

# IAF

## CONNECTIONS

*The Latest News from the Inter-American Foundation*

## IN THE NEWS

### Taking Guinea Pigs to Market

**A** celebration in the Andes is unthinkable without cuy, or guinea pig. Traditionally raised in the backyards and kitchens of rural homes, these animals, like turkeys in the U.S., provide the main course for festive meals. Instituto de Promoción y Desarrollo Agrario (IPDA), an IAF grantee in Perú, plans to use these animals to power community economic development.

José Zenozain, president of IPDA, and Lydia Chanca, a zoologist at the Instituto Nacional de Investigación Agropecuaria (INIA), have worked for years at inventing a better cuy, cross-breeding various strains in search of a larger animal that yields more meat.

With support from IPDA, Comunidad Campesina, a farming cooperative in Jicamarca, an hour from Lima, is raising cuyes as well as ducks, geese, blackbelly sheep and tilapia to market locally and abroad. Cooperative members maintain animal pens and corrals, grow soy beans and alfalfa for feed, breed the animals, and prepare them for sale. "We export more than 250 cuyes to Miami each week, and the demand is rising," Zenozain says. Approximately 500 families directly benefit from the cooperative's production.

On June 24, IPDA was recognized by the Ministry of Agriculture for its success in breeding and exporting cuyes. And the Peruvian National Center for Nutrition recently expressed interest in collaborating with IPDA. Other organizations have also been intrigued; recent visitors to the project include representatives from the National Agrarian Research Institute, the International Center for Potatoes and the Food and Agriculture Organization of the United Nations.



Cuy Photo: IPDA

### Putting First Things First at CEAP

**C**entro de Articulação de Populações Marginalizadas (CEAP) has found an innovative way to stimulate community mobilization and leadership. With IAF support, CEAP started Fundo Afro, a small grants program for Afro-Brazilian development activities. As part of the proposal process, CEAP offers project planning workshops to interested communities. However, rather than specifying dates, times and locations for the events, CEAP requires communities to organize the logistics. An interested community must gather at least 15 participants to qualify for a workshop. CEAP finds that encouraging responsibility decreases no-shows and gives the community a head start before a project begins.

Summer 2003

#### In This Edition

In The News	Page 1
In The Field	Page 2
In the Know	Page 3
In Print	Page 5
At the IAF	Page 6

## Grantee awards

---

### Bolivia

Bolivian First Lady Ximena Iturralde organized a July exhibition of Bolivian weavings at the Organization of American States (OAS) that featured two former IAF grantees, Antropólogos del Sur Andino (ASUR) and Diseño Artesanal y Comercialización Cooperativa (CIDAC). Both grantees were funded by the IAF in the 1980s to revive the indigenous heritage through weaving programs in Chuquisaca and Santa Cruz respectively. For a discussion of these grantees see IAF representative Kevin Healy's book, *Llamas, Weavings, and Organic Chocolate: Multicultural Grassroots Development in the Andes and Amazon of Bolivia* (Notre Dame Press: 2001).

### Brazil

Costurart, a women's sewing cooperative that received a small project grant from IAF grantee CIEDS, is making a splash in Brazil's entertainment business. O Globo, a national television station, contracted Costurart to design and make part of the set for *Kubanacan*, a popular telenovela. The cooperative also made several costumes for the Rio de Janeiro production of the musical *Cats*, a credit that promises to be a useful reference for future theatre work.

### Ecuador

In August, José Luis Echeverría, vice president of IAF grantee Mi Cometa's board of directors, was selected to represent Ecuador at the OAS-organized Congress on Children and Adolescents. At 17, Echeverría, one of the organization's founders, was the youngest representative in attendance.

Movimiento Mi Cometa began as a voluntary effort to organize young people to address housing and water problems in Guasmo Sur neighborhood. It has since developed a model street program, educational scholarships for students and a leadership program for youth. In 2002, Mi Cometa received support from the IAF for training, technical assistance and grants to micro- and small enterprises to generate employment opportunities for the communities' youth.

