IMPLEMENTING THE
Millennium Development Goals

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At the Millennium Summit in September 2000 world leaders adopted the UN Millennium Declaration, committing their nations to a new global partnership to reduce extreme poverty. This Summit laid the foundation for the formulation of what would become the Millennium Development Goals (MDGs).

The MDGs are the most broadly supported, comprehensive and specific development goals the world has ever agreed upon. The UN Millennium Declaration and the MDGs are an important point of reference for MASHAV – Israel’s Agency for International Development Cooperation.

MASHAV is dedicated to providing developing countries with the best of Israel’s experience in development and planning. As a country that moved from an underdeveloped state in the 1950s, to just recently becoming a new member of the OECD, we feel that we can share with others our firsthand experience in development.

We are proud to be one of the oldest international development agencies in the world.

Founded in 1957, MASHAV is responsible for the design, coordination and implementation of the State of Israel’s development cooperation programs. Since its inception, over 260,000 professionals from around the world have participated in MASHAV’s professional programs.

MASHAV’s activities focus primarily on areas in which Israel has a comparative advantage including agriculture and rural development; water resources management; micro-enterprise development; community development; medicine and public health; empowerment of women and education. At the same time MASHAV operates according to the needs and demands of the partner countries, rather than programs initiated by Israel that might not be relevant and effective elsewhere.

Our approach is to ensure social, economic and environmental sustainable development, joining the international community efforts of implementing the Millennium Development Goals by 2015 and providing a better livelihood for millions across the world. We concentrate on institutional and human capacity building in developing countries by sharing Israel’s own development experience and expertise, imparting know-how and transferring innovative technologies and tested methodologies adaptable to developing countries’ needs. This is done by training, both in Israel and on the spot, short- and long-term consultancy missions, and projects such as demonstration farms and advisory centers in target countries.

Although a modest player in the international assistance arena, MASHAV provides fast, flexible, hands-on, pragmatic, original and practical solutions to development challenges, thus becoming a significant contributor to sustainable development.

This paper gives an overview of some of the efforts of MASHAV, through its specialized training professional extensions, in promoting development cooperation and human resources development and capacity building, towards the 2015 target date for reaching the Millennium Development Goals.
End Hunger & Extreme Poverty

Over 1.2 billion people live in absolute poverty in the developing world and a majority of the world’s poor live in rural areas. Furthermore, estimates say some 100 million rural inhabitants may have been pushed into hunger and/or extreme poverty due to the 2007-2009 global financial crisis. This emphasizes the growing link of the rural populace to the rapidly changing globalized economy. To reduce the vulnerability of the rural population it is imperative to develop individual and community solid agricultural abilities.

Poverty affects women and girls differently than men and boys: although both women and men may be poor, women and girls often face greater obstacles in overcoming poverty due to discrimination, violence, lack of education and more limited conditions and opportunities than men and boys. Hunger, low agricultural output, expanding populations, low private sector development, and a lack of access to credit also account for many of the obstacles facing the world’s poor.

**MASHAV** addresses these goals by providing professional training, know-how and programs geared towards sustainable agricultural development, high yield production, quality food production, efficient use and management of water resources, soil protection, desertification mitigation, and programs that emphasize practical income generation.

**Professional Programs and Actions**

**The USAID-MASHAV-Ethiopian MoARD Joint Technical Cooperation Program in Ethiopia:** This is a tripartite cooperation framework to assist Ethiopia’s agricultural development. The three-year project targets several agricultural sectors including technical assistance and capacity building of professionals from the Ethiopian Ministry of Agriculture and Rural Development (MoARD) through training activities in Israel and in Ethiopia. This program was formulated with the aim of enhancing food security in Ethiopia by introducing advanced agricultural practices, supported by appropriate technologies, capacity building, advisory consultancies, study trips and the dissemination of know-how, focusing on selected agricultural topics in specific, targeted agricultural fields.

**The Philippines-Israel Center for Agricultural Training (PICAT), in partnership with the Luzon Central Agricultural University:** The main goal of this project is to achieve more efficient delivery of extension and outreach programs for the benefit of local farmers. This is done by combining agricultural training with applied research. Main topics are high value vegetable production, including off-season crops and animal husbandry.

**USAID-MASHAV-CIS Countries Regional Project for Development of Agribusiness Consulting Centers:** This project focuses on the organization and implementation of an agribusiness consultancy system. The consulting centers provide professional and business support services for rural, agricultural and individual entrepreneurs.

**Techno-Agricultural Innovation for Poverty Alleviation (TIPA):** The aim of the project is to train farmers in “market gardening,” a unique method for making small family farms profitable. Farmers learn
how to use simple, inexpensive techniques like crop rotation and Israeli-style drip irrigation, maximizing output on formerly over-used or arid land. The project consists of a small-scale horticultural production package developed by Israeli experts, based on low-pressure drip irrigation, a mix of annual and tree crops, and an operating system which leads the farmer to irrigate according to scientific principles.

