

# 2011 Annual Report

on the Millennium Villages Project



*A founding partner of the*



## Millennium Promise 2011 Annual Report on the Millennium Villages Project

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#### Cover photos:

Top: Community Health Workers in the Millennium Village of Mayange (Rwanda)

Bottom: Primary school students in the Millennium Village of Tiby (Mali)

*All photos credited to the Millennium Villages Project unless otherwise noted.*

## 1. Introduction

**At Millennium Promise, our vision is the eradication of extreme poverty, hunger, and preventable disease within our lifetime.**

We believe that extreme poverty can be cut in half by 2015, even in some of the poorest, most remote places in the world.

**Our vision becomes action through the Millennium Villages Project.**

The Millennium Villages Project (MVP) was launched in 2005/06 to create a pathway to achieve the Millennium Development Goals (MDGs) in the poorest regions of rural Africa. A partnership initiative of the Earth Institute at Columbia University and Millennium Promise, the MVP is using a holistic, science-based approach to benefit more than 500,000 people across sub-Saharan Africa.

### Three Main Goals of the MVP

The MVP has three over-arching goals. The first is to support Millennium Village (MV) communities and local governments to achieve the MDGs by 2015. The thrilling news is that the communities in the Millennium Villages are on track to achieve the MDGs by 2015. We are seeing dramatic gains in the fight against poverty, hunger, and disease. Incomes are rising, hunger is falling, and health is improving. Not surprisingly, the pace of progress varies from site to site. While the integrated, cross-sector approach provides a general framework for each community's strategy, distinctive challenges posed by the local climate, natural terrain, disease burden, remoteness, and lack of national infrastructure influence the implementation of the interventions and the pace of progress. Even so, all sites are making advances.

The mission of Millennium Promise is to provide the operational platform and resource mobilization for the Millennium Villages Project, which empowers communities to lift themselves out of extreme poverty.

The Millennium Villages are located in 10 countries across sub-Saharan Africa:



Ethiopia, Ghana, Kenya, Malawi, Mali, Nigeria, Rwanda, Senegal, Tanzania, and Uganda.

The second goal of the MVP is to create a system for success. This means not only a clearly defined pathway to achieve the MDGs, but also a toolkit that can be transferred from the MVs to the rest of rural Africa. These tools include organizational strategies (for example, a detailed system for deploying front-line community health workers), specially designed software, and a real-time information system that documents progress and detects problems in real time. This entire set of tools must be well documented and available to other communities and governments.

The third goal is to work with governments around Africa to scale up MVP interventions and achievements, so that the best lessons of the MVP are put quickly into practice around the continent.

The MVP is a complex project that operates at the scale of communities of 5,000 to 70,000 people. Unlike many other development initiatives, the MVP is not testing or introducing a single new intervention. In a Millennium Village site, dozens of science-based interventions are pursued simultaneously. The interventions range across five key sectors: agriculture, health, education, infrastructure (including water and sanitation), and business development. The Project leverages and develops systems and technologies for achieving the strongest combined results of these interventions. Gender equality and environmental sustainability run throughout all Project activities.

### Early Results

Since 2005, we have begun to see what's possible when the best scientific research is combined with local expertise and the latest technologies. For

example, after the first few years of the Project, communities have seen some promising early results. (Statistics based on Year-3 survey data across 11 sites):

- Increased maize yields, from 1.3 to 3+ metric tons per hectare
- Improved drinking water, with household usage increasing from 21% to 68%
- Free basic health care for families, including visits from Community Health Workers
- Reduced malaria prevalence, from 22% to 5%
- Access to adult education classes for women starting new businesses in some sites

We have the technology, we have the knowledge, and we have made remarkable progress so far. But our work is not yet done.

To reach success by 2015 we need commitments of support from donors and partners at every level and from every area that touches our work. Thank you for your support!

## 2. Highlights from 2011

The strategic priorities for 2011 included ensuring a smooth transition to Phase II operations, amplifying business development efforts, and honing eHealth systems. Major highlights of the year toward these priorities and more are presented below.

### Launch of Phase II at the United Nations

More than 150 partners and supporters gathered at the United Nations headquarters in New York City on October 3, 2011, for a luncheon to mark the launch of the second five-year phase of the Millennium Villages Project. The event was hosted by Professor Jeffrey D. Sachs, co-founder of the Millennium Villages Project and director of the Earth Institute, Columbia University. The afternoon featured remarks from the United Nations Secretary-General Ban Ki-moon, and prominent philanthropist and visionary MVP supporter, Mr. George Soros.

It was announced at the event that more than \$72 million in new funding was pledged for Phase II, including \$27.4 million over the next five years from the Open Society Foundations to support the MVP and up to \$20 million from the Soros Economic Development Fund for investment-worthy businesses in MVP communities, both announced by Mr. Soros at the event.