News about Echeverría's participation appeared in the August 4 *El Universo*, an Ecuadorian daily. For more information log onto <[www.eluniverso.com](http://www.eluniverso.com)>.

### Mexico

IAF grantee Fundación del Empresariado Sonorense, A.C. (FESAC) is playing a key role in establishing the first emergency trauma center in Nogales, Sonora, Mexico, an area bordering southern Arizona.

FESAC has worked to mobilize funds and forge agreements among hospital, government, political, civic and business leaders in Nogales and the state of Sonora to construct the building for the new emergency trauma center that will house equipment funded with \$365,000 from U.S. Agency for International Development (USAID) channeled through a hospital in Tucson, Arizona. This center should alleviate some of the pressures on Arizona hospitals.

Currently the IAF supports FESAC's promotion of local development in Nogales, Hermosillo, Ciudad Obregón, Agua Prieta and other Sonoran cities.

## Information for Grantees

---

### The Crafts Center

The Crafts Center, a nonprofit organization based in Washington, D.C., provides information and training to help artisan groups access the global marketplace. A membership organization, the center connects artisans from 84 countries to buyers, resources, information and training.

Craft Center membership offers the following benefits: *Crafts News*, a quarterly newsletter sharing design and market trends, trade tips and regulations, advocacy updates, and hands-on experiences; an online directory and crafts resource database; a monthly e-mail update on business and funding opportunities, trade shows, and events and conferences; and an online help desk responding to business and trade inquiries.

The Crafts Center also partners with NGOs to deliver a 14-module commercial training program designed to teach craftspeople all elements of running a successful business. More than 20,000 artisans in Perú and Bolivia have benefited from this training. For more information log onto <[www.craftscenter.org](http://www.craftscenter.org)> or contact [belisa@craftscenter.org](mailto:belisa@craftscenter.org).

## Recent Conferences

### First Latin American Summit on Local/Regional Development and Decentralization, Arequipa, Peru, June 9-12

IAF grantee Centro de Estudios para el Desarrollo Regional (CEDER) hosted the summit in this beautiful Andean city framed by the Chanchani and Misti volcanoes. The meeting attracted more than 500 participants from 25 countries in Latin America, the Caribbean, Europe and the U.S.

Inaugural speeches were delivered by a representative from the national Congress, Arequipa's mayor and the president of Macro Región Sur, an NGO working to consolidate resources and cluster industries to create a critical mass for regional development. International panelists represented, among other organizations, the Woodrow Wilson Center, a U.S. social policy think tank sponsoring research on decentralization in Latin America; the UNDP decentralization program; CEPAL, a United Nations program in Latin America; FUNDE, a Salvadoran NGO fostering local development and CEPAD, a Bolivian think tank.

Other conference organizers included the Diputación de Barcelona, the High-Level Inter-American Network on Decentralization (RIAD), the municipal government of Arequipa and Macro Región Sur.

Summit host CEDER is a NGO supporting honey and avocado production on *chacras*, or small farming plots. It first received IAF support in 1986 to improve irrigation and pest management and boost crop production and marketing in the province of General Sánchez de Cerro. For more information log onto the conference Web site <[www.ceder.org.pe](http://www.ceder.org.pe)>.

### RedEAmérica General Assembly, Cancun, Mexico, June 22-23

The Mexican Center for Philanthropy (CEMEFI) hosted the second annual general assembly of the Inter-American Network of Corporate Foundations and Actions for Grassroots Development (RedEAmérica) in Cancun, Mexico, in June.

RedEAmérica was officially launched on September 21, 2003, in Miami, to raise the visibility of

grassroots development among public policymakers and business leaders and to channel more funding to the array of community organizations implementing self-help development projects in the Americas. In its first year of operation the network has expanded to 35 members in 12 countries, and has developed two interactive learning and training programs to build on members' past success and lay the foundation for rapid future growth. Newly inducted members include Instituto de Ciudadania Empresarial, Instituto Camargo Correa and Instituto Holcim in Brazil; Empresa Minera Yanacocha SRL in Bolivia; Falconbridge in the Dominican Republic; the Peruvian Fundación Avina-Perú; and Nuevos Cosméticos in Uruguay.

