AGENCY FOR INTERNATIONAL DEVELOPMENT

PROJECT DATA SHEET

1. TRANSACTION CODE: A (A = Add, C = Change, D = Delete) — Amendment Number

DOCUMENT CODE: 3

2. COUNTRY/ENTITY: Worldwide

3. PROJECT NUMBER: 936-5054

4. BUREAU/OFFICE: S&T/PI

5. PROJECT TITLE (maximum 40 characters): Information Transfer

6. PROJECT ASSISTANCE COMPLETION DATE (PACD): MM 01 DD 01 YY 90

7. ESTIMATED DATE OF OBLIGATION (Under "B." below, enter 1, 2, 3, or 4)
A. Initial FY 85 B. Quarter C. Final FY 89

8. COSTS ($000 OR EQUIVALENT $1 =)

A. FUNDING SOURCE	FIRST FY 85 B. FX	C. L/C	D. Total	LIFE OF PROJECT E. FX	F. L/C	G. Total
AID Appropriated Total	700		700	3300		3300
(Grant)	(700)	( )	(700)	(3300)	( )	(3300
(Loan)	( )	( )	( )	( )	( )	(
Other U.S. 1.						
Other U.S. 2.						
Host Country						
Other Donor(s)						
TOTALS						

9. SCHEDULE OF AID FUNDING ($000)

A. APPROPRIATION	B. PRIMARY PURPOSE CODE	C. PRIMARY TECH. CODE 1. Grant	2. Loan	D. OBLIGATIONS TO DATE 1. Grant	2. Loan	E. AMOUNT APPROVED THIS ACTION 1. Grant	2. Loan	F. LIFE OF PROJECT 1. Grant	2. Loan
(1) FN	101I	010							
(2)									
(3)									
(4)									
TOTALS									

10. SECONDARY TECHNICAL CODES (maximum 6 codes of 3 positions each)

11. SECONDARY PURPOSE C

12. SPECIAL CONCERNS CODES (maximum 7 codes of 4 positions each)

A. Code

B. Amount

13. PROJECT PURPOSE (maximum 480 characters)

To produce a self-supporting technical magazine and information transfer service that will provide development specialists worldwide with technical information useful in solving developing country problems and improving the lives of their people

14. SCHEDULED EVALUATIONS
Interim MM 06 YY 87 MM YY Final MM 01 YY 89

15. SOURCE/ORIGIN OF GOODS AND SERVICES
☐ 000 ☐ 941 ☐ Local ☐ Other (Specify)

16. AMENDMENTS/NATURE OF CHANGE PROPOSED (This is page 1 of a ____ page PP Amendment.)

17. APPROVED BY
Signature
Title: Walt Rockwood, Director, S&T/PI
Date Signed MM 12 DD 19 YY 84

18. DATE DOCUMENT RECEIVED IN AID/W, OR FOR AID/W DOCUMENTS, DATE OF DISTRIBUTION
MM DD YY

AID 1330-4 (8-79)

PROJECT PAPER
INFORMATION TRANSFER

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Appendix: Project Design Summary - Logical Framework

2. PROJECT SUMMARY

The Information Transfer Project will produce a self-supporting, field-oriented development magazine and information transfer service. The publication will be targeted for science and technology specialists and community-level development workers. Principles used in the development of AID Resources Report and its information transfer service, which have a proven track rec[illegible] of facilitating technology transfer, will provide the guidelines for the [illegible]lication.

Total c[illegible] the five-year project is $3,300,000.

3. GENERAL DESCRIPTION OF PROJECT

A. Project Goal:

To create a mechanism that delivers relevant technical information that supports technology transfer, private sector participation, and developing-country institutions and thereby helps the poor majority of populations in developing countries improve their lives.

B. Project Purpose:

To produce a self-supporting technical magazine and information transfer service that will provide tailored technical information to development specialists worldwide to aid them in designing and implementing projects and programs that will bring the benefits of science and technology to bear on developing country problems.

C. Relationship to AID Policies:

Communications research has shown that technically sound messages, well-targeted to intended audiences and delivered through appropriate channels, make a valuable contribution to technology transfer. This project uses techniques consistent with methods shown effective by research. The information-ordering system, selection of materials, style of summaries and other features are based on a user-oriented approach dependent on the demand rather than the supply side of the communication channel. The services offered in the predecessor project, which will be expanded and improved in this project, have a proven track record of facilitating technology transfer, one of AID's main pillars of development.

The project is consistent with many features of AID's Policy Determination on Development Communications (PD-10) approved February 17, 1984. That paper states, "Communications technologies are powerful tools for development with substantial potential for:

1. reducing rural isolation,

2. increasing the productivity and effectiveness of economic and social programs,

3. strengthening key private and public sector institutions, and

4. advancing the basic human right of people to have the information needed to make informed personal choices."

The Information Transfer Project will help achieve those objectives and fits solidly into "development communications," the priority area of AID, defined by PD-10 as "the application of existing communications technologies and media to problems of development."

More specific AID objectives (PD-10, Section C) include encouraging the use of communications and information technologies to:

1. Reduce the physical isolation of communities.

2. Diversify the types and amounts of information available to individuals, thereby increasing the ability of individuals to make informed personal choices.

3. Diversify the sources and channels of information available to individuals and groups, thereby increasing the competition of ideas and the free flow of information.

4. Increase the productivity and effectiveness of economic and social development programs and projects in all sectors supported by AID.

5. Support private sector investment and entrepreneurship in communications-related activities.

The Information Transfer Project has been designed to make substantial contributions to all of the objectives listed above and is particularly innovative in supporting private sector collaboration and participation, a second main pillar of AID's development program.

