



# newsletter



expanding horizons, building partnerships

December 2006

## Full steam ahead

Dear Partner or Ambassador,

Last June, when we published the first newsletter, the merger of the two organisations was still in process. In the meantime, however, it seems as though nothing has changed. Marloes van Oorspronk and Dieuwertje Damen are proving to be valuable additions to our team and from January we hope to welcome three more colleagues, in short Share People is growing.

### Demand & supply is increasing

The concept whereby we effectively strengthen entrepreneurship by working together with Dutch companies is proving to be a success. The number of participants in exchanges has more than doubled since 2005 and in 2007 we expect it to double again.

Our Southern partners are becoming increasingly aware of what they can use Share People for, the number of requests for temporary expertise from Dutch professionals is growing and the 'learning' effect (personal development/management development) is substantial for both Southern and Northern participants.

### Green light

In September, the Ministry of Foreign Affairs (Development Cooperation) also reacted positively to the work and plans of the ICCO alliance (ICCO, Edukans, Kerk-in-Actie, Prisma, Oikocredit and Share People) aimed at increasing the effectiveness of poverty alleviation. As a result, we can now start a considerable expansion of our programme until 2010. Together with you we therefore want to make an optimum contribution to fair economic development and poverty alleviation.

### Results

This newsletter describes how our Ambassadors and Partners are already making considerable contributions to fair economic development and poverty

alleviation. NuPaca, an export company in hand-knotted carpets, was set up by Dutch and Peruvian participants in the exchange with Peru, for instance. Moreover, the prototype of the 'Anna Charkha' silk reeling machine, designed by Annemarie Mink who was posted with the support of Share People, is to be taken into production shortly. It will soon be on sale throughout India and will allow Indian women to work more efficiently and guarantee products of a better quality which, in turn, will enable them to earn more money.

### The other side of the coin

Unfortunately there is also some bad news to report. The shocking murder of Rubeena Arif Mandviwalla and Toon van Tuijl in Nairobi on 30 July 2006 has deeply affected us all. Toon was an renowned designer who had been posted to the company that belongs to Rubeena's husband Arif by Dutch Design in Development. We still think of them and their loved ones every day.

### We are not going to give up!

Despite the fact that we were all very upset, we soon came to the conclusion that we are not going to give up because of this dreadful event. We will continue to work hard to get the Dutch business community involved and to motivate and inspire others to contribute to fair economic development and poverty alleviation!

Finally, on behalf of the Share People team, I wish you a Merry Christmas and lots of energy, joie de vivre, entrepreneurship and a healthy, 'fair' lifestyle in 2007!

Kind regards,

Cosmas Blaauw, director Share People

## Walking on clouds

Arequipa, a region in Peru, has an age-old tradition of making hand-knotted carpets, which is passed on from father to son. The carpets are extremely popular and have been exported for decades, mainly to the United States. Some of the reasons for their popularity are the unique qualities of the wool they are made from, which comes from the alpaca, an animal that lives on the Peruvian highlands, and the fact that customers can decide on the design, size and colour of the hand-knotted carpet themselves. Unfortunately, as the Peruvian family Tiznado (company FAMET), Jaap Smid (Philips), Karin Reimerink (Accenture) and Ronald van

Wuijtswinkel (KPN) discovered during their Group Exchange to Peru (May 2006), the carpets are sold at a price that is far too low.

The name NuPaca is a combination of the words 'Nubes' and 'Alpaca'. The Spanish word 'nubes' means 'clouds' and expresses the feeling that customers associate with the product: it is like 'walking on clouds'.

The situation continued to play on the minds of the team after the exchange had finished and they jointly established the export company NuPaca. They are now also going to export these top quality carpets to Europe, but then at a fair price. By doing so, the group and the company NuPaca want to make an important contribution to the sustain-



able economic development of both farmers and producers in Peru. Knowledge transfer is another important objective. Knowledge relating to what is involved in exports to Europe, quality criteria and business processes.

Information about these carpets can be obtained via [info@nupaca.com](mailto:info@nupaca.com) or by calling Karin (+31 (0)651230609), Ronald (+31 (0)653670641) or Jaap (+31 (0)655860624).