In Cancun, the RedEAmérica formed working groups to define and analyze such key issues as the role of leaders in projects, how to ensure project sustainability after donor funding ends, a standardized budget design and the interface between private and public institutions in supporting grassroots development.

The principal objectives for the coming year are to consolidate and build on current programming, study new grassroots development programs, increase participation of new members to integrate them into the network and sharpen the network's vision to better carry out its mission. A CEOs committee has been enlisted to boost awareness of RedEAmérica. These activities will be coordinated by Fundación Polar from Venezuela, which was selected to serve a one-year term as secretariat, succeeding CEMEFI.

### National Council of La Raza Annual Conference, Austin, Texas, July 12-15

The IAF sponsored a workshop on "Afro-Latin Community Development: Emerging Definitions of Community and the Role of Youth." The workshop was moderated by Judith Morrison, IAF senior representative, and included grantee representatives Inola Mapp, director of El Centro de Estudio para la Promoción del Desarrollo in Panama; Marilene De Paula, director of Fundo Afro, Centro de Articulação de Populações Marginalizadas in Brazil; Romero Rodriguez, executive director of Mundo Afro in Uruguay; and Rolando Roebuck, the Hispanic program manager of the District of Colombia's Department of Human Services. Other IAF participants included staff assistants Luiz Antonio Casey and Oscar Ruiz and intern Nnenna Ozobia.

**The Inter-American Foundation (IAF) is an independent agency of the United States government that provides grants to non-governmental and community-based organizations in Latin America and the Caribbean for innovative, sustainable and participatory self-help programs. The IAF primarily funds partnerships among grassroots and nonprofit organizations, businesses and local governments, directed at improving the quality of life of poor people and strengthening participation, accountability and democratic practices. To contribute to a better understanding of the development process, the IAF also shares its experiences and the lessons it has learned.**

**Inter-American Foundation  
901 N. Stuart Street  
10th Floor  
Arlington, VA 22203  
phone: 703.306.4301  
fax: 703.306.4365  
e-mail: [info@iaf.gov](mailto:info@iaf.gov)  
web: [www.iaf.gov](http://www.iaf.gov)**

## **Workshops and Meetings**

### **Dialogues on Transnationalism and Community Development**

This summer the IAF convened a series of dialogues in cities throughout the U.S., bringing together local foundations, immigrant organizations, hometown associations (HTAs), municipal authorities and academics to discuss how transnationalism impacts immigrant communities. Dialogues were held in New York City on March 20, Boston on May 29, Los Angeles on June 20 and Miami on September 24. One is planned for Chicago in early November.

The dialogues raised awareness of the goals and specific needs of immigrant organizations and their potential for fostering community development in their new U.S. cities of residence as well as in the communities of origin. Often representatives of local immigrant organizations were meeting each other for the first time.

Several examples emerged of transnational linkages between immigrant organizations in the U.S. and HTAs that resulted in mutually beneficial development projects. The IAF plans to document and publish some of these case studies, together with edited reports from each dialogue. For more information on the dialogues see the IAF Web site.

## **Upcoming Events**

The Inter-Americas Conference on Corporate Social Responsibility, "CSR as a Tool for Competitiveness," will be held in Panama City, October 26-28. The IAF will sponsor a panel on tri-sector partnerships. Other conference organizers include the UNDP, the World Bank, the Inter-American Development Bank (IDB) and the government of Panama. For more information about the conference, visit [www.iadb.org/csramericas/iaccsr\\_home.html](http://www.iadb.org/csramericas/iaccsr_home.html).