In project design, PD-10 indicates, "AID-supported development communications activities should be consistent with AID's objectives of increasing decentralization and community participation in development decisions. Two-way or interactive communications systems which facilitate feedback from the receiving and using audiences and/or which enable individuals or groups to initiate their own messages and requests for information are generally to be preferred over one-way communications and extension systems."

This project has a built-in feedback system in the information transfer service which responds to requests from developing country users. A two-day turn around time was sustained for five years under the predecessor activity. The Information Transfer Project is firmly grounded within mainstream AID objectives and in using methods that have shown concrete achievements in reaching those objectives.

D. Beneficiaries:

One element in the success of the targeted information produced by AID Resources Report has been the selection of content relevant to the needs of the poor. That orientation has maintained the support of AID missions and maintained the interest of target audiences: science and technology professionals and development specialists throughout the world. The new project will maintain that orientation but add a wide variety of information about technologies and services that assists science and technology specialists and other development workers in ways that directly impact on the needs of the poor majority in developing countries.

The magazine will continue a degree of muti-sector orientation, one of the strengths of the predecessor newsletter. It will be primarily concerned, however, with agriculture and rural development. Over 80 percent of the predecessor newsletter readership listed agriculture or closely-related subjects (rural development, appropriate technology, nutrition, etc.) in surveys which asked for primary area of interest. This ratio will continue and over 85 percent of the content of the magazine and the response materials will be dedicated to agricultural and rural development topics.

Extensive computerized data are available on the interests, occupations, location and other characteristics of beneficiaries of the predecessor newsletter. That data will be used to guide development of the magazine and to institute comprehensive readership data-gathering and analysis mechanisms to guide future content.

E. Alternatives:

This project's goal and purpose are stated from the view of the beneficiaries, the development workers who will receive materials that will help them design and implement projects to improve the lives of the poor in developing countries. Viewed from the top of the research and development system, a major purpose of the project is to establish a mechanism that delivers information that helps achieve technology transfer.

From that perspective, the Information Transfer project has several advantages in information delivery. Investments in development communications efforts are costly; printing costs in particular have increased three fold over the past few years. Dissemination of results, however, represent a very small percentage of the costs of research and development projects. They also amount to a very small percentage of the costs associated with the lost opportunities which result from leaving developed technologies on the shelf.

To continue the AID Resources Report as originally designed would not allow for growth of the newsletter and information service in numbers of people served or in the ways in which they can be assisted in development tasks. It could not become self-supporting and would cost more each year, an estimated five million dollars over the next five years. S&T/PI is not recommending a continuation of the existing project. Yet to discontinue this function would result in a false savings.

A scaled down project with fewer recipients would also result in a false economy. The original AID Resources Report was designed to carry out editorial activities with a minimal core staff. Reductions in the number of people who receive the newsletter, produce only minimal savings of core staff, primarily in the information delivery service, plus a savings in materials offered. Expansion of the mailing list requires only slight additions to the core staff but results in a far greater impact for dollar invested.

4. DESCRIPTION OF ACTIVITIES AND SUB-ACTIVITIES

This project will produce a new magazine and technical information transfer service based on activities carried out by AID Resources Report. It will provide its users all the information provided in AID Resources Report, including the convenient back-up information delivery service. But the new magazine will go far beyond its predecessor newsletter in meeting users needs and in development impact.

Operating under a not-for-profit mechanism, the new magazine will not face the limitations of a fixed budget, prescribed format for presentation of information or four-page space restriction. It will offer information on a variety of field-oriented topics and development services valuable to development workers worldwide.

The growth plan of the new magazine will give it a capacity to respond to success. The current mailing list of AID Resources Report, kept at minimal growth levels by not publicizing availability, can immediately expand from 8,000 to 100,000 and respond directly to demand. Revenue generated from developed-country subscriptions, advertising and donations will subsidize distribution of the magazine and technical information offerings to developing-country users. Specific content areas will include:

A. Offerings of Resources as Done in AID Resources Report

AID Resources Report offers a model for a technical information support program that will be continued and expanded under the new magazine. The four-page, bi-monthly newsletter is only a small part of an extensive information transfer service which has supplied science and technology specialists and development institutions, including AID missions, with over 50,000 technical books and reports since 1978.

The newsletter describes support services, new technologies, plus promising project ideas and approaches in the fields of agriculture, health, housing, nutrition, transportation, communications, and other AID areas of emphasis.

Readers are offered additional, easy-to-order information through a response checklist. In many cases, readers are linked directly to the AID science and technology specialists and projects through the AID Resources Report information service. Response packages to answer requests for follow-up information are mailed within two days of receiving requests.

Currently over 8,000 readers in 114 countries receive AID Resources Report and response rates average over 20% per issue. Table 1 gives the circulation breakdown and Table 2 lists some of the more popular titles and number of requests. In 1983, over 22,000 items were sent to AID Resources Report readers.