The benefits of using the system over the traditional methods include higher yields of improved quality vegetables and fruits, the ability to produce crops year round, the most efficient utilization of water resources, decreased labor requirements for irrigation and weeding, and greater likelihood of maintaining the productive capacity of the soil. A large percentage of the beneficiaries of the project are households headed by women, which are highly vulnerable to poverty and hunger. The project allows farmers to commercialize their products, creating a strong revenue stream for a community that formerly struggled to eat. The projects are currently being implemented in South Africa and in Senegal and are accompanied by a MASHAV long-term expert.

Encouraging Women’s Entrepreneurship:
In Sub-Saharan Africa it is not uncommon for women to be engaged in small-scale agriculture. MASHAV conducted a professional Regional Course on Agricultural Entrepreneurship, Gender and Sustainable Development for participants from various countries in Sub-Saharan Africa and included a three-day workshop on “Gender and Agriculture” in cooperation with WOCAN (Women Organizing for Change in Agriculture) to achieve gender equality and environmentally sustainable development.

Integrated Water Resources Management (IWRM):
MASHAV in cooperation with the Gender and Water Alliance (GWA) organized a regional professional training program in Nairobi, Kenya. The main objective of the training program was capacity development for equitable water resources management.

GTZ-MASHAV-Ethiopian MoARD Cooperation Program on Adaptation to Climate Change:
In view of the importance and contribution of the irrigated agricultural sector in the national economic development of the country, the Federal Democratic Republic of Ethiopia entered a trilateral cooperation with the State of Israel and the Federal Republic of Germany on enhancing irrigated agriculture in Ethiopia. Through this trilateral cooperation, Israel and Germany are providing the necessary expertise and technical support to improve Ethiopian farmers’ capacities to adapt to climate change and to ensure sustainable agricultural development. The project aims, ultimately, to increase income from irrigated agriculture.

Israel and India Agricultural Cooperation Agreement:
Within this framework, a Plan of Action was formulated and is being implemented by MASHAV in India. The first phase of the cooperation program (2009-2011) is taking place in Haryana, Maharashatra, Rajasthan and Gujarat states, and focuses on the transfer of agricultural technologies including the establishment of demonstration centers in each state. In Haryana and Maharashatra the main focus on mangoes, olives, pomegranates and citrus crops, as well as to vegetables and spices. In Rajasthan and Gujarat, agricultural practices focus on irrigation and water management including utilization of wastewater purification technologies for irrigation. MASHAV’s professional training is to take place both in India and in Israel, including courses and consultation missions. For this purpose, a long-term MASHAV agricultural expert arrived in India to accompany the program.

The Yongledian Dairy Cattle Demonstration Farm:
This project introduced modern Israeli dairy technologies into China’s cattle farm industry. Successful implementation of these new technologies increased the Yongledian farm’s average milk production from 3,000 liters/cow per year to a record Chinese high of 8,000 liters/cow per year.

Xinjiang Sino-Israeli Demonstration Center for Arid Zone Agriculture:
The project is operated by MASHAV and the People’s Government of the Xinjiang Uyghur Autonomous Region. This is the first ever Sino-Israeli agricultural cooperation project to be launched in China’s arid northwestern region. The agricultural industry of the area is dependent on irrigation and agricultural technology due to limited water resources and soil salination. The project’s objective is to promote agricultural development in the area by improving the efficiency of agricultural practices and training agricultural staff and farmers in modern technologies for maximizing crop yields and profitability under conditions of water scarcity, and to engage in commercial agricultural production. The demonstration activities take place in two sites: the first in Xingjiang Agriculture Technology Institute in Chianji, and the
second at the Institute of Carders in Dongquan. Using greenhouse technology and open field crops, the demonstration farms operate as centers for adapting methodologies, technologies and seed varieties for local needs.

**UNDP-Uzbek Ministry of Agriculture and Water Resources Technical Cooperation Program:** This program looks into the sustainable development of the Uzbek livestock sector. Over 95% of milk-cows in Uzbekistan are raised by small holders who possess only one to five cows. The project provides tools to improve livestock management at the farm level. This is expected to be copied in other regions contributing to the development of the sector nationally. MASHAV is in charge of the transfer of Israeli know-how and technologies in the field of dairy production, including nutrition, animal health management and farm management, and providing high-quality genetic materials and equipment for artificial insemination. Dairy Demonstration and Experimental Farm in Vietnam: This farm, located near Ho Chi Minh City, will be based on Israeli technologies and know-how. All professional activities will be carried out under the guidance of Israeli experts, operating in accordance with Israeli working standards. This project initiative to develop Vietnam’s dairy sector will form a joint base for technical cooperation between the two countries.