ASMARE, a Brazilian recycling organization and IAF grantee, will host an international conference October 27-31. The conference will take place in Belo Horizonte and will include seminars and cultural exhibits. ASMARE expects as many as 1,500 recyclers from throughout Latin America to attend. The recyclers, most of whom are homeless or have at some time

lived on the streets, will begin the conference with a peaceful march through the city to raise public awareness. For more information about the conference, visit [www.asmare.org.br](http://www.asmare.org.br).

"Building and Sustaining Solutions," Business for Social Responsibility's 2003 Annual Conference, will be held November 11-14, in Los Angeles. Log onto [www.bsr.org/conference](http://www.bsr.org/conference) for more information.

## **Presentations**

Sarah Gammage, a researcher working on migration and remittance issues in Haiti, spoke to the IAF on May 30. Her paper "Exercising Exit, Voice and Loyalty: A Gender Perspective on Transnationalism in Haiti" may be accessed at [www.iaf.gov/transnationalism.asp](http://www.iaf.gov/transnationalism.asp).

Graciela Tapia, executive director, Fundación Cambio Democrático (FCD), a conflict-resolution NGO based in Buenos Aires, gave a presentation to the IAF on June 2. FCD is the Latin America lead organization in the Partners for Democratic Change International Network which seeks to bring dialogue to conflict areas. For further information log onto [www.cambiodemocratico.org](http://www.cambiodemocratico.org).

On June 4, former Foundation representative Steve Pierce briefed the IAF on tri-sectoral collaboration in Oaxaca. Pierce leads the Synergos Institute's Bridging Leadership program, which trains leaders from business, government and the non-profit sectors in developing countries to work across different sectors, and in diverse partnerships, to achieve sustainable solutions to poverty.

On June 9 at the IAF, Ragne Beiming, the labor counselor at the Swedish Embassy in Washington, D.C., presented "The Power of Dialogue at the Grassroots: the Historical Experience of Study Circles for Social Development in Sweden and its Lessons for Other Countries." Among other points, Beiming described how civil society organizations interact with the government in Sweden.

The IAF hosted the monthly Esquel Group's Civil Society Task Force in June. Kreszentia M. Duer, manager of the newly formed Civic Engagement, Empowerment

& Respect for Diversity Program (CEERD) at the World Bank Institute, spoke about the program's work fostering citizen involvement in governance and public services, respect for social tolerance and diversity, and poor people's access to markets.

FINCA's John Hatch, founder of the village banking model, and staff members Deb Burand and Francesca Rattray spoke June 18 at the IAF on FINCA's use of microfinance as a development tool in Central America, the Andes and Brazil. FINCA has moved beyond microcredit to provide financial services, including savings accounts, property insurance, life insurance and education loans. For more information log onto [www.villagebanking.org](http://www.villagebanking.org).

Afro-Americana XXI, a network of Afro-Latin nonprofits working to reduce poverty in the Americas, gave a presentation to the Foundation on June 27. Representatives from Honduras, Mexico, Panama, the Dominican Republic, Nicaragua and Colombia highlighted the importance of racial issues in the Americas, often in unexpected places. For example, Afro-Americana XXI claimed that as many as 3-8 million people of Afro-Latino descent live in Mexico today, citing unofficial estimates. Representatives also discussed racial inclusion in development assistance. While in Washington, Afro-Americana XXI visited the U.S. President's Committee on Race, the Congressional Black Caucus, the Congressional Hispanic Caucus, USAID and several international financial institutions.

Anne Tamara Lorre, deputy to the ambassador of the Canadian Mission to the OAS, visited the IAF on July 23 to relate Canada's vision of the Summit of the Americas process. Canada has been a driving force in recent summits, hosting the 2001 gathering in Quebec City and assuming a leadership role in preparing for this year's Mexico "subsummit."

Richard Volk and Barbara Best from USAID's Water Team spoke on August 6 to the IAF about "The White Water to Blue Water Initiative: A Partnership to Link Freshwater and Oceans." For more information see *IAF Connections*, fall 2002.