Table 1. Circulation of AID Resources Report, 1984

AID/Washington	815
AID Missions	1,345
Non-AID U.S.	2,093
Non-AID Foreign	3,856

Table 2. Selected Titles Listed in the AID Resources Report and Number of Requests, 1984

Microcomputers in Development (S&T/RD - Kumerian)	920
Design and Evaluation of AID-Assisted Projects (S&T/IT)	869
Cost Benefit Analysis and Workbook (S&T/IT)	865
Bridging the Gap (Save the Children)	839
Systematic Project Design (Cntr. for Ed. Dev./Health)	822
The Winged Bean (National Academy of Sciences)	792
Safe Water and Waste Disposal for Human Health (S&T/TRI/PI)	791
Food Fuel and Fertilizer from Organic Wastes (NAS)	779
Experiences in Appropriate Technology (Canadian Hunger Fndt)	764
Techniques and Plants for Tropical Subsistence Farm (USDA)	743
Appropriate Technology for Water and Sanitation (World Bank)	728
Small Scale Beekeeping (Peace Corps Manual)	703
Practical Poultry Raising (Peace Corps Manual)	692
Small Farm Development (IADS)	677
Traditional Field Crops (Peace Corps Manual)	653
Soil and Water Test Kits (Codel, Inc.)	518
Small Is Possible (ITDG/Harper & Row)	599
Income Generation for Rural Women (Amer. Home Ec. Asso.)	588
Pelton Micro-Hydropower Prototype (A.T. Dev. Inst.)	578
Survival and Subsistence in the Tropics (Tropifarm)	571
UNICEF Home Garden Handbook (UNICEF)	557
Survival and Subsistence in the Tropics (Martin)	550
Income Generation for Rural Women (Amer. Home Econ. Assn.)	537
Teaching for Better Learning (AMREF)	523
Wells Construction (Peace Corps Manual)	498
Helping Health Workers Learn (Hesperian Foundation)	492
Farming Systems Research (Mich. State Univ. S&T/RD)	485

Readership surveys of AID Resources Report were conducted in December 1980, October 1982 and July 1984. Eighty three percent of the respondents to the most recent survey found the overall quality of the newsletter excellent or very good and the response materials sent through the information service were rated equally high by 70%.

The success of the AID Resources Report has created some problems that must be resolved. It has made a growth plan essential. The mailing list continues to expand at a rate of 10% per month -- due exclusively

to word-of-mouth advertising. Acquisition of response materials and resources for handling and mailing become more costly each year.

The AID Resources Report budget cannot expand indefinitely. The potential market in developing countries for this type of information is enormous. The challenge facing S&T/PI is to (1) allow the service to grow to serve new LDC recipients without jeopardizing the quality of service AID Resources Report provides to its first constituency, AID and national counterpart readers, and (2) reverse the need for continually-expanding AID funding through establishing means of self-support for this project.

The new magazine and technical information transfer service will use the best characteristics of AID Resources Report, add a number of other information delivery activities, and capitalize on private enterprise techniques of cost recovery.

B. CGIAR and Other Research Institution Information Brokering Services

Valuable information produced by the CGIAR international agricultural research centers (IARC's) and other AID-supported research institutions is not reaching some AID and other potential users. The new magazine will produce reviews and announcements and set up delivery systems to make users aware of information available from the IARCs and other key institutions and to facilitate distribution.

C. Resource Highlights: Announcements of Science and Technology Resources

In addition to field guides, AID notices and other field support communications, AID personnel and counterparts need regular reminders of available services. In evaluating one information project, some mission personnel reported having "forgotten" about a service they had once used extensively. They suggested periodic announcements could help by calling attention to the service at or near the time when AID science and technology professionals are actually dealing with a problem.

Reminders of useful and truly-available development services will be a regular feature of the new magazine. For not-for-profit institutions, the new magazine editors and support staff will (1) develop brief descriptions of development services which support science and technology, highlighting the means of access, (2) enter these descriptions into easily-retrievable computer storage, (3) continually update the descriptions and (4) develop a system which regularly places the announcements in the new magazine. Commercially available resources important to development specialists in the field will be given the opportunity to advertise.

D. AID Field Reports

One of AID's most difficult challenges is achieving lateral transfer of technology between developing countries and even within single countries or regions. The primary goal of most field projects is to achieve a series of objectives for the participating target beneficiaries. Preparing reports for transferring lessons learned from that site to other developing countries would drain usually scarce resources and energy from the primary objective of such projects.

Project papers, research reports and even project evaluations do not include all of the lessons learned through implementation. In addition, the materials prepared in the normal course of most projects are not in a format that makes lessons learned available to the key groups which need to be reached to achieve rapid technology transfer.

Through traveling reporters and correspondents, the new magazine will produce a series of articles on AID (and other donor) projects and country programs or in particular problem areas (such as institution building, applied field research, integrated pest management, etc.). The articles will not be project evaluations. They will be interpretive articles aimed at educating AID and counterpart project designers and managers about experiences of professional colleagues.

E. S & T Research Progress Reports

AID-funded research has improved food plants, farming methods, human and animal nutrition, methods of birth control and other technologies. It has also brought about improved ways of financing and delivering these technologies to users in developing countries.

Traditional means of reporting on this research -- project documents, journal articles, state-of-the-art reviews, scientific symposia, etc. -- do not provide key segments of the development community and technology transfer chain with the information they need to set the stage for rapid use of new ideas.

Traditional channels and materials often are not suited for real-life applications because of these deficiencies:

- Content. Often materials are aimed at colleagues at the same level in the development hierarchy or technology-transfer chain (e.g. researchers writing for other researchers). The message is not placed in the context of the original real-life problem.

- o Presentation. Materials which are discipline specific tend to communicate poorly to outsiders because of jargon and academic or bureaucratic conventions.

- o Timeliness. Many traditional channels delay information for a year or two after its first reported.

The progress reports on AID and other donor research produced in the new magazine will offer cogent reviews that:

- o Provide data for donor agency executives to guide investment and program planning.

- o Keep scientists, researchers and technical professionals aware of developments outside their particular area of expertise.

- o Provide technical input to project designers, loan officers and other development professionals who are outside normal scientific and technical channels but who have responsibilities which include some oversight of technical issues.