**Agribusiness Consulting Center:** MASHAV operates a Consulting Center in Bishkek, Kyrgyzstan. The center assists farmers interested in planning, financing and implementing improved systems and supports former MASHAV demonstration farms in the region. Application of advanced technologies has resulted in diversification of crops and higher yields for local farmers. Agribusiness consultation services are given in close cooperation with the Ministry of Agriculture and other donors and organizations that provide agricultural credits to Kyrgyz farmers.

**Agricultural Training Programs in Israel:**
- Management of water resources; intensive horticulture production; post-harvest and marketing management; introduction and implementation of applied technologies (irrigation and fertigation, plasticulture, Integrated Pest Management, monitoring and control systems, etc.); animal husbandry; entrepreneurship and sustainable agricultural development; organization of R&D systems on the national/regional level.

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**Universal Education**

Basic education has a direct and proven impact on poverty reduction and sustainable development. Over 100 million of the most marginalized children are not attending school. There are over 876 million illiterate adults worldwide, 75% of them women. Persistent gaps and challenges that need to be addressed include girls’ inclusion; reaching for the most marginalized; and ensuring quality education in fragile states.

UNESCO’s 2006 “Teachers and Educational Quality: Monitoring Global Needs for 2015” report states that countries around the world will need to recruit more than 18 million teachers by the next decade. In this rapidly changing world, teachers are required to deal with the myriad needs of children and with the necessity to teach them not only the subject matter, but also how to think effectively, where to find information, and how to make use of it. As someone equipped to face the future, the teacher needs to be in a continuous process of learning.

- Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling.
**MASHAV** addresses these direct challenges by building support systems that enable teachers and educators to deliver more to their students. We believe that by training teachers to include gender awareness, early education and special needs, and relating to the different sectors of each community, education may be more prominent and inclusive. MASHAV offers various teacher training programs and new schooling techniques enhancing quality, flexible and adaptive schooling. This in return provides more beneficiaries with better education, and complements the developmental momentum towards MDG – Universal Education. The possibility of offering education for all not only rests on recruiting new teachers, but also on the constant enrichment of the in-service staff. Through its professional programs, MASHAV addresses issues faced by today’s professional school staff, such as the changing role of the school principal, empowerment of classroom teachers, staff development and advancement and evaluation processes. Its seminars present advanced pedagogical methods and a variety of approaches for teaching specific subjects.

### Professional Programs and Actions

**Training tomorrow’s teachers:** MASHAV is engaged in the development of an action plan in collaboration with UNESCO’s Teacher Training Initiative for Sub-Saharan Africa (TTISSA). The UNESCO-MASHAV partnership aims to dramatically improve teacher training capacities in 46 countries in the region. This is done by equipping trainee teachers with structured theories and principles of child education, psychology, guidance and counseling. Aware of the importance of this issue, MASHAV developed several training courses for educators from different countries in the special education field. Educational inclusion means that schools adapt to the needs of students, rather than students adapting to the needs of the school, as adapting the system to the cultural and social conventions of the different people.

**Training Teachers in Indigenous Areas:** In many developing countries, poverty, geographical isolation, gender, ethnicity and language are obstacles to education. One way of tackling these challenges is by increasing the number and quality of teachers in marginalized and disadvantaged communities. MASHAV has designed a professional program for teachers in indigenous areas. Its main objectives are to expose educational personnel from marginalized communities to the newest educational trends and methodologies, and to create a multiplying effect through the “training the trainers” approach. In 2010 MASHAV carried out a special training course for teachers in Bolivia, Colombia, Ecuador, Guatemala and Peru. At the end of the program participants designed projects which are already being successfully applied in their communities.

**Training Teachers Towards Education for Developing Sustainability:** This program seeks to foster educators and community members who think and practice in terms of sustainability in their own lives and in their educational practice. Programs include issues such as understanding of multi-and interdisciplinary thinking and actions to find solutions for complex environmental and social problems; fostering environmental literacy and social action based on sensitivity towards the weak; development of initiative; communal leadership and involvement. The program is in accord with international and Israeli educational policies (according to the 2009 statement of UNESCO).

**Special Education:** Special education comprises inclusive educational, psychological and sociological approaches to children diagnosed as impaired mentally, emotionally and/or physically. The educational dimension of special education is interdisciplinary, in which the following take part: the educator, the psychologist, the social worker, the nurse, the paramedic, the doctor, the parents and the child. MASHAV’s programs deal with topics including rehabilitation of the child restricted in his capabilities; self-advocacy – preparing the child for a social and professional life as normal as possible; new trends and models in the field of special education; methods and tools of computerized education for children with special needs.