The event included the release of *The Millennium Villages Project: The Next Five Years: 2011-2015*, a report detailing gains made since the MVP's start in 2006, as well as plans for the Project's next five years. (View the report in its entirety at [report.millenniumvillages.org](http://report.millenniumvillages.org).)



Community Health Workers in the MV of Dertu (Kenya).

Notably, the Project accomplished these results while keeping within a donor budget of \$54 per person per year and an overall investment (including contributions from all stakeholders) of \$113 per person per year, a level of support consistent with internationally agreed upon targets for official development assistance. The Project is in the process of analyzing Year 5 survey data, which will be released later in 2012.

### Improving Health Systems Using eHealth<sup>1</sup>

Integrating the MVP health information systems at the point of care with national systems has been a priority focus for the health sector. In 2011, the Millennium Global Village Network, or MGV-Net, was extended to most Project sites, bringing the Project closer to having a real-time mobile based monitoring system for use by CHWs. Aspects of the MGV-Net system are currently being studied for national scale deployment in Ethiopia at the request of the Minister of Health.

<sup>1</sup> Electronic health (eHealth) involves the application of information and communications technologies (ICTs) to facilitate health care services (including diagnosis, treatment, reporting, and feedback) with the aim of improving health-system performance and public health outcomes. Mobile health (mHealth) is one part of this wider initiative based on the use of mobile phones and other mobile devices.



In addition, an Android-based application based on OpenDataKit (ODK) was added to MGV-Net to boost the MVP's verbal autopsy system, by which each maternal and child death in a site prompts a care-giver interview to determine likely medical cause(s) of death and social factors contributing to the death, such as delay in receiving care or drug stock outs. Automated data entry speeds up the analysis and aggregation of verbal autopsies, allowing local health teams to identify gaps in the system, including gaps in management, and correct them in real-time. These tools, as well as a multilingual, multinational, standard data dictionary managed by the MVP, are being shared widely. (See the Health section of this report for further details.)

### Pilot of SharedSolar

In order to bring electricity to Millennium Village residents who live in remote areas where electricity grid extension is difficult, the SharedSolar system links households to an eco-friendly, solar-powered mini-grid. Customers pre-

pay for on demand power available 24 hours per day using their mobile phones, a technology that is widely accessible across sub-Saharan Africa. The project was successfully piloted in Tiby (Mali) and Ruhira (Uganda) in 2011, with a pilot in Mbola (Tanzania) planned for 2012. Early popularity reflects that the system is cost-effective and user-friendly, and that users favor paying only for what they need, with low upfront costs.

### UPCC and Spokes of Change

Thanks to the generosity of supporters Rick and Richard Schaden, Millennium Promise was named the official charity and presenting title sponsor of the inaugural USA Pro Cycling Challenge (UPCC) in August 2011. Broadcast in more than 160 countries, the UPCC is a 7-day professional cycling race that takes place across Colorado and features more than 100 professional cyclists.

In conjunction with the UPCC, Millennium Promise launched the *Spokes of Change* campaign in support of the life-saving work of Community