- o Keep extension workers and other field and community-level workers linked to reasearch frontier developments and motivated to check in with research information sources for new ideas.

F. Science and Technology Policy Briefs

"Mission directors should be aware of this so we are sending them the full report." That, or a similar statement, is repeated in dozens of offices around AID many times each month. Many science and technology issues surface every week about which mission directors and other AID leaders should be appraised. These policy-makers and program leaders, however, simply do not have the time to read through all the material that is sent to them.

AID science and technology policy briefs, a regular feature in the new magazine, will provide a summary of issues and events which are critical to policy-makers in development. The summary will use a Kiplinger Letter format with essential information presented in abbreviated capsules. Sources for additional information will be given and follow-up copies made available on request.

G. Private Sector Coverage

It is impossible to consider questions of technology transfer without including the private sector, the major developer and distributor of new technologies and methods. The new magazine will include special reports that focus specifically on development of activities and products at universities, in private voluntary organizations and in the commercial sector.

Commercial advertising is recognized as important and useful information for the development specialist audience of this magazine. It will also be an important factor in the cost recovery goals of the project. The editorial advisory board, which will include an S&T/PI member, will set up guidelines regarding space allotments and other issues to preserve the credibility and editorial integrity of the magazine.

H. Notices for the Development Community

The new magazine anticipates obtaining paid subscriptions from many institutions and individuals located in developed countries but interested or working in economic development. The magazine will provide information on new trends in programs, projects and contracting. A classified section and other services will be offered for this audience.

I. Continuing Special Services To AID

While added features of the new magazine and continuation of proven services of the AID Resources Report will serve a broad audience in international development, the original purpose -- to meet the special information needs of AID S&T specialists in the missions -- must be preserved. S&T/PI will insure that those special services are continued under the new project. Purchase and distribution of publications exclusively for AID personnel; special inserts from the sector councils, S&T, regional bureaus or missions; and other internal AID communications will be accommodated in the new magazine and will continue in the scope of work throughout the project.

An increasing proportion of the AID grant funds will be designated for special information services to AID throughout the five years of the project to cover greater costs and expanded use of specialized information delivery services.

5. PROJECT SPECIFIC ANALYSIS

A. Economic and Social Analysis

Communications research has demonstrated that technical information and targeted dissemination makes an important contribution to development. It has not demonstrated that information, transmitted through media alone, achieves widespread changes in behavior or creates direct development results. The magazine and information delivery service created under this project are regarded as important tools to be used in conjuction with other inputs and ongoing field projects and AID programs. Because of this supportive role, no estimate of the direct benefits has been attempted. These economic and social benefits will depend on the effectiveness of the programs which apply the technical information supplied by the magazine and information delivery service.

The project's purpose is to create a magazine and transfer information that will improve field implementation. AID Resources Report and the publications delivered by the predecessor project have demonstrated that they save time in locating necessary resources, bring about the use of better methods and help development workers provide end-users with better agricultural, health and other technologies. While no projections of economic returns have been made for these results, an attempt will be made in the on-going evaluation of the new follow-up project to assign dollar values and make some estimates of the value of information delivered. In addition, the new magazine and its information delivery service will be subjected to a true test of value in the market place as the subscription, advertising and other cost-recovery programs are implemented.

B. Technical Feasibility

Continuation of the services of AID Resources Report will be a major component and function of the new magazine that will be produced by this project. That foundation activity has had over five years of testing and has received a great deal of support, particularly by science and technology personnel in missions. The new publication proposed under this project will be carefully reviewed in manuscript stages and will be thoroughly reviewed by the outside evaluators. To the degree possible, the publisher will take advantage of split-runs, pre-testing and other evaluative techniques of the publishing industry to continually improve the product.

The project is based on a foundation of communications research and proven experience with the product that will be developed. The demand and effectiveness have already been demonstrated. Technical feasibility is very secure.

C. Communications Review Board Approval

The predecessor activity to the new magazine, AID Resources Report, obtained Communications Review Board (CRB) approval annually for its first few years of operation. It is currently operating under a five-year approval for continuing publications which the CRB arranged with the Office of Management and Budget (OMB). S&T/PI will seek a similar authorization for the new magazine to cover the period when the AID grant constitutes over half of its budget. The mandate of the Communications Review Board is to eliminate unnecessary publications. S&T/PI is confident that we can demonstrate that the publication proposed under this project is integral to the Agency's science and technology transfer program and is the most cost-effective means of achieving that purpose. CRB approval will be sought as soon as the project authorization is obtained.

D. Collaboration with PPC/CDIE

A great deal of potential collaboration exists between PPC/CDIE and the Information Transfer Project. PPC/CDIE information resources and services will be used to support the magazine. Specifically, magazine personnel will be trained by PPC/CDIE to use the Development Information System database for increased access to AID-generated research and technical materials.

The magazine will support PPC/CDIE objectives by helping promote use of AID project and technical information available through the Development Information System. The magazine can be used by PPC/CDIE to create awareness of its programs, call special attention to important database materials and disseminate evaluation and other reports.

The S&T/PI manager of the Information Transfer project will meet regularly with PPC/CDIE specialists to explore additional areas of collaboration.

E. Collaboration with Other AID Offices and Projects

AID Resources Report established close working ties with dozens of AID offices and projects. Because of the distribution successes of working with that newsletter, many AID projects have become more aware of the field impact benefits of targeted publications.

The new project will have much greater incentive to reach out to more AID offices and projects. Success of the magazine and information transfer service will depend on the quality of information and materials made

available to the development practitioners targeted as users. Staff of the new magazine will contact as many AID-supported sources of field resources as possible and work closely with them to link field users to their programs, technologies and information.