**Early Childhood Education:** Millennium Development Goal recognizes the symbiotic links between early childhood education and human economic
development. Investment in the education of young children helps them fulfill their potential as productive, capable adults. MASHAV views the education of young children as a top priority, both for the sake of the children, and to aid in the empowerment of their mothers by enabling them to continue working. Programs include, among others, Bilingualism and Multilingualism in Early Childhood – Educational Implications, Teacher Training for Early Childhood Education, Management and Supervision of Educational Projects for the Preschooler, Creating a Learning Environment for Early Childhood Education.

Information and Communication Technologies (ICT) in Education: The ICT era imposes great changes on our lives in general and on the educational process in particular. Computers and electronic communication enable innovations in teaching methods, which are closely linked with the ongoing changes in learning processes and content. The Israeli educational system has vast experience in implementing reforms in the educational environment and in adapting to the information era. Programs include acquainting participants with a variety of learning methods and applications; comprehension of the concept of ICT in education; teaching computers and Internet uses; mastering the proper use of ICT in teaching and learning; using computers and software in teaching subject matter; adapting the teaching environment to ICT.

Youth at Risk: MASHAV in partnership with UNESCO organized a professional training program for African professionals from 12 countries titled “Educational Methodologies for Youth at Risk: Preventing Student Dropouts and Facilitating Reintegration”. The topics addressed concentrated on various angles of youth at risk: educators as gate keepers; pedagogy, methodology and didactics in education with dropping-out youth; prevention and intervention programs in schools; etc. Education projects designed by the course participants took place in different countries with great success.

MASHAV and the Organization of the American States (OAS): Both organizations signed an agreement to advance existing collaboration on education, environment, economic and social development, poverty, gender equity, disaster prevention and relief, agriculture, security and combating terrorism, and crisis management.

MASHAV’s projects and training activities present a gender sensitive perspective. This is especially true in the agricultural capacity building programs, teachers training curriculum and governance development for gender equity. This attitude creates a context in which MASHAV promotes gender mainstreaming that is related to the role of women in society, creating a ripple effect for sustainable development.
Professional Programs and Actions

International Women Leaders’ Conference on the topic of “The Global Financial Crisis – Implications for Women”: This high-level conference took place in Haifa in November 2009. In a widely disseminated declaration a call for global governance was made to provide: “… universal mandatory primary schooling for all girls and boys, as well as training and health care of girls and women, as a means of shielding them from current and future crises…” MASHAV and UNESCO are expected to hold in 2011 the biennial Women Leaders’ Conference on the topic of Women, Education, Training, Science and Technology. This conference will explore and highlight the great necessity to funnel girls of secondary education age into scientific and technical training.

Held biennially, the International Conferences for Women Leaders provide a forum for exchanges of views and experiences on development themes of current interest for women active in public life in the developing and industrialized countries, often on topics declared by the United Nations to be of international concern.

Migration and Gender: Today, women constitute almost half of all international migrants worldwide. In principle, this massive flow of migrants has benefits for all involved: the migrant women, as well as the origin and receiving countries. Migration can help women and their families to increase their income, learn new skills, improve their social status, build up assets and improve their quality of life. Yet with time, some of these women settle permanently in their host countries, at which point they may face a series of challenges related to their cultural, social and economic integration. Their settlement in the host country will also have consequences regarding their national identity, relationships with their families back home, as well as their views regarding their country of origin.

MASHAV’s professional program addresses the potential positive and negative outcomes of migration from a gender perspective. The program aims to contribute towards a better understanding of how gender perspectives can be comprehensively integrated in migration and development agendas.

Community Development and Management of Microenterprises: Development of microenterprises is recognized as a tool for combating poverty in many parts of the world. Microenterprise creation can offer new opportunities for self-employment, especially for women, and is sometimes the only possibility for those who, due to macroeconomic changes, find it impossible to enter the labor market. The aim of this professional program is to widen awareness of support systems for small-scale entrepreneurs as a tool for regional and local development. It also helps to define the needs of the community in relation to the establishment of a Small Business Development Center, including the setting up of municipal economic units.

Income Generating Opportunities for Women in Livestock Production: MASHAV’s most recent courses include a module for 25 women from Cameroon, and a tailor-made Workshop on Raising Goats and Selling Milk Products for Palestinian Women of the Shorouq Women’s Association, in cooperation with the Polish Humanitarian Society.

Advancement of Women and Girls: MASHAV conducts programs throughout the developing world focusing on reducing gender disparity and training women to participate in the decision-making process. Programs address the connection between gender, poverty reduction and sustainable development, and the need for gender-sensitive policymaking. MASHAV’s programs encourage empowerment strategies to heighten the consciousness of national leaders to issues relating to women’s economic and social welfare, and to increase interaction between women’s organizations and the public-private sectors. Among the programs are: Employment as a Tool for Poverty Reduction, Gender and Local Governance, Women’s Access to Microcredit.