## IAF Publications



The most recent *Grassroots Development*, volume 24, number 1, features articles on the current situation of Argentine grantees, the community museum movement, remittances and sustainability as well as book reviews and much more. It is available to subscribers and is posted on the IAF Web site in English. The Spanish edition is expected in October.

Beryl Levinger and Jean McLeod's *Togetherness* is also available in Spanish and English. This special study examines the experiences of 12 intersectoral partnerships, among NGOs, local government and, in some cases, private sector businesses, to spur grassroots development in five Latin American countries.

The journal, the annual report and special thematic studies can be ordered free of charge by e-mailing your full postal address to <publications@iaf.gov>. Supplies are limited; orders will be filled on a first-come, first-served basis.



## Local Development Cross-Country Study

Chilean IAF grantee Sur and the Uruguayan grantee CLAEH delivered *Territorio y Desarrollo Local: Experiencias en Chile y Uruguay* (Ediciones Sur: 2003) to the Foundation and the Esquel Group's Civil Society Task Force in July. Funded by an IAF grant, this publication draws on 15 case studies to lay out a logical framework for local development. E-mail Patricia Boyco <patricia-boyco@sitiosur.cl> to order a copy today.

## Editor's Note

"Environmental Trampolines" by Megan Savage published in *IAF Connections*, spring 2003, summarized "Café com Floresta Muda a Paisagem do Pontal," an article published in *O Estado de São Paulo*, a Brazilian daily. For the full article by Liana John see <www.estado.com.br>.

## Media Round up

Ismael Ferreira's initiatives in northeast Brazil were praised in the editorial "Linking Poor Farmers to a Global Economy" in the September 12 *Washington Post*. Between 1989 and 2000, the IAF supported Ferreira's organization, APAEB, as it grew and diversified: first the farmers' efforts to receive better prices for their sisal crop; then their proposal to process raw sisal; then the idea for the sisal carpet factory that operates 24/7 with four shifts of well-paid workers and circulates \$7 million annually through the local economy. Now self-sustaining, APAEB received from the IAF a total of \$429,700, a small sum but enough to help desperately poor Brazilians find their niche in the global economy.

IAF grantee Fundación Proyecto Paria (FPP) was the focus of "Organizing Makes the Difference," an article published by Gustavo Roosen in the June 25 *El Nacional*, a Venezuelan daily.

The piece discusses how communities in the state of Sucre have organized a cacao producer's association to create jobs and overcome massive rural emigration. FPP received support from the IAF in 1998 to provide training, technical assistance and credit to 2,600 residents of seven rural communities. The project itself has also developed rural schools, an experimental plant nursery to recover native cacao strains and grow seedlings, and a medical center converted from an outpatient clinic. For more information on FPP see the IAF's corporate case studies at <www.iaf.gov>. Click on grants, corporate outreach and case studies.

IAF grantee União de Negros pela Igualdade (UNEGRO) was cited in the April 10 *Estado de São Paulo*, a Brazilian daily. UNEGRO has a two-year grant, signed in 2001, to collaborate with the São Paulo municipal government and Fundação Palmares, a federal foundation, to develop a community training program for 200 at-risk adolescents. Program coordinators use workshops, activities and films to frame discussions and encourage reflection on pertinent topics such as race, gender, prejudice, drugs, sexuality and citizenship. For the full article in Portuguese visit <www.estado.estadao.com.br/editorias/2003/04/11/cad034.html>.

IAF grantee Centro de Agricultura Alternativa (CAA) in Brazil was the focus of an article in the June issue of the UNDP publication *Choices: the Human Development Magazine*. CAA provides skills, training and logistical support to small-scale producers in the semi-arid region surrounding Montes Claros in northern Minas Gerais. Farmers in this region have recently discovered a local market for wild fruits, which grow in abundance and were once considered a nuisance. CAA assists with the transportation, processing and marketing of the fruit, while also bolstering cooperation among producers. For the full article in English log onto <www.undp.org/dpa/choices/>.