6. FINANCIAL PLAN AND ILLUSTRATIVE BUDGETS

The total AID cost for this five-year project is $3,300,000. Annual expenditures are:

FY 1985	- 700,000	FY 1988	- 600,000
FY 1986	- 800,000	FY 1989	- 400,000
FY 1987	- 800,000		

The illustrative budget presented in Table 4 gives a breakdown of total project and AID expenditures for first-year operations of four different growth models. The models are based on varying income assumptions. Actual income level cannot be predicted with certainty. Implementation will involve a combination or continuum of these models which compensate for less income through more modest growth plans.

Model A summarizes a realistic potential for this project. The growth rate shown in Model B predicts impact at about half of the Model A income level. Model C represents an exceedingly modest level with rates of return adjusted to below-market values. At this low level of return, not predicted by the S&T/PI data, project output remains high enough to consider the project successful. Both the amount of technical information and the number of developing country technicians reached are much greater than would be achieved by the alternative of continuing the no-growth predecessor newsletter. Even in Model D, the zero-income control, development impact remains five to ten times greater than the no-growth alternative because changes in the incentive structure allow greater output with fewer resources.

Table 3 provides the income and output assumptions for each model detailed in Table 4. Models A through C assume yearly increases in income generated primarily through advertising and grant revenues. Table 5 provides full five-year projections for Model A, the optimal growth plan that assumes maximal subscription and advertising income.

Table 3. Income and Output Assumptions for Four Growth Models:

Output:	Income:	
Model A:		
All AID specialists serviced.	Subscriptions	$390,000
Subscriptions..... 20,000	(19,500 x $20)	
LDC Recipients..... 100,000	Institutional Subscrip.....	75,000
Books & response materials 40,000 LDC	(500 x $150)	
Promotional issues ... 150,000	Int. Donor & Corp. Grants..	23,000
	Advertising.(Six Issues)..	192,000
	(32 Pgs.@ $1,000)	
		680,000
Model B:		
All AID specialists serviced.	Subscriptions	$195,000
Subscriptions..... 10,000	(9,750 x $20)	
LDC Recipients 75,000	Institutional Subscrip.....	37,500
Books & response materials 35,000 LDC	(250 x $150)	
Promotional issues ... 60,000	Int. Donor & Corp. Grants...	11,500
	Advertising (Six Issues)..	96,000
	(16 Pgs.@ $1000/pg.)	
		340,000
Model C:		
All AID specialists serviced.	Subscriptions	15,000
Subscriptions 1050	(1000 x $15)	
LDC Recipients 75,000	International Subscrip.	3,700
Books & response materials 30,000	(50 x $75)	
Promotional issues 40,000	Int. Donor/Corp. grants	10,300
	Advertising (4 issues)	12,000
		41,000
Model D:		
All AID specialists serviced.	Subscriptions	0
Subscriptions	International Subscrip.	0
LDC Recipients 50,000	Int. Donor/Corp. grants	0
Books & response materials 40,000	Advertising	0
		000

Models A through C assume yearly increases in income generated primarily through advertising and grant revenues.

Table 4. Four Illustrative Growth Models for Information Transfer Project ($000)

Expenditures	Model			
I. Core Professional Personnel	A	B	C	D
-- Project Manager	43	43	35	35
-- Associate Editor/Manager	--	--	--	--
-- Marketing Specialist	40	--	--	--
-- Editor (S&T Features)	24	--	20	--
-- Editor (Coordinator)	22	--	--	20
-- Writer/Reporter	16	16	--	--
-- Copy Editor	16	--	--	--
SUB-TOTAL	161	105	80	80
II. Support Personnel				
-- Production Editor	14	--	--	--
-- Word Processor Operator	14	14	14	14
-- Word Processor Operator (P/t)	7	7	--	--
-- Secretary/Receptionist	12	8	--	--
-- Secretary/Clerk (P/t)	6	6	--	--
-- Clerk	11	11	--	--
SUB-TOTAL	64	46	14	14
III. Consultants				
-- Free Lance Writers	30	30	10	10
-- Photographers	3	3	3	-
-- Translators	10	5	13	-
SUB-TOTAL	43	38	26	10

Expenditures	Model A	Model B	Model C	Model D
IV. Technical Services/Printing				
-- Postage	220	195	140	120
-- Editorial Services	15	15	6	4
-- Art/Layout	65	55	15	10
-- Photographic Lab	7	7	3	2
-- Printing/Duplication	200	150	150	130
SUB-TOTAL	507	422	314	266
V. Response Materials				
-- Books, materials for inquiry response	50	40	26	49
SUB-TOTAL	50	40	26	49
VI. Management and Overhead				
-- Rent & Utilities	45	45	20	20
-- Communications	10	10	5	5
-- Supplies & Office Equipment	25	25	4	4
-- Word Processor/Compositor	20	20	8	8
-- Overhead, exclusive of above items @ 100% of personnel	225	105	69	69
-- Travel/Per Diem	30	30	--	--
SUB-TOTAL	355	235	106	106
VII. AID Institutional Subscription	200	200	200	200
SUB-TOTAL	200	200	200	200
TOTAL PROJECT COST (1st. yr.)	1380	1040	741	700

NON-AID PROJECT COST (1st. yr.)		680	340	41	--
TOTAL AID CONTRIBUTION (1st.yr.)		700	700	700	700
PERCENT OF TOTAL PROJECT COSTS FINANCED BY AID	First Yr.	51%	67%	94%	100%
	Second Yr.	44%	57%	88%	100%
	Third Yr.	40%	50%	83%	100%
	Fourth Yr.	28%	33%	72%	100%
	Fifth Yr.	17%	30%	65%	100%
FIVE YEAR TOTAL PROJECT COST		9735	7840	4341	3300
FIVE YEAR TOTAL AID COST		3300	3300	3300	3300

Table 5. Ilustrative Budget for Five Years Expenditures of Model A, Maximal Growth Model ($000).