The Role of Gender in Water and Development: In many communities men and women have distinctly different perspectives regarding water issues. In developing countries, women and girls do the majority of household water collection, traveling an average of six kilometers each day for water. The use of a gender-sensitive approach to water issues can identify potential barriers to sustainable development and help to adopt measures to improve livelihoods. This training program provides an opportunity for mid-level professionals from the private and public sector to gain knowledge in the role of gender-sensitivity in water and development.
Reduce Child Mortality

One of the darkest characteristics of poverty is that it seems to prey on the vulnerable and defenseless. Every year, approximately 10 million children under the age of five die from preventable illnesses. Sometimes the cause is as simple as a lack of treatment for pneumonia or diarrhea. In many countries, some of the major causes of ill health and death among children are malnutrition, the lack of safe water, and inadequate access to good-quality primary health care. Disease isn’t inevitable, nor do children with these diseases need to die. Many childhood illnesses can be prevented through proper nutrition, health care and basic medical treatment.

MASHAV’s long-lasting commitment to achieving this goal can be viewed in our professional programs in the areas of providing access to knowledge on hygiene, clean drinking water and water sanitation; cutting-edge projects and capacity building programs to foster high-quality food production for proper nutrition; safe water management; and addressing public health issues.

Professional Programs and Actions

Establishing Mother and Baby Neo-Natal Units: MASHAV joined together with the American Jewish Joint Distribution Committee (JDC), and with the assistance of the Millennium Cities Initiative (MCI) to assist the city of Kumasi, Ghana, in achieving the Millennium Development Goals (MDGs), through the transfer of knowledge and technology supported by model projects.

To address the unacceptably high rate of neonatal mortality, MASHAV constructed, refurbished and equipped two new Mother and Baby Units in Kumasi hospitals, to improve the care for neonates, and ultimately reduce neonatal mortality. MASHAV also funded a three-month professional tutor course on neonatal nursing for two doctors and two nurses in Israel. As part of the project, MASHAV conducted and funded on-site courses targeted at strengthening the capacity of health service providers to grant effective and efficient care in many different areas, including trauma and medical emergencies, neonatal nursing, nutrition care, and support for persons infected with HIV/AIDS. Moreover, the professional courses have empowered health teams to plan and implement programs aimed at the prevention of non-communicable diseases.

Leading the fight against Neglected Tropical Diseases in Ethiopia: Neglected Tropical Diseases (NTDs) are affecting about a quarter of the world’s population, primarily children and the poorest people. Up to MASHAV and The Center for Tropical Diseases and AIDS (CEMTA) of the Faculty of Health Sciences at Ben-Gurion University of the Negev initiated and facilitated groundbreaking workshops focusing on deworming in Addis Ababa and Mekelle, Ethiopia. The workshops were developed in preparation for the launch of the actual deworming projects. Participants included local health workers and school teachers, as both these parties were responsible for carrying out the project in their communities. The success of the deworming project in Mekelle relies on the health education component and the ability to reach as large an audience as possible, and not simply on the medications alone, so it was essential to engender intense collaboration between the education and the health systems. Since latrines and access to clean water
are critical for preventing re-exposure and re-infection, MASHAV, in cooperation with the Municipality of Mekelle, installed new latrines and water taps in 30 schools in the town.

Proper nutrition and safe water management: MASHAV’s training programs on water management issues are based on Israel’s vast expertise in this area, and on the WHO protocol for sanitation. MASHAV gears many of its projects to high-quality food production (including milk, fish, poultry, honey, vegetables and fruits) in order to increase not only the availability of food to mothers and infants but also to improve the quality of their nutrition and to diversify the traditional diet.

Water, Sanitation and Health: Improving the access to potable water has the potential to make a major contribution towards poverty eradication and the improvement of the quality of life. The combination of safe drinking water and hygienic sanitation facilities is a precondition for health and success in the fight against poverty, hunger, child deaths and gender inequality. In adopting the Millennium Development Goals, the countries of the world pledged to reduce by half the proportion of people without access to safe drinking water and basic sanitation. MASHAV’s program aims to train participants in various aspects of water quality, present innovations in water treatment, examine links between wastewater and drinking water including water treatment and hazards, and discuss implementing legislation on water quality and water sampling.

Improve Maternal Health

Over 500,000 women die annually, mainly in developing countries, because of complications related to pregnancy and childbirth, many of which could have been prevented. The risk of a woman dying from childbirth complications is one in 16 in sub-Saharan Africa compared to only one in 3,800 in the developed world.