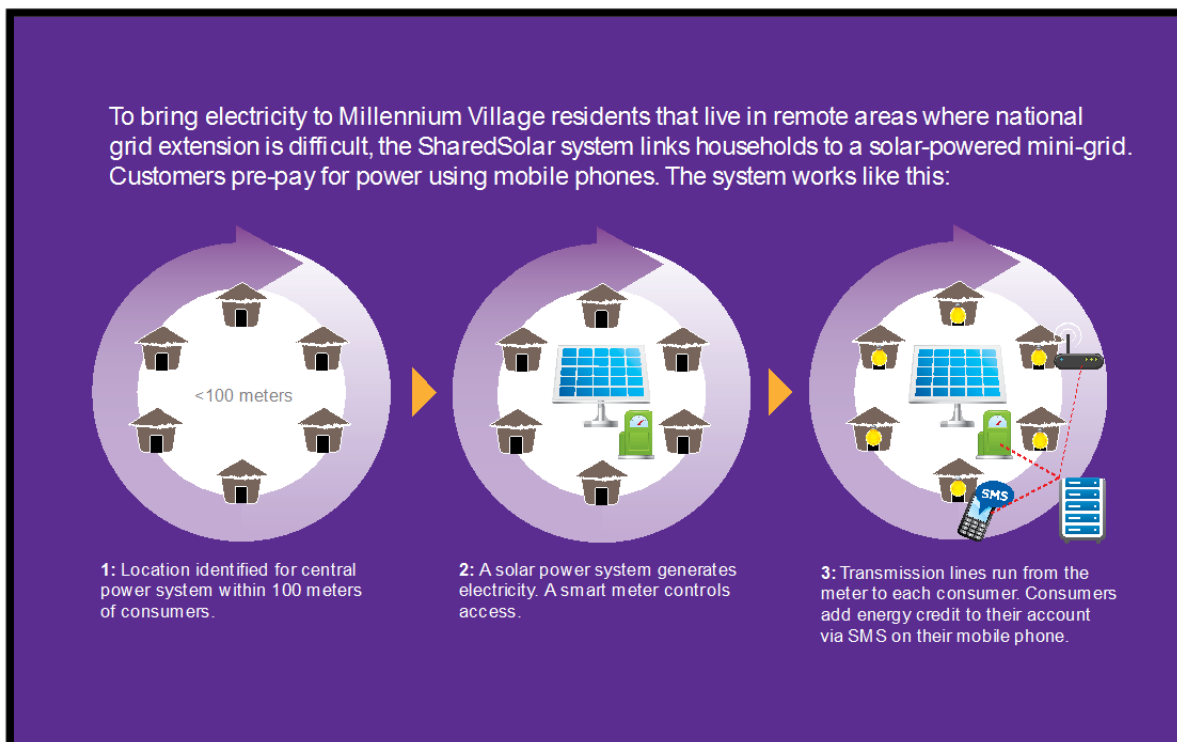


Diagram of SharedSolar system. From *The Millennium Villages Project: The Next Five Years: 2011-2015*, released in 2011.

Health Workers (CHWs) in the MVs. Working with partners Sapient Nitro and CamLin Productions, two public service advertisements (PSAs) were created to draw awareness of *Spokes of Change* and Millennium Promise during the race. The PSAs reached more than 25 million television and online viewers in the U.S. and internationally. View them at [youtube.com/user/MillenniumPromise](http://youtube.com/user/MillenniumPromise) (“Potential Realized” and “911”).

Through a dedicated website, *Spokes of Change* enabled the public to get involved by donating funds, logging cycling miles through MapMyRide, buying specially designed Tommy Hilfiger T-shirts, bidding on one-of-a-kind prizes through Charity Buzz, viewing videos, and learning more about the MVP. More than \$140,000 was raised for Millennium Promise in six weeks from these efforts.

### Plans for New MV in Northern Ghana

A new Millennium Village site to benefit 25,000-30,000 people in some of the poorest and most remote sections of northern Ghana was in the planning stages in 2011.

While Ghana is progressing well overall toward achieving the MDGs, development in the north lags behind. The new MV will cover 34 communities located in three Area Councils of the West-Mamprusi and Builsa Districts. These areas are sometimes described as northern Ghana’s “overseas” due to their inaccessibility.

The UK’s Department for International Development (DFID) will provide funding over the next 5 years to support this new MV in northern Ghana. The Project will offer a set of interventions to communities to lift themselves out of extreme poverty while improving health systems and fighting hunger and malnutrition with the aim of achieving the MDGs. At the same time DFID will



The Millennium Promise logo featured prominently at the UPCC race in August 2011, which helped raise awareness about Community Health Workers.

support an independent evaluation of the Village, which will examine the impact this approach has, and help provide evidence of the most effective ways of improving the lives of some of the world’s poorest people.

This new partnership with DFID is made possible in part by the leadership of Millennium Promise UK board chair Lord Michael Hastings.

### 3. Partnerships Update

The Millennium Villages Project is supported by a growing alliance of public, private, and nonprofit entities and individuals who share a commitment to sustainable development and the scaling up of effective ideas. A number of partners provide in-kind contributions of essential materials such as water pipes, medical equipment, and technical expertise. Others underwrite the costs of building schools, clinics, or grain warehouses. Some support individual villages or programs. Government partners are essential to financing and executing road-building and other larger-scale projects.

Together, these partners make the work of the MVP possible by directly empowering communities to reach new frontiers of opportunity, laying the foundation for ongoing innovations and local entrepreneurship. Some key partnerships are highlighted below.

#### CORE PARTNERS

##### **The Earth Institute, Columbia University (EI)**

Core science and policy leadership for the Millennium Villages Project is provided by the Earth Institute, Columbia University. Led by Director Jeffrey D. Sachs and a roster of top experts in the fields of agronomy, engineering, public health, and more, EI is the world's leading academic center for the integrated study of the Earth, its environment, and society. EI provides research and expertise on the development of science-based solutions for all sectors of the MVP's work. Learn more at [www.earth.columbia.edu](http://www.earth.columbia.edu).

##### **Millennium Promise**

Providing operational leadership for the MVP, Millennium Promise is the leading international nonprofit organization solely committed to

accelerating achievement of the Millennium Development Goals (MDGs), with the vision to eradicate extreme poverty in our lifetime. Through the MVP, this vision becomes action. Headquartered in New York with regional offices in Nairobi, Kenya, and Dakar, Senegal, (relocated from Bamako, Mali, in early 2012), Millennium Promise operates 14 MV sites in 10 countries, and is working to mobilize a growing global alliance of public, private, and nonprofit partners who share a commitment to sustainable development and scaling up effective ideas. Learn more at [www.millenniumpromise.org](http://www.millenniumpromise.org).

