ‘...a guillotine that severs everybody’s clear head’, where organ banks are for those who can pay for children to be disembowelled. It’s a spiritual battleground for Christian fundamentalists and a test bed for US economic interests and South American drug cartels. Shrouded in a narcotic haze, human-porcine mutants and wraithlike figures from the voodoo world create the sense of alienation that makes this a great read.

Thomas Wörtche, literary critic



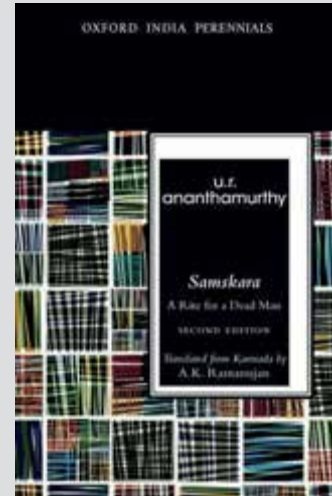
> RECOMMENDED READING*

The People of Forever Are Not Afraid

Shani Boianjiu, Israel

Three young women soldiers, still in their teens, react to the harsh reality of life and the violence in their homeland with curses, defiance, daydreams, flirtations and wit, camouflaging the trauma and loneliness of this supposedly very cool generation of Israelis. An arresting and audacious first novel by a 26-year-old author.

Cornelia Zetzsche, literary editor, critic and broadcaster



> RECOMMENDED READING*

Samskara

U. R. Ananthamurthy, India

This is the story of a Brahmin who has died – and the dilemma of what to do with his body. A rebel against the rules of caste, the dead man had cohabited with a woman from the lowest class in Indian society. It’s too hot, the relatives are only interested in their inheritance, and a dispute flares up in the village. A delightful satire by a master storyteller from Bangalore.

Cornelia Zetzsche, literary editor, critic and broadcaster

* 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



Tailor made training courses on climate change adaptation

Available in English

Barbara Fröde-Thierfelder, Britta Heine, Michael Hoppe and Timo Leiter

The ‘cookbook’ provides guidance for training courses that can be tailored to the target group.

The modules presented have been tried and tested

around the world and can be presented flexibly in a variety of formats. Designed for trainers and institutions, the ‘cookbook’ concludes with information about learning materials and logistical requirements.



Promoting Eco-Innovation

Available in English

Andreas Stamm

Eco-Innovation is needed as a matter of urgency to ensure that development is sustainable and in line with our planet’s carrying capacity. Promoting innovation is therefore high on the political agenda. This 52-page brochure presents the toolkit

for German development cooperation to meet demand for green growth opportunities, from the development of links between research organisations and private companies to the establishment of business incubators.

TEMBY MARY CAPRIO,

EDUCATION EXPERT

'I FIRST ENCOUNTERED GIZ in Cape Verde, where I was serving with the US Peace Corps. It instantly appealed to me,' says Temby Mary Caprio. 'It offered the global perspective that I had been looking for in my career, as well as highly committed co-workers and an approach that puts local project partners on an equal footing.' Temby Mary Caprio – a German Studies expert with American roots – began working for GIZ straight away in education projects in Mozambique and Honduras, at GIZ's head office in Germany and as an advisor in the German Federal Ministry for Economic Cooperation and Development (BMZ). Since late 2012, she has been working in Afghanistan's Education Ministry, coordinating Germany's contribution to the reform of the teacher training system. She is also coordinating a Swiss Government project to encourage women and girls to enter the teaching profession, and is responsible for 69 local staff. So what's her biggest challenge? 'Ensuring continuity and quality of advisory services in a fragile and highly complex environment so that the reforms are successful,' she says. 'Education is a human right and the key to everything else. A high-quality primary education system is essential for sustainable development and equitable growth in Afghanistan.'

Photo: Sumi Teufel

👉 GIZ regularly recruits experts for projects in Afghanistan. Interested? Why not visit our 'Jobs and careers' page: www.giz.de/en/html/jobs.html

AUTHORS AND PHOTOGRAPHERS FEATURED IN THIS ISSUE



SANDRA CALLIGARO studied photography and art. She visited trainee air traffic controllers in Afghanistan (page 40).
www.sandracalligaro.com



DENISE GRAETZ, a communications designer, illustrated the IN FOCUS article on digital change (page 12).
www.denisegraetz.de



PETRA HANNEN explored the opportunities that digital change affords for social development (page 12).
www.satzblei.de



PHILIPP HEDEMANN is an expert on Africa. In this issue, he reported on solutions to border conflicts in Africa (page 37).



THOMAS IMO has been a photographer for 25 years and owns the 'photothek' agency. He visited Georgia for this issue of akzente (page 32). www.photothek.net



MARTINA KEPPELER works in GIZ's Corporate Communications Unit. She profiled the Heinz Nixdorf Programme (page 42).



CLAUS PETER KOSFELD is a political editor and travel journalist specialising in Eastern Europe. He reported from Georgia for this issue of akzente (page 32).



ROLF OBERTREIS is an economics correspondent. For this issue of akzente, he described the skills development project for Tunisian engineers (page 8).



HANS-JOACHIM RABE works in GIZ's Corporate Communications Unit. He reported on the reforms in Greece (page 29).



SUMI TEUFEL works in GIZ's Corporate Communications Unit. She profiled education expert Temby Mary Caprio in Afghanistan (page 46).

AKZENTE

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- 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 61 96 79-0, Fax: +49 61 96 79-11 15

Dorothee Hutter, Director of Corporate Communications

Email: akzente@giz.de

Internet: www.giz.de/en/mediacenter/akzente.html

Responsible: Anja Tomic, Deputy Director of Corporate Communications (GIZ)

Content concept and editing:

GIZ: Wolfgang Barina (duty editor), Kerstin Nauth, Jens Neumann
muehlhausmoers corporate communications: Dagmar Puh, Sabine Schiemann, Beate Schwarz

English translation: Hillary Crowe, Alan Seaton, Teresa O'Connor, Karl Stellrecht (GIZ Language Services)

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akzente was honoured with a Silver Fox Award in 2013 and 2012 and a Gold Mercury Award and a Gold Fox Award in 2011. In 2014, it won Honors at the Astrid Awards.



PREVIEW

akzente issue 03-04/2014

EUROPE The European Union, perhaps more than any other community of states, embodies the notion of inter-country cooperation. It promotes economic and social development in its Member States and assists accession and neighbouring countries to align themselves

with EU standards. It is also the world's largest development donor and helps to shape its Member States' development policies.





Wherever you are in the world, digital mobile communications puts you at the centre of the action. Information and communications technology (ICT) makes knowledge accessible, markets more transparent and political participation easier. What is more, it brings opportunities for social and economic development.

Photo: Michael Sohn/picture alliance/AP

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