# Sales promotion for fuel efficient stoves in Ethiopia

On 29 September of this year, Nega Degu of Share People's Ethiopian partner Forum for Environment found himself in the finals of the BID Challenge (an international Business Plan competition for poverty reduction and profit. [www.bidchallenge.org](http://www.bidchallenge.org)) together with Twan Wouters, Janny van der Vleuten and Peter van der Pols, whom he had initially met during the Group Exchange Ethiopia in 2006. They collectively worked out the business plan for fuel efficient stoves in more detail and submitted it to the Bid Challenge. Nega combined the award ceremony with a four-week counter visit to the Netherlands, organised by Twan, Janny and Peter in cooperation with Share People. During this counter visit, Nega was able to establish many useful contacts that would allow him to continue developing his company Garosolo. It was agreed, for instance, that money would be invested in his



Nega in the finals of the Bid Challenge

company if he managed to sell one hundred stoves during a pilot phase. He also managed to establish contacts with a multinational that is interested in a possible partnership.

## ● Build up an international soybean network

Author: Ashok Kumar, Group Exchange India 2004

*My name is Ashok Kumar, I live in India and work for the NGO Pradan in India. I joined the Group Exchange India in 2004. This was an important starting point for me. In May 2006, Share People organised a counter visit for me and two of my colleagues to the Netherlands during which I met the Solidaridad and AIDEnvironment organisations. We discussed how to strengthen the position of Indian Soy farmers and the Soy sector. They introduced me to their soybean network in Latin America, which is very valuable for my work. They told me about their experiences with the use of bio-pesticides on soy crops, for instance, and with small soybean farmers federations. So, I am hopeful that we in the Indian Soy sector will be able to benefit from these exposures and joint efforts.*

# Continuity of an Indian poultry cooperative

Author: Gijs van der Lugt, Individual Exchange India

I work as an Account Manager Finance at ABN AMRO in Amsterdam and my tasks involve providing and managing funds for large Dutch companies. Within the framework of management development I was posted to India by ABN AMRO for a period of two months to work on business plans for poultry farmers together with local managers of the Indian NGO Pradan.

## Professional look

I wrote a business plan for the start-up of a farm by three local poultry cooperatives, reviewed the financial situation of a number of chicken cooperatives and helped formulate an initial version of a business plan aimed to set up a coordinating body for all 13 poultry cooperatives in three federal states supported by Pradan. I was struck by the lack of financial knowledge and the strong perceived dependence on external money lenders. I taught the people to view their operations in a different,



A small poultry farm

more financial and risk-based manner. By modifying a number of processes, they would be able to release money from their own operations for new investments. In my opinion it is not always a good idea to rely constantly on external money lenders.



Namasté!

'MY COLLEAGUES AT PRADAN WERE APPROACHING THE ISSUES FROM A TECHNICAL, SUBSTANTIVE PERSPECTIVE AND WERE FOCUSED ON POVERTY ALLEVIATION. I THINK THAT I HAVE TAUGHT THEM TO ADD A MORE PROFESSIONAL, FUTURE-ORIENTED, RISK-BASED APPROACH.'

## Managing expectations

Needless to say these are not the only recommendations outlined in the business plans. As a result of the meetings I had with lots of local people, I learned a great deal about Indian customs, which I had found hard to fathom up to then. Thanks to my talks with them and all the other impressions gained I realise that it was all 'worthwhile' even through I only managed to achieve 1% change. I consider what I ultimately left behind to be more of a start than a finish. I would like to give Pradan more financial advice within the framework of my work in the Netherlands. It would also be useful to organise a counter visit for one of my Indian colleagues to increase his knowledge of financial issues. It all still has to sink in a bit, but I have acquired a great deal of useful knowledge that I can apply in both my personal life and my job at ABN AMRO.