In addition to its global board, four national boards support the leadership and fund-raising efforts of Millennium Promise (MP) in operating the Millennium Villages Project. The **MP Canada** board continued to raise awareness and funds for the MVP in 2011. **MP Japan** continued to provide support for the MV of Ruhira (Uganda) while raising awareness of the MVP in Japan. **MP Netherlands**, the newest national board formalized in 2011, established a full-time Director of Business Development position to support growth in this sector in the Millennium Villages. **MP United Kingdom** contributed to forging the partnership between Millennium Promise and the UK Department for International Development to support a new Millennium Village in northern Ghana.

##### **Regional MDG Centres**

Two Africa-based regional centers help manage the operations of the Millennium Villages Project and provide key Project leadership. In early 2012, the MDG Centre for West and Central Africa was relocated from Bamako, Mali, to Dakar, Senegal. The MDG Centre for East and Southern Africa is



located in Nairobi, Kenya. The MDG Centres house Africa-based staff of both the Earth Institute and Millennium Promise, and provide resources for MDG-based planning to countries across the continent.

### **United Nations Office for Project Services (UNOPS)**

Beginning July 1, 2011, UNOPS began providing human resource management services to Millennium Promise for its operations in Africa. These services include human resources contract and payroll administration for the Millennium Village Project staff. UNOPS implements more than \$1 billion worth of projects for its partners every year, operating in more than 80 countries, often in the most challenging of environments. It provides administrative, operational, and other support services to governments, intergovernmental entities, international financial institutions, non-governmental organizations, the private sector and foundations as well as to the rest of the United Nations system.

Prior to July, the **United Nations Development Programme** provided project management and operational support for the MVP's village- and national-level activities. The UNDP continues to play a role in the MVP by supporting national scale-up initiatives in a number of countries.

### **FOUNDATION, PRIVATE, & PUBLIC SECTOR PARTNERSHIPS**

Highlighted below are some of the major partners supporting the Millennium Villages Project.

#### **Agrium Inc.**

In 2011, Agrium donated 1,430 metric tons of urea fertilizer to five MV sites in Koraro (Ethiopia), Mwandama (Malawi), Pampaida (Nigeria), Potou (Senegal), and Ruhira (Uganda). This was the third year of the Project's partnership with Agrium,

which has helped drive the increases in agricultural yields across sites. In 2012, in an effort to move toward a sustainable model, Agrium will begin making a cash donation for locally sourced fertilizer.

#### **Beardwood & Co.**

Through generous *pro bono* support from New York-based graphic design and brand strategy firm Beardwood & Co., Millennium Promise unveiled a new logo in 2011. The logo is inspired by the Millennium Villages Project's multi-sector, holistic approach to sustainable development, as well as the bee-keeping initiatives ongoing in some sites.

#### **Becton, Dickinson and Company (BD)**

Becton Dickinson, a global medical technology company, continues its second three-year pledge to support the Earth Institute's work related to health in the villages. BD has supported the MVP's global HIV/AIDS coordinator and other in-country health coordinators, as well as collaboration on diagnostic and clinical infrastructure and core competency needs. In 2011, funding focus broadened to include support for the Village Laboratory Initiative. BD has also helped to identify and support top staff in Africa for the Millennium Cities Initiative (MCI).

#### **Eliminate Poverty Now**

Eliminate Poverty Now, the foundation of long-time Millennium Promise supporters John and Judy Craig, made a generous pledge of \$100,000 over five years to support small businesses in the Millennium Villages. To date, Eliminate Poverty Now has helped to fund a sewing cooperative in Potou (Senegal), a grain warehouse in Ruhira (Uganda), and a women's garden in Tiby (Mali).

### **Ericsson**

Ericsson continues its commitment to bring voice and Internet connectivity to over half a million people in the Millennium Villages, working with pan-African operators MTN and Airtel to improve existing coverage or to build new networks. In many villages, Ericsson is also supplying mobile phones to health workers and providing support for mobile applications that enhance the Earth Institute's work in health, education, agriculture, and small business development.

In 2010 Ericsson joined the Earth Institute and Millennium Promise as a core partner in Connect To Learn, the new global education initiative to bring broadband technology to the classroom and make secondary education more accessible, especially for girls.

### **FreeAssociation**

This Brooklyn-based digital media firm provided *pro bono* and reduced rate services including planning, discovery, content, design, and technology to create a new website for Millennium Promise. The partnership resulted in an award-winning website launched in July 2011. The site has since become the basis for a combined Millennium Villages and Millennium Promise website currently in development.

### **GlaxoSmithKline (GSK)**

In 2008, GSK and the Earth Institute began a partnership to improve hygiene and sanitation practices in the Millennium Villages. The project, called PHASE (Personal Hygiene and Sanitation Education), ran in the MVs of Mwandama (Malawi) and Potou (Senegal). By using locally adapted behavior change strategies and expanding sanitation and hygiene infrastructure in schools, the PHASE projects have contributed to developing best practices in sanitation and hygiene programming in the MVP and have been helpful in

improving the lives of those living in the Millennium Villages.