I. Core Professional Personnel	Years 1	2	3	4	5
-- Project Manager (Resources Report Editor)	43	44	45	46	47
-- Associate Editor/Manager	--	32	33	34	35
-- Marketing Specialist (Accounts Executive)	40	41	42	43	44
-- Editor (S & T Features)	24	26	27	28	30
-- Editor (Coordinator)	22	24	25	26	27
-- Writer/Reporter	16	18	19	20	21
-- Copy Editor	16	18	20	21	21
SUB-TOTAL	161	203	211	218	225

	Years 1	2	3	4	5
II. Support Personnel					
-- Production Editor	14	16	18	20	22
-- Word Processor Operator	14	16	18	20	22
Word Processor Operator (pt. time)	7	8	8	9	10
-- Secretary/Receptionist	12	13	14	14	15
Secretary/Clerk (pt. time)	6	7	7	8	9
-- Clerk	11	11	12	12	13
SUB-TOTAL	64	71	77	83	91
III. Consultants					
-- Free Lance Writers	30	45	50	52	55
-- Photographers	3	3	3	3	3
-- Translators	10	90	180	200	210
SUB-TOTAL	43	138	233	255	268
IV. Technical Services/Printing					
-- Postage	220	260	270	300	350
-- Editorial Services	15	15	16	16	17
-- Art/Layout	65	65	70	70	72
-- Photographic Lab	7	7	8	8	9
-- Printing/Duplication	200	250	280	300	350
SUB-TOTAL	507	597	644	694	798
V. Response Materials					
-- Books, materials for inquiry response	50	175	175	185	200
SUB-TOTAL	50	175	175	185	200

VI. Management and Overhead	Years 1	2	3	4	5
-- Rent & Utilities	45	45	47	47	48
-- Communications	10	11	12	13	13
-- Supplies & Office Equipment	25	25	26	26	27
-- Word Processor/Compositor Computer Time	20	20	20	20	20
-- Overhead, exclusive of above items @ 100% of core Personnel	225	274	288	301	316
-- Travel/Per Diem	30	35	40	45	45
SUB-TOTAL	355	410	433	452	469
VII. AID Institutional Subscription (Materials Distribution & AID Special Services)	200	225	250	275	300
SUB-TOTAL	200	225	250	275	300
TOTAL PROJECT COST	1380	1819	2023	2162	2351
NON-AID PROJECT COST	680	1019	1223	1562	1951
TOTAL AID CONTRIBUTION	700	800	800	600	600
PERCENT OF TOTAL PROJECT FINANCED BY AID	51%	44%	40%	28%	17%

FIVE YEAR PROJECT TOTAL $9,735

FIVE YEAR TOTAL AID COST $3,300

7. IMPLEMENTATION

This project must be implemented by a not-for-profit organization. The not-for-profit status is essential so that AID and other organizations can donate and discount books and materials. The not-for-profit status will facilitate support from other donor agencies and donations from corporate sponsors. Not-for-profit status is an economic necessity because of the reductions in postal rate entitlements. S&T/PI will explore with SER/CM methods of setting up a not-for-profit entity.

Among other objectives this project will work towards creating a magazine and technology transfer service which:

1. Uses AID research and the CGIAR centers as a primary source of technical information and expertise.

2. Emphasizes communication within and between developing countries themselves. The magazine will give lateral transfer of information between projects within countries, regional information sharing and technology transfer within comparable tropical zones the highest priority.

3. Fully exploits commercial interests and private enterprise options for delivering technical information to those who have need of it in the developing countries.

4. Relies on collaborative donor investment to offer information delivery services to developing countries as an addition to an information transfer system which is self-supporting.

5. Takes advantage of demand-driven information transfer systems at levels closest to developing country communities to insure technical and cultural suitability of the advice offered.

6. Recognizes the key role of PVO's in field testing technologies and generating interpretive information for use at the community level and explores means of creating linkages with PVO networks.

7. Systematically reviews publications from AID, USIA, USDA, Peace Corps, Land-Grant Extension Programs and PVO's for information relevant for small-scale farming, rural development and community-level enterprise in the tropics.

Additional guidelines for implementation of this project will be developed as S&T/PI communications specialists obtain feedback from mission and other S&T professionals. The goal of an on-going review process will be to produce a magazine and information transfer system that is truly capable of reaching development specialists and community workers in the world's tropics.

The first major implementation steps include:

1. Dec. FY 1985 -- Approval of PAF
2. Jan. FY 1985 -- Communications Review Board Approval
3. Jan. FY 1985 -- Project Contracted
4. FY 1987 -- In-Depth Evaluation

The project can be managed with existing S&T/PI staff. Overall project management will require six to eight person months of a S&T/PI communications specialist. Individual activities will be supported by additional inputs of S&T/PI professionals.

8. ENVIRONMENTAL EXAMINATION

As in the case of economic and social impact, the publication outputs of this project will not have a direct effect by themselves. A negative determination was recommended.

9. EVALUATION PLAN

A continual evaluation system will be implemented at the start of this project. An editorial advisory committee will review copy for each issue and materials offered through the information transfer system. Reader and advertiser feedback will be solicited through a variety of methods, including an annual readership survey. Independent subscription audits and other evaluation tools of the publishing industry will be used to full advantage.

