

December 31, 2006

To: Walt Anderson

From: Lloyd Etheredge

Re: How the UN Can Increase Economic Growth in UDCs

New communication technology makes it possible for the UN to develop a new dimension of economic development assistance: a.) To enlist and focus expertise from many countries and institutions; and b.) To create a degree of excitement that helps to change important cultural and psychological elements in the development process

Proposal: "How Can I Make Money . . . ?" weekly site visits to villages and a program available (via the Internet) to worldwide audiences.

Each week, a team of experts from the UN, World Bank, NGOs, and the for-profit sector will visit a different village in the Third World. Each program will begin with details of the visit, showing scenes of the village and questions being asked by the experts. The second part of each program will be a discussion, in which the visiting experts engage in a brainstorming session and offer specific and practical ideas that individual villagers can use if they want to make more money.

- Done well - and assuming that the ideas are good and can be applied elsewhere - I think this UN-encouraged weekly series could become one of the most-watched and useful programs in the world

### Background

- Traditionally, most economic development assistance has focused on large national issues and the activities of governments. But I think that many people, in many circumstances around the world, would like to make more money - and their initiatives can be a vital contribution to local and national development. This program is addressed to them,

with practical advice about how they can make more money in their circumstances.

- The UN, World Bank, NGOs, and private businesspeople collectively “know” the experience of many thousands of villages, who are slightly ahead of any selected village in economic development and that offer ideas. The UN, World Bank, and IMF also can access historical and comparative market basket data and can forecast, for example, that at a certain level of regional economic development there will be a growing consumer demand, from marginal dollars, for sewing machines or small washing machines, etc. They can assess potential demand for different products that is beyond the knowledge of local villagers.

- The psychology of good entrepreneurs, we now know, has distinctive elements. They probably see a village in a different way. Thus, alongside academic knowledge, successful entrepreneurs can communicate their spirit and unique mindset and be possible role models.

- An obvious objection is that the world’s rural and poorest peoples do not have access to the Internet. However, there are extensive and growing social networks in many underdeveloped countries; young people in cities in UDCs retain ties to rural areas and will have income to invest. If the UN-inspired “How Can I Make Money . . . ?” weekly programs do generate a cornucopia of street-level ideas to energize economic development, word will get around.

- Besides the advice of experts, international viewers of the “How Can I Make Money . . . ?” series may have practical suggestions.

### The Time is Right

This is a good time for an UN-inspired “How Can I Make Money? . . .” weekly program. The Clinton Global Initiative has committed to raise several billion dollars for micro-enterprise.<sup>1</sup>

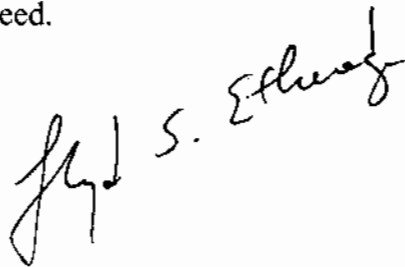
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<sup>1</sup> The encouragement of for-profit activity will help to enroll business support for UN activities.

## Implementation

It will take a unique team of people to create these weekly programs. A good approach might be for the Secretary General to invite a non-UN organization to develop a planning group and prototype - e.g., the BBC; or perhaps the UN Foundation (with links to Ted Turner, who might suggest writers/producers/editors.)

I think that the UN has to take the lead. I have approached the World Bank and attach their evaluation, which suggests possible UN leadership. They do not have their expert knowledge of economic development organized in a way that permits them to provide leadership for a "How Can I Make Money . . . ?" ground-level series; and their role is defined more narrowly than the UN: The Secretary General's leadership will develop a new dimension and fill a real need.

A handwritten signature in black ink, reading "Lloyd S. Etheredge". The signature is written in a cursive, flowing style.

Dr. Lloyd S. Etheredge

lloyd.etheredge@yale.edu (Email)

(301)-365-5241 (v)

FRANNIE LÉAUTIER  
Vice President  
World Bank Institute

December 21, 2005

Dr. Lloyd S. Etheredge  
Director  
International Scientific Networks Project  
The Policy Sciences Center, Inc.  
7106 Bells Mill Road  
Bethesda, MD 20817

Dear Dr. Etheredge,

*Proposed weekly webcast: "How Can I Make Money?"*

Thank you for your letter to Mr. Wolfowitz dated November 26, 2005. I am replying on his behalf. I am pleased to learn that the work of the World Bank was discussed at the World Academy of Art and Science meeting in Croatia. We are committed to delivering effective knowledge management as a vital tool in development and share your interest in harnessing scientific innovation for the benefit of the global community.

Access to knowledge can help transform people's lives and open new doors of opportunity. Therefore I read your proposal for a weekly webcast "How Can I Make Money?" with great interest. It is a priority to encourage entrepreneurship and business growth, and provide opportunities for people to lift themselves out of poverty. In the proposed webcast series, I applaud the suggested focus on practical steps that individuals can take to engage in productive activities and see merit in identifying innovative ways to share those suggestions with a broader audience, including via the Internet. I also see potential for those experts visiting the villages to learn in turn from their engagement with local communities -- a two-way process of knowledge exchange.

The World Bank Group is actively working with our partners worldwide to strengthen the business environment and encourage entrepreneurship. As a backdrop to this work, the recently released 2006 edition of *Doing Business*, for instance, illustrates that improving regulations and helping entrepreneurs is essential for generating jobs and growth. The World Bank Institute, for its part, provides capacity development programs on such issues as SME competitiveness and microfinance. However, we create most leverage -- and are at our most effective -- when we operate at the policy level and our program delivery is "wholesale" in nature. I do not believe therefore that the World Bank is the most appropriate institution to develop the "How Can I Make Money?" concept which focuses at the village level. Our capacity building model is simply not a good fit with the proposed format of a mobile team of experts visiting selected villages in turn.

You might find it valuable to talk to other relevant institutions that are actively engaged in fostering entrepreneurship and access to microfinance, such as the United Nations Development Program, the United Nations Capital Development Fund, and the regional development banks. Given the village focus, it might also be useful to discuss the idea with the Millennium Village Project headed by Professor Jeffrey Sachs at the Earth Institute at Columbia University. Global Internet media companies might also be interested in supporting the program.

Thank you again for sharing this idea, and I wish you and the International Scientific Networks Project every success.

Sincerely,

A handwritten signature in black ink, appearing to read 'Frannie Léautier', with a stylized flourish extending to the right.

Frannie Léautier  
Vice President  
World Bank Institute