GSK has also partnered with the Earth Institute through the PULSE Volunteer Partnership program since 2009. PULSE provides GSK employees an opportunity to apply their professional skills and knowledge during a 3- or 6-month immersion experience. Through the PULSE program in 2011, GSK provided 18 full-time volunteers to support the MVs, MDG Centers, MCI, and Center for National Health Development of Ethiopia (CNHDE) for six-month terms in seven countries.

GSK has also launched funding for a pilot on oral health in the MVs of Koraro (Ethiopia) and Potou (Senegal). The MVP Oral Health and Hygiene initiative's main aims are to improve the oral health-related quality of life of populations with limited resources and provide reliable and valid oral epidemiological data that will be used for planning of both curative and preventive oral health services in low-resource settings.

### **Global Impact**

Millennium Promise was accepted as a member organization of Global Impact in 2011. Global Impact manages workplace-giving campaigns, and partners with only 62 highly effective international nonprofits that meet critical humanitarian needs around the world.

### **IKEA Foundation**

The IKEA Foundation, in partnership with the National Rural Health Mission and the Earth Institute, is working to create five Model Districts in India. The Model Districts are regional pilots that seek to demonstrate that targeted additional expenditures, programmatic innovations, and applied best practices can improve the National Rural Health Mission's service delivery and

efficiency, as well as maternal and child health outcomes.

### **Korean Millennium Villages Project (KMVP)**

The KMVP is a consortium comprised of the Korea International Cooperation Agency (KOICA), the UN World Tourism Organization Sustainable Tourism for Eliminating Poverty Foundation (UNWTO ST-EP Foundation), and Gyeongsangbuk-do Province. The KMVP supports four villages within the MV clusters of Mbola (Tanzania) and Ruhira (Uganda).

### **KPMG**

Millennium Promise finalized an agreement with global accounting firm KPMG to support the implementation of the MV in the district of Micheweni on the island of Pemba in Zanzibar (Tanzania). KPMG will support MVP activity in Pemba from 2011-2015.

### **The John and Catherine T. MacArthur Foundation**

With the multi-year support of the MacArthur Foundation, the MVP has been able to facilitate the incorporation of sexual and reproductive health (SRH) into African national development strategies, particularly those targeting maternal health. In keeping with the larger goal of SRH, the Foundation has also supported a pilot project in the MV of Bonsasso (Ghana) to address postpartum hemorrhage at the community level.

### **Merry Year International**

In 2011, Millennium Promise began a partnership with Merry Year International (MYI), a non-profit organization supporting impoverished communities around the world with a focus on sustainable income generation through microfinance and social business enterprise. MYI generously agreed to support the implementation of the MVP in Gumulira (Malawi) starting in 2011.

### **Merck & Co., Inc.**

Merck is a global leader in fighting disease and addressing unmet medical needs worldwide. Merck is supporting the development of the CHW program in the MVs through education curriculum development, training, and supervision capacity strengthening, serving as a demonstration to spur a scale-up of the CHW system to the national level across Africa.

### **Prince Albert II of Monaco Foundation and the Principality of Monaco**

The Project benefits from the support of the Prince Albert II of Monaco Foundation ([www.fpa2.mc](http://www.fpa2.mc)) and the Principality of Monaco ([www.cooperation-monaco.gouv.mc](http://www.cooperation-monaco.gouv.mc)). Since 2009, the multi-year pledge for the MVs of Tiby and Toya in Mali has supported the reduction of climatic risks, increasing overall household income, and protecting local biodiversity in the fragile ecosystems of the drylands. Additionally, at the request of the Government of Mali, the pledge has supported the scale-up of the MVP concept to the most impoverished communes in the country.

### **Monsanto**

As part of its ongoing support for the Tropical Agriculture and Rural Environment Program of the Earth Institute, Columbia University, Monsanto contributed to two major meetings of MVP teams in Kisumu, Kenya, in 2011. The meetings brought together science and agriculture coordinators to reflect on the work of the MVP thus far and to determine next steps and identify synergies among sector teams.

### **Mosaic**

The Mosaic Company, a leading producer and marketer of concentrated nutrients including di-ammonium phosphate (DAP) fertilizer, has been a valued partner of the Millennium Villages Project since 2008. In 2011, Mosaic successfully delivered its annual contribution of DAP to benefit Koraro

(Ethiopia), Sauri (Kenya), Mwandama (Malawi), Tiby (Mali), Pampaida (Nigeria), Mbola (Tanzania), and Ruhira (Uganda).

### **Nestlé**

In keeping with its overarching strategy of improving global nutrition, in 2011 Nestlé contributed to the implementation of nutrition operation-oriented research in the MVP. By supporting cross-sectoral implementation and science-based planning among key stakeholders, the company has helped the MVP improve child and maternal nutrition outcomes.

