
About the **complexity** of
fighting poverty and the unique
solutions of the masses.

International Co-operation 2.0

An invitation.

1%academy
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The earth is flat. The world is one big village. **People** living thousands of miles apart are talking to each other. Persons who have never even seen each other **write** encyclopaedias **together**, draw Japanese cartoons together, map out the universe and develop new software together. The internet has broken through the traditional, dominant communications structure in which there was just one sender and many recipients. On the internet, everyone is a sender and a receiver simultaneously. It is not a mass medium; the internet is a medium of the masses. Anyone can create their own unique online world – humans are as complex as the world itself. It's funny that, however bizarre your hobby is, you will always find that similar-minded person on the internet who shares your passion for those rare types of goldfish!

Massive collaboration, self organisation, open-source marketing, collective intelligence and crowd sourcing – these are all trends that typify Web 2.0, where **the person is at the centre** of the process, and creates his or her own world. More and more, you can apply these characteristics to the 'real' world as well: Football clubs that are literally being taken over by their fans (www.myfootballclub.co.uk). Strangers organise festivals together (www.tenetsmutual.com), start their own beer breweries (www.beerbankrol.com), become shareholders of their favourite bands to enable them to record their music without being dependent of record label preferences (www.sellaband.com).

These are examples of co-operation that go even further than the common creation of online projects such as Wikipedia, how impressive that may be. It's about participants **becoming the owners** of the process, instead of it being directed from the top.

So. If all of us can write an online encyclopaedia – Wikipedia - together, why shouldn't we be able to **solve poverty** together?

But isn't **solving poverty** a very **complex thing**?

That's true. There aren't many more complex issues than solving poverty. Stability in prosperity doesn't seem to be a natural situation for most human beings. Half of the population of this earth have to survive on less than one dollar per day; 1 billion people do not have access to clean drinking water. **There are many conflicts in the world; suppression, violence and countless other kinds of misery.** To improve the living circumstances of all these people, to enable them to provide for themselves and their families a clean and safe environment....it seems an impossible task.

Therefore it's not possible to improve the economy and education levels, stabilise the political situations, build the health sectors, guarantee food safety and stop climate change in developing countries with ONE Big Plan. **By the time the Plan has been developed, let alone executed, the world will have changed again.**

That's why International Co-operation 2.0
is **not about the Plan.** It's about People.

People are people, no matter where they are. Conversations between people are always possible in principle. Conversations between authorities and people are more often than not impossible. Authorities prefer talking to themselves and other authorities.

People don't understand the language that authorities speak; Authorities often forget the individual. The commercial world is slowly realising that customers possess much more information than any organisation can comprehend or process, let alone communicate this internally or externally.

People like talking with other people more than talking with authorities. If we have to call an authority to solve a problem, we get nervous. Co-operation comes into existence when we've talked to an individual, with a first and last name, who we can ring, email or speak to directly. Then there is trust, and where there is trust, there is co-operation. And this is not that weird because this is how humans work.

The same applies to development co-operation!

At least, **this is how it should apply** with development co-operation.

Trust is the starting point. Trust within International Co-operation 2.0 is possible because new communication technology enables you to have 1 to 1 conversations with someone on the other side of the world. You know who you're talking to. For example with John, who has set up a development project in Ghana. You can also easily get in touch with other people who know John, so that you can support John with an unconcerned mind. You can also introduce John to friends who can help him execute his project. You can see which other projects John has successfully completed. You can see what went wrong and why. And you can see what went well, and why.

John himself is truly responsible for the project. **Individual responsibility** is central within International Co-operation 2.0. If something goes wrong, there is no authority to hide behind. You have to demonstrate **who** you are, **what** you do and **why** you are doing it. This makes many people nervous.

The people who won't get nervous are the ones who will **make the difference.**

Within International Co-operation there is no leader in the traditional sense of the word. **YOU are the leader.** **YOUR behaviour** determines the outcome of the process. That's because you as a human being are central within International Co-operation 2.0.

Therefore your and other people's behaviour shows how valuable John's project is. What do other people say about it? Are they mainly positive? And, most significantly: are they offering a lot of their time, expertise and income to John?

Yes?

Then it's probably a good project. Two people know more than one.

And **many know more than one, two, or three people**, even if these two or three people are experts. This is called **Collective Intelligence**. When a group of people have to determine what project has most chance of succeeding, they are often correct.

Within a group there will always be extremes: people who are extremely negative (John's competitor) and extremely positive (John's mum). However, the average of a group's opinions give a surprisingly reliable image of reality, or a correct prediction of the future. At least, if enough people participate in this process. These kinds of mechanisms start working within online communities when they reach a certain point. The tipping point. We call this the **critical mass**.

By reaching the critical mass, International Co-operation 2.0 offers yet another, **revolutionary advantage**. By, in an intelligent way, connecting people's energy, passion, means, experience and knowledge on a world-wide scale, a structure comes into being where worldwide one to one development co-operation is possible. Where in earlier days a few people would sit together and with their own knowledge would offer a solution for something they would see as a problem, now hundreds, thousands of people come together, publish small pieces of information online, share specific knowledge, ask specific questions and offer concrete expertise and solutions.

What you create with this is a living, **solution-generating animal** that is very flexible and responsive, offering an endless niche of solutions for situations which now often fall outside the scope of mainstream solutions in development co-operation because of their small scale and **unique character**.

There are many unique, specific situations that don't benefit from common large-scale solutions. In fact, all situations are unique and small in scale because people experience situations and problems differently and have different preferences in what way they want to improve their living situations.

These are not the times for one Big Plan. **These are the times** where people are enabled to improve their own unique situation in their own specific way.

