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DENMARK ASKS

HOW CAN A PHONE ASSIST DEVELOPMENT?

With one in six people in the world still living on less than a dollar a day, fighting poverty remains a key global challenge. As one of many donors, Denmark is committed to help achieving the goals set by the UN to reduce extreme poverty and to foster global development for all.

Although globalization represents an historic opportunity for developing countries to lift themselves out of poverty through international investment and trade, numerous poor countries still lack the means or capacity to reap the benefits of globalization and to cope with its challenges.

World class aid

Fighting global poverty is the core objective of Denmark's development policy. Through long-lasting, mutually binding partnerships with prioritized developing countries, Denmark has built a reputation as a reliable and consistent provider of development assistance.

The quality of the Danish development aid has, in fact, been top-ranked in several independent reviews, most recently confirmed by the OECD Development Assistance Committee.

For more than three decades, Denmark's official development aid has exceeded the UN target of 0.7 percent of GDP – and in 2007 reached 0.81 percent - making it one of the world's most generous donors. And the current government has committed to an increase in the next few years.

Values and coherence

Danish development policy is based on a core societal value: a responsibility to support those of lesser means. At the same time, a growing self-interest in providing aid is acknowledged, since trade, communicable diseases, climate change and migration are all global issues related to development.

Denmark, therefore, strives to ensure coherence across policy fields.

Focus on Africa

Denmark supports the efforts made by developing countries to grasp opportunities for development and growth through globalization. Since Africa is the poorest continent in the world, Denmark directs up to two thirds of its bilateral assistance budgets for Africa.

The Danish priorities align with the UN

Millennium Development Goals (MDGs) to be met by 2015 and Denmark has taken on a special role in promoting MDG3: gender equality and the economic empowerment of women.

Focus on partnership

Denmark is at the forefront in pursuing the principles of aid effectiveness, stressing local ownership and division of labour among donors. Furthermore, long-lasting development demands predictable and stable commitments over many years.

To be an effective donor, Denmark focuses on a small number of partner countries and preferred areas of development, including:

- Health
- Education
- Rural development
- Water and sanitation
- Private sector development
- Governance and human rights
- Climate and Environment
- Women/gender equality

To ensure quick, targeted responses to new developments or challenges, Danish aid management is decentralized to the Danish embassies in the developing countries.

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CASES

A DEDICATED PARTNERSHIP

Denmark has provided Uganda and Kenya with an efficient and innovative assistance for many years. Today, the results of Danish aid can be seen in the advances made in numerous areas including health, roads, clean drinking-water, Private Sector development and good governance.

In 2006 alone, Danish support for the water and sanitation sector enabled 665,000 more Ugandans to gain access to clean drinking water.

From a political and economic perspective, Uganda's development over the last two decades has been impressive. A key indicator of progress is the steady reduction in the percentage of people living in extreme poverty. From well above 50% in the early 1990s the rate has since dropped to 31% according to 2006 figures from the Uganda Bureau of Statistics. Efforts, small as well as big, will help continue this positive development.

The female factor in Uganda

One of the people helped by Danish aid is Phyllis Kissa, an enterprising 40-year-old mother of six. Through a Danish agricultural support programme for small farmers, she has established a thriving business growing *Artemisia annua*, a plant used for the treatment of malaria, and now organises courses for other local farmers.

Negotiating peace in northern Uganda

Denmark has also provided assistance to resolve the conflict in northern Uganda, which has led to both human and

economic losses. Negotiation expertise was provided for the southern Sudanese peace mediator, and after 20 years of conflict there is hope for peace in the region.

The 2006 evaluation report "Danish Assistance to Uganda 1987-2005" can be downloaded from www.um.dk/en.

Fighting AIDS over the phone in Kenya

In Kenya, a current initiative to help combatting HIV/AIDS - especially among the younger population - is Inmobia Kenya, a collaborative Danida B2B venture between the Kenyan investment company Gaia and the Danish company Inmobia.

Inmobia Kenya specialises in communicating information on HIV/AIDS to young people by text messages on their mobile phones. Due to the success of the venture, Inmobia and the HIV/AIDS authorities are now applying for more money to expand the collaboration, so they can spread their services to even more people.

Agriculture "on the air"

Inmobia is also becoming involved in other projects supported by Danish aid. One possible initiative is a text messaging service to inform farmers on corn prices and collection timetables for easily perishable goods. The plan is to incorporate this into an already popular radio show that is specially targeted at the agricultural sector in the country.



The Ugandan National AIDS Control Council supplies the contents for the messages used in the B2B-project.

Photo: Godfrey Ogilo



Phyllis Kissa teaches other farmers how to grow the plant "Artemisia annua" used to treat malaria.
Photo: Bo Simonsen, Danida