### **Novartis Foundation for Sustainable Development**

In addition to providing ongoing key support to the MV of Mbola (Tanzania), in 2011 Novartis donated more than 300,000 treatment courses for malaria (Coartem) for Millennium Villages in Ethiopia, Ghana, Kenya, Malawi, Mali, Nigeria, Rwanda, Senegal, and Tanzania. The donation covers all treatments administered at the household level in these countries through the Community Health Worker program, in which fever cases are tested with a rapid diagnostic test and receive Coartem if the test is positive for malaria. It also covers most of the needs for malaria treatment in the health facilities. Novartis also donated an additional amount of Coartem to Sauri mid-year to cover needs that the National Malaria Control Program was not able to cover.

Also in 2011, Novartis and the Earth Institute renewed their partnership in support of the Ghana Telemedicine Project that began as a pilot in 2010. The project uses the latest in information and communications technology to improve point-of-service health care services in the MV of Bonsaaso (Ghana).

### **Only the Brave Foundation**

Renzo Rosso, CEO of Deisel and an MDG Global Leader, made a commitment in 2009 to support the Millennium Village of Tiby (Mali) over five years. In 2011, Mr. Rosso made an additional pledge to fund the design and building of a new secondary school in the Dioro Village in the Tiby Cluster. The secondary school will be the first in the cluster, and more than 500 students are expected to benefit from the secondary school each year.

### **Open Society Foundations and Soros Economic Development Fund**

The Open Society Foundations (OSF) have been a critical supporter of Millennium Promise and the Millennium Villages Project from the very beginning. The OSF provides comprehensive support and leadership across a range of implementation, policy, and business development activities. Working to build vibrant and tolerant democracies whose governments are accountable to their citizens, the Open Society Foundations implement a range of initiatives to advance justice, education, public health, and independent media. The Foundations place a high priority on protecting and improving the lives of people in marginalized communities.

In 2011, OSF announced a pledge of \$27.4 million over the next five years to continue supporting the MVP, and up to \$20 million from the Soros Economic Development Fund for investment-worthy businesses in MVP communities. Both pledges were announced at the Phase II launch event at the UN on October 3, 2011.

### **The John D. Rockefeller Foundation**

As part of its general support for the Tropical Agriculture and Rural Environment Program of the Earth Institute, the Rockefeller Foundation contributed to several meetings in 2011. The

meetings brought together stakeholders in government, academia, and the MVP to determine the next steps for the agriculture activities in the MVP and to assess the successes and lessons learned from the MVP thus far.

### Sumitomo Chemical

Sumitomo continued its ongoing support of the MVP in 2011, distributing more Olyset® long-lasting insecticide-treated mosquito nets to cover sleeping sites, helping protect families from malaria. This is part of the company's pledge in 2010 of 400,000 nets, adding to their 2006 gift of 330,000. Valued at more than \$2 million, this second gift makes Millennium Promise the single largest recipient of Sumitomo Chemical's corporate philanthropy.

### Table for Two

This nonprofit organization based in Japan contributes to the school meals program in a number of MVs including Koraro (Ethiopia), Mayange (Rwanda), Mbola (Tanzania), and Ruhira (Uganda). In 2011, Table for Two's donations helped the Project provide meals to thousands of students, contributing to better nutrition and performance of students in the MVs.

### Tommy Hilfiger

In 2009, The Tommy Hilfiger Corporate Foundation made a multi-year pledge to support the Millennium Village of Ruhira (Uganda). Named an MDG Global Leader in 2010, Mr. Hilfiger has launched an employee ambassador program to send Tommy Hilfiger employees to the MV, and has facilitated press visits to Ruhira, helping to raise awareness about the work of the MVP.

In 2011, the Tommy Hilfiger "Promise Collection" was designed and preparations made for its launch in spring 2012. All of the proceeds from this collection – which features clothes that were

inspired by Mr. Hilfiger's trip to Ruhira -- will benefit Millennium Promise. To promote the collection, the American actress Katie Holmes was named the Promise Collection Ambassador, and traveled to Ruhira in January 2012 with a group of journalists from around the world.

### Undercurrent

This New York-based digital media company provided *pro bono* a comprehensive digital strategy for developing the new Millennium Promise website.

### UNWTO ST-EP Foundation

In addition to the support provided to Ruhira (Uganda) and Mbola (Tanzania) through the Korean Millennium Villages Project, in 2011 UNWTO ST-EP Foundation began working with Millennium Promise to establish a sustainable tourism project in Koraro (Ethiopia).

### USA Pro Cycling Challenge (UPCC)

Thanks to the generosity of Millennium Promise supporters Rick and Richard Schaden, co-owners of the UPCC, Millennium Promise was named the presenting title sponsor of this professional cycling race held in Colorado in August 2011. The partnership garnered widespread media exposure for Millennium Promise in print, online, television, social media, and other channels.