Given that the main causes of maternal death and disability during pregnancy and childbirth differ from region to region, the most appropriate effective intervention is comprehensive sexual and reproductive health services, including access to family planning services and information. At least 20% of the burden of disease in children below the age of five is related to poor maternal health and nutrition, as well as quality of care at delivery and during the neonatal period. Access to skilled care during pregnancy, childbirth and the first month after delivery is crucial to saving these women’s lives – and those of their children.

MASHAV serves as a bridge between Israel’s medical community and the developing world. Its programs in the field of emergency medicine, public health and infant and maternal healthcare are characterized by a long-term approach, focusing on the delivery of medical services, particularly in rural regions. Programs in these fields include assisting in the process of reforms being implemented on administrative and organizational levels, as well as concentration on human and institutional capacity building.
Professional Programs and Actions

**Establishing Mother and Child Well-Being Centers – “Tipat Halav”**: For more than 70 years, Israel’s Ministry of Health has provided highly effective antenatal and infant welfare services. These services have succeeded in diminishing infant mortality and maternal morbidity and mortality; provided immunization; and been proven to be an effective tool for health education for mothers. The Tipat Halav (“Drop of Milk”) clinics are primarily staffed by public health nurses, and a small number of physicians. The clinics have a long-lasting relationship and commitment to their patients, and serve as a unique model of a community health service. Tipat Halav clinics are oriented toward social equality and equity in health, as they are specifically geared to address the needs of under-served populations.

**Combat HIV/AIDS and other Diseases**

Malaria, HIV/AIDS and tuberculosis, are some of the major public health challenges undermining development in the poorest countries in the world. Malaria is responsible for 10% of child mortality in the developing world. Many children who survive an episode of severe malaria may suffer from learning impairments or brain damage. Pregnant women and their unborn children are also particularly vulnerable to malaria, which is a major cause of perinatal mortality, low birth weight and maternal anemia. In the absence of good nutrition, sanitation and health care, HIV/AIDS, malaria, measles, polio and tuberculosis mean life-threatening danger for millions of children. Additionally, inequality, violence and discrimination often lead to greater risk of infection, especially among women and girls.

**Targets**

- Have halted by 2015 and begun to reverse the spread of HIV/AIDS.
- Achieve universal access to treatment for HIV/AIDS for all those who need it.
- Have halted by 2015 and begun to reverse the incidence of malaria and other major diseases.

**MASHAV** sees HIV/AIDS as a holistic issue and focuses its activities in the field on providing social and medical support systems. According to WHO/UNAIDS data, AIDS is one of the world’s leading causes of death, most notably in developing countries. There are indications of a sharp and continuing increase in new cases of AIDS, in both urban and rural areas. To address these dire circumstances, MASHAV offers activities to train professionals on topics including Education for Sexual Health and Prevention of AIDS among Adolescents; Care and Support of Children Affected by HIV/AIDS; Training HIV Experts and Support Schemes.
Professional Programs and Actions

Psycho-Social Care and Support of Children Affected by HIV/AIDS: Children affected by HIV/AIDS are exposed to traumatic situations when they encounter sickness and loss of their parents. Additionally, a loss of their care giver may compromise their needs; therefore, they are more likely to face an unfamiliar community and experience stigmatization and rejection, which will lead to low self-esteem and lack of social coping skills. Young children with AIDS must be treated medically; however, the effects of this disease on the psycho-social development of the child cannot be neglected. It is therefore one of MASHAV’s priorities to provide psycho-social support complementing medical care.

Training HIV Experts and Support Scheme: MASHAV collaborates with Hadassah-University Medical Center, Jerusalem; the Tel Aviv Sourasky Medical Center; and the National HIV Reference Laboratory at Sheba Medical Center, Tel Hashomer. This program provides healthcare professionals with education and expertise on proper treatment by highly active antiretroviral therapy (HAART). The program aims at capacity building of health providers and laboratory professionals so they can offer sound HAART treatments. In the first stage, health care providers are offered three-week intensive training courses in Israel. At the end of this training period, these health care providers return to their country to establish a similar educational program under Israeli supervision.

Sexual Health and AIDS Prevention among Adolescents: Research indicates that people between the ages of 15 and 24 are at the greatest risk of contracting AIDS. MASHAV conducts professional training programs introducing effective and innovative tools for HIV prevention, issues of health awareness, building social skills and gender awareness. The long-term objective of this professional program is to generate personal commitment among participants to promote adolescent sexual health as a means of curtailing the spread of AIDS in their countries, and encouraging educational programs based on the Israeli model.

Non-communicable diseases: These are a serious threat to global well-being and present a growing economic and social challenge for many developed and developing countries. MASHAV’s challenges include how to address the links between non-communicable diseases and poverty, how to minimize health and economic losses among the economically active population, and how to prepare for the pressures on health systems resulting from the growing numbers of people with non-communicable diseases. Programs in the field include assisting in the process of reforms being implemented on administrative and organizational levels, as well as concentration on human and institutional capacity building.