On May 29, the IAF was cited in a resource publication for NGOs reviewed in the IDB's weekly bulletin *Ethics and Development*. Bernardo Kliksberg, general coordinator, recently started the Inter-American Initiative on Social Capital, Ethics and Development to strengthen ethical values and social capital in Latin America and the Caribbean. To subscribe to the bulletin, visit <www.iadb.org/etica>.

## Staff Activities

---

In June, staff assistants Oscar Ruiz and Eduardo Rodriguez-Frias attended the United Nations annual conference on the disabled, held in New York.

Also in June, Kevin Healy, IAF representative for Bolivia, lectured on indigenous social movements in Latin America at the Foreign Service Institute. In July, he briefed State Department officials on the history of Bolivia's rural workers' union movement.

Judy Morrison, IAF senior representative, and Megan Savage, IAF intern, attended grantee Instituto Ethos's fifth annual national conference in São Paulo, Brazil, in June. Throughout the week-long event, participants from the private, public and nonprofit sectors debated the many facets of ethics and social development.

Among the highlighted speakers was Marcos Kisil, president of the Institute for the Development of Social Investment (IDIS), a recent IAF grantee. Kisil spoke about the risks and rewards of social investment, and offered a pragmatic project life-cycle framework to guide businesses in making the social return on their investments count.

Audra Jones, IAF representative for Argentina and Venezuela, contributed the chapter "Partnerships with NGOs and Civil Society" in the publication of proceedings from the Inter-Americas Conference on Corporate Social Responsibility: Alliances for Development, held September 2002 in Miami, Florida. Log onto [www.iadb.org/csramericas/doc/proceedings.pdf](http://www.iadb.org/csramericas/doc/proceedings.pdf) to read the online version of the publication.

---

## New Faces

### Contractors

**Karina Velásquez**, IAF new data verifier in Venezuela, studied public administration at the Universidad Central de Venezuela and economics at the Universidad de Barcelona. She worked for the Fundación Venezuela Sin Límites coordinating evaluation procedures and for the Catholic University of Louvain (Belgium) conducting studies on the legal framework of cooperatives in Belgium, Spain and Venezuela.

**Bernard B. Brown**, an M.P.P. candidate at Johns Hopkins University Institute for Policy Studies in Baltimore, researched business sector involvement in development.

### Staff

**Marnie Schilken**, IAF representative for Ecuador, has an M.P.H. from the University of Massachusetts. She spent the last three years working with Fundación Chol-Chol, a nonprofit organization serving indigenous communities in southern Chile.

**Gabriela Boyer**, IAF representative for Argentina, Uruguay and Paraguay, came to the IAF from the World Bank's Latin America Environment, Social and Sustainable Development division.

**Marcy G. Kelley**, deputy vice president for programs, recently left Ecuador as Peace Corps director. She has worked in West Africa, consulted with Care International and lived in the Dominican Republic as a Peace Corps volunteer.

### Interns

**Alan L. Ashbaugh**, an undergraduate studying international studies and sociology at Colby College, worked with the IAF auditors.

**Katherine C. Reilly**, an undergraduate at Bowdoin College, with a double major in Latin American history and Spanish, analyzed projects related to environmental concerns and microenterprise development in Central America.

**Nnenna O. Ozobi**, an M.A. candidate (international affairs and economics) at Johns Hopkins University School of Advanced International Studies (SAIS), researched projects dealing with people of African descent.

**Rachael L. McCracken**, an undergraduate studying pre-law, Spanish and international relations at Amherst College, worked on sustainable coffee initiatives.

---

## Where they are now

**Rita Funaro**, former IAF editor, is now managing editor of *IDEA*, published by the IDB. This newsletter reports on research on major economic and social problems affecting Latin America and the Caribbean. Log onto [www.iadb.org](http://www.iadb.org) for an e-mail subscription.