In addition to the sponsorship donation valued at \$4 million, the UPCC and Millennium Promise launched *Spokes of Change*, a philanthropic campaign to harness the energy of cycling enthusiasts and sports fans in the global movement to end extreme poverty. Specifically, the campaign focused on the importance of bicycles for Community Health Workers (CHWs) in the MVs; a CHW with a bike can reach patients up to four times faster. Through outreach and product sales such as t-shirts specially designed by Tommy



Hilfiger and a CharityBuzz auction, the campaign raised more than \$140,000 in six weeks to support the Millennium Villages Project and CHWs.

### Walkabout Foundation

The Walkabout Foundation is a non-profit organization that funds research to find a cure for paralysis and donates wheelchairs to people in need around the world. In 2011, the Foundation agreed to support Bonsaaso (Ghana) and Ruhiira (Uganda) by donating 250 “rough rider” wheelchairs to each site in 2012.

### UNITED NATIONS PARTNERSHIPS

The Millennium Villages Project’s partnerships with UN agencies and host-country governments ensure strong national-level support and important links to global policy agendas. Implementation of UN programs at the village level benefits from the integrated development approach and overall increased investments across sectors. Key UN partnerships include the following.

Together with **UNAIDS**, the MVP is working to eliminate mother-to-child transmission of HIV in the villages. The partnership aims to provide technical support to Community Health Workers for HIV testing of pregnant women, to help mothers and children living with HIV, and to educate communities on HIV prevention. Additionally, the MVP health team contributed to the development of the UNAIDS *Global Plan to Eliminate New Infections among Children by 2015*, and is now working to scale up the deployment of trained Community Health Workers.

The **United Nations Development Programme (UNDP)** played a critical role in the first phase of the MVP by providing project management and operational support. In the next phase, it will collaborate with the MVP on promotion and implementation of MDG-based policies by scaling

up lessons learned through the Project to the national and regional level, and by supporting governments in the implementation of new Millennium Villages.

The **United Nations Population Fund (UNFPA)** and the MVP work together to promote universal access to reproductive health by developing voluntary, safe, and effective community-based family planning services and providing free, universal, and equitable access to appropriate optimal contraceptive methods in all Millennium Villages. In Ethiopia, in addition to working jointly in the Millennium Village of Koraro – a site also supported by donors including the Nike Foundation – the MVP team is implementing UNFPA-funded projects across the district of Hawzien.

Over the last year, the MVP collaborated with **UNICEF** to develop innovative tools for health. Among the most promising is the use of mobile phone applications for monitoring acute and chronic malnutrition. The Project is also collaborating with UNICEF on the implementation of early childhood development programs.

Starting in 2011, the **United Nations Office for Project Services (UNOPS)** began providing human resource management services for MVP operations in Africa. UNOPS implements more than \$1 billion worth of projects for its partners every year, operating in more than 80 countries, often in the most challenging of environments. It provides administrative, operational, and other support services to governments, intergovernmental entities, international financial institutions, NGOs, the private sector, foundations, and the rest of the United Nations system.

The partnership with the **World Food Programme (WFP)** aims to establish “undernourishment-free

zones” in the Millennium Villages. Its objectives include provision of school meals in primary schools; meeting the nutritional needs of children affected by HIV/AIDS, tuberculosis, and other pandemics; and working with smallholder farmers to boost productivity and incomes.

Through partnership with the **UNESCO/ITU Broadband Commission for Digital Development**—a joint initiative of the **International Telecommunications Union** and **UNESCO**—the MVP is working to design new models for using broadband and mobile connectivity to benefit communities. In education, for example, the Connect To Learn initiative is providing access to quality secondary education for girls through scholarships and broadband technology.

“Today, I call on every country to look closely at this success. It is a case study in what is possible, even in the poorest places in the world.”

- *UN Secretary-General Ban Ki-moon visiting the Millennium Village of Mwandama (Malawi), May 2010*

## 4. Strategic Priorities Moving Forward

At the end of June 2011, the first five-year phase of the Millennium Villages Project ended, and on July 1 Phase II began. Phase II builds on the achievements of the first phase in order to ensure MDG success in the MVs by the 2015 deadline.

Over the course of Phase II there will be a gradual reduction of annual donor flows from the MVP to the local communities, with the financing to be increased by host governments, other partners such as NGOs, and the communities themselves. By 2015, the MVP will have transitioned full ownership of the enhanced systems (farmer cooperatives, health facilities, primary and secondary schools, power networks, water systems, and so forth) to the communities, supported by national and district governments.

The strategic priorities for the MVP going forward are intended to support continued progress toward achieving the MDGs, building on gains made so far. In 2012, these priorities are geared toward five key areas: systems improvement, agriculture and business development, CHWs and eHealth, secondary education, and energy and ICT (information and communications technology).

### Systems Improvement

In 2012, the MVP is focusing on improving implementation efficiency of Project activities by enhancing the planning, costing and budgeting, project management, performance, and impact evaluation tools. Each sector team is carefully documenting the systems being put in place so that they can more easily be replicated and scaled. The sectors operate within a five-year budget envelope that builds in the objective of long-term sustainability by ramping down reliance on MVP

donor funding while increasing government and community participation in anticipation of full hand-over of the Project to governments and communities by 2015.