To obtain a measure of development objectives, an in-depth evaluation will be carried out in the third year of this project. The evaluation will include a survey that examines how the information delivered by this project was used in the field. An economic value will be assigned according to usage and a rigorous cost benefit analysis will be done using methods developed for the economic evaluation of NASA technical publications. In addition, the evaluation will use the field visit method of determining use that was employed in the evaluation of the Latin American Bureau's information project with the National Technical Information Service (NTIS).

The NASA and NTIS evaluators developed and used a very specific methodology that combined replicable empirically-sound data collection and analysis with practically-oriented field observation. These methodologies will be modified for evaluating this project.

In addition, the Information Transfer project has the built-in evaluation of success in the marketplace. The degree to which the project succeeds in meeting its readers' needs will be reflected in the financial independence achieved over the long term.

10. AID'S FUTURE TECHNICAL INFORMATION DISSEMINATION NEEDS

Analysis of AID's technical information transfer needs will be a continuing function of S&T/PI. Changes in information transfer technology, AID objectives, technical sector information programming and other factors could affect AID's requirement for continuation of this activity in 1990 and beyond.

If future conditions merit investment in continuation of the services provided under the Information Transfer project, the S&T/PI strategy will involve a modest project, or project component, that would retain information services for AID to mission-designated recipients. This continuation activity could be supported at levels about half the cost of the current newsletter project despite the income-level achieved by the new project.

If the project succeeds to levels projected by Model A, then AID can buy-in economically as one of many institutional subscribers which receive a broad range of services. If the project achieves income at only Model C or D levels, AID's buy-in will be the sustaining income for a modest service. S&T/PI would recommend retrenchment under those circumstances to a restricted newsletter service. AID would essentially be back where it started in funding a limited information transfer program with three essential differences.

The most important difference is that the Agency will have created the opportunity for a self-sustaining enterprise to emerge. S&T/PI is recommending this approach because we predict that outcome and emergence of a technical information transfer service that dwarfs the present newsletter in development impact overseas.

If that doesn't occur and the project remains at the income levels projected in Models C or D, it will have delivered a vast quantity more technical information to thousands of more developing country beneficiaries for thousands of dollars less investment than continuation of the predecessor project.

Finally, the alternative contracting structure will create incentives to deliver continuing information services to AID at a more economical rate. The Information Transfer project has been designed to foster iniative at all income levels. Promotion and marketing and economical production methods will continue to be in the interests of the contractor throughout all implementation stages.

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AID 1020-28 (1-72)

PROJECT DESIGN SUMMARY
LOGICAL FRAMEWORK

Life of Project:
From FY 1985 to FY 1989
Total U.S. Funding 3300
Date Prepared: 8/84

Project Title & Number: Information Transfer #936-5054

NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS
Program or Sector Goal: The broader objective to which this project contributes: To help poor families and individuals in developing countries to improve their lives by providing tailored technical information which supports development projects, programs and developing-country institutions.	**Measures of Goal Achievement:** AID and other development specialists use project outputs to design and implement programs which bring s & t to bear on LDC problems. Magazine links field specialists to s & t resources and conveys knowledge about experiences of s & t colleagues. Magazine becomes self-supporting and successful	User surveys and interviews reveal examples of use of project outputs to enhance field programs. Other end-user studies; assigning a dollar value in accord with tech. transfer benefit and cost-benefit analysis. Commercial success and long-term economic viability.	**Assumptions for achieving goal targets:** AID and other development specialists will continue to seek technical information and find ways of making good use of technology in project design and implementation. Field projects that use info delivered by this project offer concrete means for the poor majority to adopt new practices to improve their lives.
Project Purpose: To produce a self-supporting technical magazine and information transfer service that provides tailored information to development specialists that helps them design and implement projects that bring the benefits of science and technology to bear on LDC problems.	**Conditions that will indicate purpose has been achieved:** End of project status. Magazine becomes economically viable. Products are produced on schedule, reach target audiences, and are judged useful by a range of evaluation mechanisms. Products remain user/field oriented, demand remains high and information is used in real-life projects.	Project manager evaluations reflect sound economic performance of magazinesand outstanding ratings of information delivery services. User surveys indicate high ratings. Demand for follow up information remains high. User-orientation retained and evaluations demonstrate actual application of technologies in programs in developing countries.	**Assumptions for achieving purpose:** Magazine can provide effective tailored information that supports specialists in developing and implementing LDC programs. Brokering of information on development and s & t resources continues to be successfully targeted to stimulate use by key field specialists. Institution becomes self-sustaining.
Outputs: A new magazine and information delivery service, based on AID Resources Report, which provides coverage of resources for development, CGIAR research, field programs and private sector innovations and activities.	**Magnitude of Outputs:** In the first year six issues of the magazine are distributed to 100,000 recipients; information delivery service distributes 20-40 thousand publications. Services to LDC's and special services to AID missions continue to grow in scope and improve in quality.	Close supervision by S&T/T/PI. Program and project reports. Feedback from users. Verification by in-depth evaluation and commercial tests.	**Assumptions for achieving outputs:** S&T/T/PI can work with a not-for-profit institution to produce an effective magazine. Expertise in writing and production is available to produce a high-quality product that serves the needs of development specialists in the field.
Inputs: AID inputs include funding for the project plus S&T/T/PI project management, including support, review and evaluation plus daily guidance on product output. Project personnel will provide research, writing and production services plus support functions to produce the magazine and provide information delivery services.	**Implementation Target (Type and Quantity)** S&T/T/PI project manager - 6-8 person months plus additional management inputs by PI professionals. AID Funding: FY 1985 - 700 FY 1986 - 800 FY 1987 - 800 FY 1988 - 600 FY 1989 - 400	Official AID documentation. Program and project reports. Readership Surveys. In-depth evaluation report.	**Assumptions for providing inputs:** The Science and Technology Bureau maintains its interest in development communications and technology transfer and continues to fund this project and maintain S&T/T/PI staffing to supervise this management-intensive activity.