# Brief impressions of participants

Authors: Jan Anne Schelling, Maria van der Heijden, John van Merriënboer, Mrs. Manjula Singh, Group Exchange India 2006

This autumn, thirteen Dutch professionals worked on four different business cases together with four Indian colleagues. The following are a few brief impressions:

## Impressed

Jan Anne Schelling (DSM) met a group of women, employed in their own handicraft company by the name of Sadhna. They wanted to expand their business and to start exporting their products to Europe. In the words of Jan Anne, "the women work on the land, do the household tasks and, on top of that, find time to produce and sell beautifully decorated cloths. During our visit we tried to increase their ownership to help them achieve their objectives. This made them realise that they themselves are responsible for improving the quality of their products. To help them on their way we came up with an imaginary customer by the name of 'Nora', aged 34 with a European lifestyle. This enabled the women to get a better picture of who they are producing for and on which target group they should focus their export activities. I was touched by the drive of these women. They are extremely committed to putting their newly acquired

skills into practice straight away. This stimulated and inspired me greatly to do the very best I could."

## Positive criticism

Mrs. Manjula Singh of NGO Sadhna explains, "Whenever we met people from the west in the past we were always given compliments about our hard work and dedication. Nobody ever talked to us about our weak points. Now that the participants in this exchange have pointed these out to us, we can learn and grow together. We now know where to start!"

## Make 'Childline 1098' available to more children

As Maria van der Heijden (ComVerander) and John van Merriënboer (HDtt) clarified, "During the general part of the exchange programme in Delhi we visited 'Butterflies', an organisation that focuses on 'empowering' street children. It

organises several special initiatives, one is which is the children's bank, where children can deposit money. The children all have their own passbook and pay in 5 or 10 rupees (57 rupee is 1 euro) at a time to build up a little reserve. The bank, which already has 1.2 million rupees (over 20,000 euro) on deposit is run by children."

Another project run by 'Butterflies' is the free 1098 helpline. Research shows that, as yet, not enough children know about this number. In addition, not all of the new Telecom providers support the number free of charge. From our offices in the Netherlands (we both run a communications consultancy) we are going to be working on a marketing and communication plan for this helpline, together with Butterflies, based on our professional experience in the Netherlands.

## Time for change .....

Author: Nelleke van der Vleuten

By January 2007 I will leave Share People, I will take up the position of specialist 'cooperation with the private sector' in ICCO's new department for Fair Economic Development.

My work in EYE / Share People was focused on linking development cooperation and the private sector in a hands-on manner, esp. through the exchanges. In my new position I will work at a more strategic level towards a stronger positioning and more effective cooperation on this subject of the ICCO Alliance- of which Share People is a member - and its Southern partners.

My 'South' connection, i.e. my international contacts, has always been an important drive for me in EYE/Share People. Thank you for our cooperation, the insights that I received and the friendships we could create. I hope and expect to continue working with you in my new capacity, and welcome your ideas and suggestions for my new job!

My email address will be [nelleke.van.der.vleuten@icco.nl](mailto:nelleke.van.der.vleuten@icco.nl)

For this reason, this letter does not mean a farewell, but a hope to meet you soon again in 2007!

## New Share People colleagues

### Marloes van Oorspronk, Office Manager



Marloes is employed for 24 hours a week as an office manager at Share People since 15 September 2006. Besides her work at Share People, she is studying 'Latin American & Caribbean Studies' at the University of Utrecht. Her interests and background lie in the fields of tourism, cultural exchanges and corporate social responsibility.

### Dieuwertje Damen, Assistant Programme Manager DDiD



Dieuwertje discovered her passion for international development cooperation, CSR and sustainable economic development during her International Development and Culture, Organization and Management studies. Through her work at DDiD she is able to combine this passion with her interests in design, people and culture. She has been working for Share People since 1 November 2006.

# Sustainable enterprise is cool!

Author: Inge Toussaint, DDiD

Sustainable, beautiful and commercial. These are three concepts that go together very well according to Thierry Sanders (NCDO, initiator of DDiD). He explained to members of the Nederlands Interieur Instituut (NII) how DDiD works in the Afrika Museum in Bergen Dal on 17 November. DDiD projects ([www.ddid.nl](http://www.ddid.nl)) involve the development of new products that link up with European trends and thus increase export opportunities for manufacturers from developing countries. The projects are based on cooperation between Dutch professional designers and manufacturers from developing countries. The products in question are not only nice to look at but also contribute towards poverty alleviation and corporate social responsibility, in the Netherlands as well as in developing countries. One example is a project

in Indonesia which designer Bouke Wilens contributed to. It resulted in the development of a new furniture line this year on which four manufacturers on Bali are currently working. The line is partly inspired by local design in batik and woodcarving. In other words: Dutch Design meets Indonesian beauty.