At the same time, Millennium Promise is continuing to improve the operational efficiency and effectiveness of the Project. This includes new financial and operational management systems and processes that will contribute to more enhanced planning and reporting. Through collaboration with the Earth Institute, MP and EI teams will develop common metrics, sector priorities, and reviews. By developing tools that enable the Project to measure, visualize, report, and analyze operational metrics in real time, teams can make more informed decisions. The objective in 2012 is to integrate all MVP systems into a common platform that will contribute to the overall effectiveness of the Project and that will also help governments and others who want to replicate or scale up the MVP activities.

### Agriculture & Business Development

One of the main priorities of Phase II is to raise community incomes through an intensified focus on business development. Further progress in income generation requires continued investments in agriculture, for example in the form of irrigation to enable multi-season cropping and cultivation of high-value crops. It also requires agribusiness development in areas such as food processing techniques and equipment, product diversification, training in business operations and management, and improving connections to local, regional, and global markets.

### **Community Health Workers & eHealth**

Community health workers (CHWs) play an invaluable role in the delivery of basic medical services to households, especially to expectant mothers and young children, and are crucial to ensuring that MDGs 4, 5, and 6 can be achieved in the MVs. While there are nearly 1,100 CHWs currently working in the Millennium Villages, hundreds of thousands more will be needed to close the enormous gap in access to health care throughout rural sub-Saharan Africa.

In 2012, the MVP will focus on streamlining CHW management and operations systems with the help of mobile phones and data connectivity (mHealth and eHealth) to improve efficiency and effectiveness of the overall health system. The Project's efforts focus on improved quality of services, the availability and use of data to make informed health care decisions, and addressing CHW management gaps.

### **Secondary Education**

Education is key to ending poverty and ensuring a better life for people in developing countries—especially education for girls. In 2012, the MVP will continue work in the education sector, expanding beyond its commitment to achieving universal primary education (MDG 2) to ensure a 21<sup>st</sup> century secondary education for all.

The Connect To Learn (CTL) initiative is at the center of this effort, providing scholarships for secondary school, and using ICT to connect

classrooms and improve access to quality educational resources for students and teachers around the world, even those in the most remote villages. In 2012, CTL will expand its scholarship program to more students in more MVs, helping to boost quality secondary education for all.

### **Energy and ICT**

The Project began work on expanding electric grids where appropriate, installing solar powered pay-as-you-go mini-grids for less accessible communities, and promoting efficient cookstove and solar lantern use.

Through use of information technologies while working closely with local governments, the Project is now working to build a network of human resources and information chains to ensure continued delivery of services and maintenance of roads, bridges, and power systems.

### **Strengthening Partner Boards**

In addition to programmatic priorities for 2012, Millennium Promise is also working to strengthen partnerships with its international boards, including MP Canada, MP Japan, MP Netherlands, and MP UK. These partnerships serve as an important funding mechanism, especially for seeking out social impact investors for business development projects. The boards also assist the Project in engaging with national governments and as an advocacy vehicle in their home countries. Strengthening these partnerships will help ensure continued Project success and sustainability.

## 5. Conclusion

*From The Millennium Villages Project: The Next Five Years: 2011-2015, released at the Phase II Launch event at the United Nations, October 3, 2011.*

As the Millennium Villages Project enters the second and final five-year phase, its priority remains the achievement of the Millennium Development Goals while creating a scalable model for replication anyplace in the world where extreme poverty persists.

Building on results from the first five years, the Project will continue to rely on a realistic budget that falls within international aid commitments as it advances its focus from food security and subsistence farming to business development and commercial farming. A growing network of partners is helping to open up access to markets and financial services for smallholder farmers, and entrepreneurship is starting to take root. At the same time, countries and donors around the world are taking notice of the dramatic positive change that the MVP approach can bring.

For communities, this marks the beginning of a brighter future. Over the first five years of the Project, communities took their first steps on the path to sustainable development. Today the Millennium Villages are starting to receive the benefits of their hard work, achieving improved levels of health, education, and economic well-being.

For national governments, this marks an opportunity to tap into lessons learned from the Project's innovative approach and to scale up interventions, including them in national MDG

plans with technical backing and support from the MVP.

For partners, this marks a new chance to build bridges with communities and empower them to access budding markets and promising human resources.

And for the MVP team, this marks the moment to strengthen the tools and systems for monitoring and evaluating the Project, gathering scientific data from the villages, and publishing it in peer-reviewed journals.

Ultimately, the lessons learned, technologies introduced, and progress recorded during the 10-year period of the Millennium Villages Project will remain with the country teams and in the public domain for all to consult and use for scale-up efforts everywhere.

The MVP will continue to support the remarkable transformation that Millennium Village residents are driving every day. The Project remains solid in its commitment to the work begun with support from all partners to see the achievement of the MDGs by 2015 and the end of extreme poverty in our lifetime.