Best Available Document

PROJECT AUTHORIZATION

Name of Country: Worldwide

Project Title: Information Transfer

Project Number: 936-5054

1. Pursuant to Section 104 of the Foreign Assistance Act of 1961, as amended, I hereby authorize the centrally funded project entitled "Communications for Technology Transfer" involving planned obligations of not to exceed $3,300,000 in food and nutrition grant funds over a five-year period from date of authorization, subject to the availability of funds in accordance with the A.I.D. OYB/allotment process, to help in financing foreign exchange and local currency costs for the project.

2. The project will establish a field-oriented technical magazine and information transfer service. It will provide broad coverage of topics and services which support development specialists in the field and become self-supporting through subscriptions, advertising and donations from developed country sources. Services to LDC recipients will be free of charge.

3. The contract, grant, or other agreements which may be negotiated and executed by the officer(s) to whom such authority is delegated in accordance with A.I.D. regulations and Delegations of Authority shall be subject to the following essential terms and covenants and major conditions, together with such other terms and conditions as A.I.D. may deem appropriate.

4. Source and Origin of Commodities, Nationality of Services

a. Commodities financed by A.I.D. under the project shall have their source and origin in the cooperating country* or the United States, except as A.I.D. may otherwise agree in writing. Except for ocean shipping, the suppliers of commodities or services shall have the cooperating country or the United States as their place of nationality, except as A.I.D. may otherwise agree in writing.

b. Goods and services, except for ocean shipping, financed by A.I.D. under the project shall have their source and origin in a cooperating country or in the United States except as A.I.D. may otherwise agree in writing.

AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON D.C. 20523

ACTION MEMORANDUM FOR THE SENIOR ASSISTANT ADMINISTRATOR FOR SCIENCE AND TECHNOLOGY

DATE: December 27, 1984

THRU: S&T/PI, Walt Rockwood, Director

FROM: S&T/PI, Earle Lawrence /s/

Action: Your approval is requested for a grant of $3,300,000 from the Section 103 Food and Nutrition account to produce a self-sustaining technical magazine and information transfer service.

Discussion: One of AID's most difficult challenges is transferring technology from sources of origin to developing countries that need it. AID-funded research has improved food plants, farming methods, human and animal nutrition and other technologies. It has also brought about improved ways of financing and delivering these technologies to users in developing countries.

Traditional means of reporting on this research -- project documents, journal articles, state-of-the-art reviews, scientific symposia, etc. -- do not provide key segments of the development community and technology transfer chain with the information they need to set the stage for rapid use of new ideas.

Traditional channels and materials often are not suited for real-life applications because of these deficiencies:

- Content. Often materials are aimed at colleagues at the same level in the development hierarchy or technology-transfer chain (e.g. researchers writing for other researchers). The message is not placed in the context of the original real-life problem.

- Presentation. Materials which are discipline-specific tend to communicate poorly to outsiders because of jargon and academic or bureaucratic conventions.

- Timeliness. Many traditional channels delay information for a year or two after its first reported.

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The purpose of this project is to improve the transfer of information about relevant technology to developing countries. The project will establish a field-oriented technical magazine and information transfer service. Content will be tailored to development specialists at management, village and other levels, and the project will respond to users' requests for additional information. The magazine will have the ability to grow in response to demand and become self-sustaining through subscriptions, advertising and donations from developed country sources. Services to LDC recipients will be free of charge.

Development specialists will learn about new, effective technologies, products and project experience through this project; save time in locating resources; and have current linkage to information sources to aid them in designing and implementing projects and programs that will bring the benefits of science and technology to bear on developing-country problems. The amount requested falls within the OYB and a congressional notification will be sent after you approve the project.

Background: An AID predecessor project demonstrated that developing countries search out and use technical information in all fields. Under that project, a technical newsletter provided information on appropriate technology, project experience, technical services and other development resources to AID counterparts. Within five years, distribution grew -- through word-of-mouth advertising -- to over 8,000 recipients in 114 countries. Over 20 percent of users responded to offers for additional information in each issue. In 1984 over 20,000 publications and information packages were sent to LDC development specialists. In readership surveys, 86 percent of users rated the newsletter "Good" or "Excellent," and requested increased coverage. The intent of the new project is to provide the best services of the predecessor activity, offer additional information support to a much wider development audience, and institutionalize growth of that enterprise by making it self supporting. AID's relationship to a self-supported publication will be one of a major subscriber and user of services. AID will continue to control publication content beyond the life of the project.

Recommendation: That you sign the attached PAF for $3,300,000 to fund this project through 1989. Of that total, $700,000 is requested in FY 1985 funds.

Attachments: TAB 1 - Project Data Sheet
TAB 2 - PAF Part II
TAB 3 - Project Paper

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c. Ocean shipping financed by A.I.D. under the project shall, except as A.I.D. may otherwise agree in writing, be financed only on U.S. flag vessels of the United States.

*Each developing country where research, training, technical or other assistance takes place under the project shall be deemed to be a cooperating country for the purpose of permitting local cost financing.

Signature: N. C. Brady
Senior Assistant Administrator

12/31/84
Date

Clearances:

S&T/PI, W. Rockwood/s/ date DEC 19 1984
S&T/PO, G. Eaton/s/ date DEC 19 1984

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