The DDiD presentation was not the only contribution to the discussion on how companies in the interior design sector can give substance to corporate social responsibility. 'Made By' and Jan Hoijtink (writer of the book 'Van geitenwollensok naar design jeans' about sustainability and marketing) also showed entrepreneurs how hip sustainable enterprise can be.

## New reeling machines open up new markets

Author: Annemarie Mink, Individual Exchange India

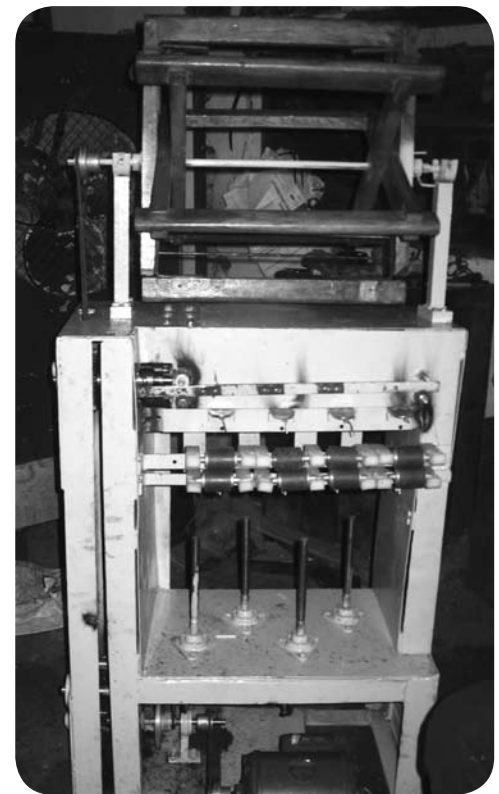
My name is Annemarie Mink and I have just graduated with distinction from the Industrial Design Engineering Faculty of Delft University of Technology in Delft. My assignment consisted of redesigning Tasar silk reeling machines for women's Self Help Groups in eastern India on behalf of the NGO PRADAN. The traditional Tasar sector is one of the most unorganized sectors in India. It tends to be crippled by traditional technologies, inefficient production processes and exploitation by traders and moneylenders. PRADAN has tried to improve this situation, among other things, by introducing new machines.



current machines

### New possibilities with improved machine

The machines that are currently being used are the so-called 'reeling-cum-twisting' and re-reeling machines. My assignment was to redesign these machines to make them more effective. I designed two machines that are totally different to the ones currently in use. A number of prototypes were made to test the working principles and the machines appear to be effective. The newly designed machines are safer, use less energy, are more time efficient and user-friendly and produce a higher yield of yarn of a better quality. An added extra is that the new design makes it possible to produce untwisted natural coloured yarn. The production of this type of yarn opens up new markets. The machine will increase purchase prices, but these will be nullified by the higher yield and yarn quality. I am going to continue to work on this project by optimizing this first prototype, which is to be tested in the field. After this the Indian manufacturer will be able to make the machines himself. In this way the design



prototype

will eventually lead to a new, better and easier way of Tasar yarn reeling and will contribute directly towards improving the working conditions and income of the women in question.

## Calendar 2007

- Group Exchange Kenya: 14 - 28 April 2007
- Group Exchange Peru: 16 - 30 June 2007
- Group Exchange India: 22 sept - 6 October 2007
- Investor's Exchange Kenya: 27 okt - 10 November 2007
- Group Exchange the Philippines: 10 - 24 November 2007

for more information look at our website: [www.sharepeople.nl](http://www.sharepeople.nl)

Share People is an initiative of ICCO, De Baak Management Centrum VNO-NCW, Jong Management VNO-NCW