Development is not linear. Everything changes, people change. Situations in developing countries are being described through political, economic, geographic, sociological and climatologic models...

None of these models give a 100% reliable image of reality. Not a single plan is based on 100% sound information, and therefore don't have a big chance of succeeding.

So what then?

Let's **invest in structures** that enable people to talk and **listen** to each other again. How can I help John? What's already happening? What means are available and where? Expertise? What people are already there? Who has done this project before? What do we think of the idea and what do we think of the engineer?

These structures have to be solid and function well. Simple.

All knowledge and information about the means at hand have to be **available** directly. **For everyone.** No middle man. And importantly, the people in the developing countries need to be able to participate in this conversation.

But isn't there a digital gap? Yes, that might be true, but developing countries are actually closing this gap rapidly by making huge steps in digital progression. More and more people in developing countries have access to computers, internet, mobile phones, television, or at least the traditional radio. Especially mobile phones offer a lot of opportunities for people in developing countries. In some African countries the number of people who own a mobile phone outnumber the people who have a bank account. If someone doesn't have a **mobile phone**, they will know someone who does. All of these tools enable people in developing countries to participate in the conversation that is about them, for the first time in history.

So this person in a developing country can, with something simple as a mobile phone, get help in starting up his own business. With help from the internet he can choose a suitable expert who wants to help him write his business plan, and with his mobile phone he makes a video of the workshop that is for sale. He can present his business plan online to any potential investor in the world. And via text messages he can check the market prices in nearby cities.

Others in the same region, who also would like to start up their own business, can follow this process and learn from it. Everyone owns this system. Anyone who asks. Anyone who offers. Everyone is responsible for his or her contribution. By watching, thinking and talking along.

There is great control within such a system. The world is small and many eyes are watching. People want to know what's happening with their money and efforts. The time when the contributor trusted an organisation blindly has passed. The time of the **involved** individual, who shouts "**show me**" and "**involve me**" has come.

But what happens when the tools for John's project have been delivered? When "his" school has been built? Is everything running on time? Are there enough teachers? What do the students think? Are they writing positive responses online? What do other users of the school's system think, or people who just happened to be there? Couldn't they spot any shortcomings in the project?

No?

Than maybe John is someone who can deliver more projects like this successfully....

John. Or Mahatma in India. Or Maria in Brazil. Or Samira in Kenia. **Or maybe you.**

This is the time for people like us who want to create something together. Not one Big Idea or one Big Plan, **but creating our own worlds.**

Not the solution of a few that is meant for many, but one to one development co-operation.

A conversation you can set in motion, follow, and participate in.

We are the **first generation** that has the technology that enables us to have this conversation. We invite you to grab this **historical momentum** with us. And the first structures are coming into existence. **At Kiva.org** you can directly provide a micro credit to someone. **At MyC4.com** you can give someone a loan to start up or expand a business. **At 1procentclub.org** you can offer 1% of your income, time and knowledge to the execution of a development project like John's. Or Samira's.

These structures can always improve access to the tools and information can always be sharper, simpler and faster. Once the structures are there, it's up to the user to raise their standards.

So it's up to you.....are you in?

Development Co-operation 1.0

Development Co-operation 2.0

Market driven	Demand driven
Planners	Searchers
Institutions	People
Top Down	Bottom up
One to many	Many to many
Aid	Participation
Victim	Own responsibility
Programmes	Massive collaboration
Structured	Unstructured
Accountability	Open Source
Large scale	Small scale
Control	Trust

Development Co-operation 2.0 is partly inspired by the following books:

Andersen, C. - The Long Tail, How endless choice is creating unlimited demand, 2006
Berners-Lee T. - De wereld van het WWW, 1999
Easterly, W. - The White man's burden, Why the West's Efforts to Aid the Rest Have Done So Much Ill and So Little Good, 2007
Gladwell, M. - Blink; The power of thinking without thinking, 2005
Friedman, T. - De aarde is plat, 2007
Klein, N - No logo, 2001
Locke Christopher - Gonzo marketing, 2002
Surowiecki J. - The Wisdom of the Crowds, Why the Many Are Smarter than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations, 2004
Schulpen, L. - Africa for Beginners, 2007
Tapscot, D. Williams, A.D. - Wikinomics, How Mass Collaboration Changes everything, 2007
Vossen, M. - Eerste Hulp bij ontwikkelingssamenwerking, 2008
Yunus M. - Bankier voor de armen, 2007

About the 1% ACADEMY: The 1%ACADEMY is part of the 1%CLUB which focuses on research, innovation and knowledge development (and sharing) in the area of International Co-operation 2.0.

Anna Chojnacka (29) specialises in applying WEB 2.0 in order to increase participation, democracy and empowerment of disadvantaged groups worldwide. She represented all Dutch young people on the General Meeting at the United Nations in 2003, and was advisor/researcher for the city of Amsterdam and campaign leader at Fair Trade Original. She studied International Relations, Finance and International Development Studies at the University of Amsterdam. Besides that Anna is a member of the Worldconnectors think tank.

Bart Lacroix (33) specialises in WEB 2.0 and devised the idea of “open source marketing”. He was marketing manager for Africa Interactive and worked as project manager for Butterfly Works. He was in Tanzania for 2.5 years, working for VSO as a business advisor, where he launched and guided several development projects. He is Director of WorksVoices BV, which specialises in social knowledge management for organisations. Bart studied International Marketing and Policy & Organisation Science at the University of Tilburg.

Anna and Bart also run Outbox Consultancy together, which specialises in policy & strategy development, and services in relation to WEB 2.0 applications in the context of International Co-operation.

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