MASHAV-CAIEP (the Chinese Association for the International Exchange of Personnel)-WHO program on Communicable Diseases: This special professional program was organized for high-ranking directors and doctors from the Qing Hai and Guizhou provinces. The program was devoted to Field Epidemiology, TB, HIV/AIDS, Disaster Management and emerging infectious diseases such as swine flu.
Ensure Environmental Sustainability

Sustainable development is considered to be one of the most prominent challenges facing humanity. The path towards sustainability is multidimensional, dealing not only with environmental degradation, but also with poverty alleviation, global economic stability, social well-being and peace among mankind.

In the past few decades, exploitation of natural resources such as forests, land, water, and fisheries has caused alarming changes in the global ecosystem, often affecting the most vulnerable people who depend on natural resources for their livelihood. Additionally, the impact of environmental degradation and climate change threatens large parts of the world, especially the developing nations, impairing achievement of the Millennium Development Goals.

MASHAV works to disseminate Israel’s cutting-edge innovations in water management, desertification, forestry and agriculture to face these challenges. Rather than providing material aid, MASHAV focuses on equipping communities and professionals with specialized know-how for sustainability, including programs of ecotourism, slum upgrading and municipal strategic planning.

Professional Programs and Actions

Slum Upgrading and the Delivery of Services to the Urban Poor: MASHAV offers a professional program on Integrated Strategies for Slum Upgrading, creating incentives for the private sector to take a role in slum upgrading, service delivery systems for the poor, and financial and organizational implementation mechanisms. The provision of services for slum dwellers is a vital stage for upgrading the neighborhoods. This in return helps a transition out of poverty. The program offers an integrated approach to slum upgrading that may improve the physical surroundings without “pushing out” the slum dwellers. Additionally, mechanisms for Public Private Partnerships (PPP) forged for slum upgrading in prime locations are offered. This is seen as important for diverting public sector and donors’ financial resources to other slums that lack similar financial leverage.

Establishment of Municipal Strategic Planning Unit in Kisumu, Kenya: Strategic planning – as a framework for action – is one of the significant tools enabling local governments to cope with far-reaching responsibilities geared to promote development. Strategic planning requires the integration of professional knowledge and capacities, and the creation of organizational platforms. This enables local governments to promote the best practices and manage the development process through harnessing local resources, assets and opportunities to achieve strategic goals.

In the mid 1980s, a model was successfully established in Israel to assist local authorities – the Municipal Strategic Planning Unit (MSPU). Units based on this model were designed to lead and promote strategic planning processes, identify and create assets...
and opportunities for development, and improve the work of local authorities. MASHAV and the Millennium Cities Initiative (MCI) collaborated on adapting Israel’s MSPU concept to the needs of the Municipal Council of Kisumu (MCK), a designated “Millennium City”.

Sustainable Tourism as a Tool for Regional Development in Sub-Saharan Africa: This requires an integrated local and regional approach focusing on the inter-relations between tourism and other aspects – economical, social, environmental and organizational. Sustainable tourism aims to meet the needs of tourists and locals while maintaining a long-lasting balance with nature. Sustainable tourism is based on local assets, providing job and income opportunities to different groups in the community, ensuring that the local community and businesses are the largest beneficiaries. MASHAV’s programs in this field are designed to deal with rural tourism as a tool for local and regional development. Additionally, the program provides participants with practical tools to promote tourism planning and development in a comprehensive development context based on local assets.

Cooperation with the Inter-State Pesticides Committee of Central Africa (CPAC) for Pesticide Registration and Regulation: The project aims to train lab personnel for the implementation of testing methods of pesticide residues in agricultural produce designated for export to the EU.

MASHAV-USAID/LAMP Bosnia-Herzegovina Technical Cooperation Project: Development of high-quality market-oriented vegetable production with special emphasis on quality control and plant protection regulations.

Wastewater Reclamation and Reuse: Cooperation between IIICA/OAS Brazil – Ministry of Integration-MASHAV. An especially tailor-made course was organized for professionals from Brazil.

MASHAV– Jordan Ministry of Water Resources: Training program including tailor-made workshops on urban water management and management of irrigation technologies.

MASHAV – UNDESA: International Workshop on Combating Drought and Desertification and Promoting Sustainable Development in Dryland Areas.

MASHAV-ECOWAS: A cooperation agreement was signed in 2009 between ECOWAS (The Economic Community of West African States) and MASHAV with emphasis on reducing poverty and preservation and protection of the environment.

Global Partnership

The Millennium Development Goals represent our common humanity – a global partnership for eradicating poverty and extreme hunger, universal primary education and providing more for millions across the developing world. This is a morally binding partnership between nations, institutions, private entities, non-governmental organizations and individuals to provide better livelihoods.

- Address the special needs of least developed countries, landlocked countries and small-island developing states.
- Develop further an open, rule-based, predictable, non-discriminatory trading and financial system.
- In cooperation with pharmaceutical companies, provide access to affordable
across the globe. This can only be attained by converging efforts into greater synergy and effectiveness.

MASHAV’s first priority is to take part in the international community’s commitment to achieve the Millennium Development Goals by the year 2015. Since its inception, MASHAV’s work in the developing world has been guided by the basic approach that development work is organic in nature. It is impossible to concentrate efforts in one area, such as food security, without providing attention to health care, community building and education. Only through a sustainable and comprehensive development program can measured results be obtained and the desired impact felt by those who need assistance the most. As no one country or aid agency can single-handedly tackle the causes of extreme poverty, the need to coordinate and combine efforts and resources is essential if the donor community and client countries are to realize the MDGs.

A key component in today’s concept of international development cooperation – one which finds expression in the Paris Declaration on Aid Effectiveness and the Millennium Declaration 2000 – is the need for greater coordination and cooperation between the many donors providing development and humanitarian assistance around the world, in an attempt to attain maximum efficiency and effectiveness. This process must be implemented in alignment with the development strategies of partner countries throughout the developing world. MASHAV shares the goals set by the international community for greater synergy among donor and partner countries.

Towards this end, MASHAV has entered into international cooperation agreements, on a bilateral, trilateral and multilateral basis. Sharing efforts with a growing number of countries and international organizations has enabled Israel to contribute more significantly to the global efforts towards improving human living conditions. MASHAV has sought to systematically increase its programming with other donor countries, UN and international development agencies to expand coordinated and cost-effective human development opportunities throughout the developed world. These agreements, designed to implement the “partnership approach”, help to provide the necessary budgetary resources that allow MASHAV to continue its cooperation activities through integrated human and institutional capacity building and development. The following are just a few examples of MASHAV’s bilateral, trilateral and multilateral cooperation agreements.
with Denmark as the initiator and main supporter. The program is comprised of six main subjects of agricultural development and is governed by a semi-annual steering committee with representatives of all partners.

Corridor of Peace and Prosperity: Under the umbrella of the Government of Japan, and in cooperation with the Ministries of Agriculture of Israel, Jordan and the Palestinian Authority, MASHAV has committed to organize and fund a series of professional training and capacity building programs to complement the Japanese initiative of building an agro-business park in Jericho.

Israel-Jordan-JICA: Cooperation with the Japan International Cooperation Agency on Agricultural Capacity Building.

Israel-Ghana: Agricultural cooperation on increasing fish production for export and local consumption. Cooperation is taking place also with MCI regarding upgrading and establishment of neo-natal units; early childhood education and teacher training.

Israel-India: Cooperation agreement signed between the two countries for transfer of agricultural technologies and the establishment of demonstration centers in Maharashstra, Rajasthan and Gujarat states.

Israel-Philippines: Establishment of the Philippines-Israel Center for Agriculture Training – PICAT.

Israel-Burkina Faso: Two major cooperation projects are currently being established: A project on promoting Small-Scale Irrigation with the Burkina Faso Ministry of Agriculture and Water Resources, and a project on Agricultural Entrepreneurship with the presidential Foundation FAIJ, under the Ministry of Youth and Employment.

MASHAV-UNDP: Supporting developing countries including Senegal and Benin by providing knowledge and technological abilities in agriculture, water, food, health and education. Cooperation includes also a joint Project on Livestock Upgrading in Uzbekistan.

MASHAV-UN-HABITAT: Municipal Strategic Planning (Kenya), Integrated Rural Economic-Social development, Poverty Reduction in Cities, Gender and Local Governance.


MASHAV-CICA: Cooperation with CICA Secretariat (the Conference on Interaction and Confidence Building Measures in Asia) on Advanced Agriculture for Development.

MASHAV-FAO: Collaboration with the Regional Office, Ethiopia, on Forestry, Desertification and Dryland Development.

MASHAV-UNESCO: Development of education in the sub-Saharan states: the development of a network of schools affiliated with UNESCO; Development of scientific centers in peripheral areas in Africa; Teacher training for sub-Saharan Africa.


MASHAV-UNECE: Support Systems for Women Entrepreneurs (Special Program for the Economies of Central Asia – SPECA countries).

MASHAV-OAS: Teacher training among indigenous populations (Latin America). Cooperation is taking place also with OAS-CICTE on National Preparedness – Emergencies and Mass Casualties.

MASHAV-CAIEP (China Association for the International Exchange of Personnel): Within the framework of an ongoing cooperation MASHAV annually conducts several agricultural courses and professional study delegations for Chinese professionals.