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FROM THE AMERICAN PEOPLE

ADVISORY COMMITTEE ON VOLUNTARY FOREIGN AID (ACVFA)

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DAVID BECKMANN: Good afternoon. I'm David Beckmann, the president of Bread for the World, and I want to welcome everybody to this public meeting of the Advisory Committee on Voluntary Foreign Aid, ACVFA. The members of ACVFA join me in thanking all of you for coming to this meeting. We're looking forward to a lively and influential discussion.

The world seems to be coming together around the goal of ending extreme poverty in the next couple of decades. And President Obama has endorsed and is promoting that goal. [laughs] I find this really exciting -- credible and exciting. Part of what makes it credible is what the United States has done over the last few years to reduce world hunger.

In 2008, there was a surge -- it was the financial crisis, but there was also a surge in food prices -- the prices of basic grains like rice. And that led to a huge surge in hunger in the world. And thankfully, the president provided real leadership on that issue. And our government worked with the rest of the world to increase investment in agriculture and nutrition in poor countries.

You know, many -- 10 agencies have been involved in this initiative. It's called "Feed the Future." It's not only what AID is doing. It's a broader U.S. government initiative. And the U.S. has also worked with partners in this country. The NGO community has responded in a very generous way. Businesses have responded. Universities are part of it. And the U.S. then has reached out to the world. In fact, most of the work that's been done has been done by the people and governments of countries that have a lot of hunger. They move fastest and they have done most of the work. But the rest of the G8 has also acted. The World Bank has acted. The U.N. has acted. And it's tremendously encouraging that that surge in world hunger has been reversed. The first millennium goal is to cut extreme poverty and hunger in half by 2015. And we are now on track to cut both extreme poverty and hunger in half by 2015. It's a tremendous success story. And it's been a success because it's been built on partnerships, really since the outset.

ACVFA was set up at the end of the Second World War to foster cooperation between our government and non-governmental entities on international development.

Now, development has expanded. It's been a successful enterprise. So now a lot of U.S. government agencies are involved in international development, and myriad non-governmental organizations in our country and around the world are also involved in development. And so the task of ACVFA, of fostering cooperation between the government and non-governmental actors, has grown in difficulty and also in importance.

And so Raj Shah, the administrator of USAID, asked the Advisory Committee on Voluntary Foreign Aid, ACVFA, to help with recommendations toward an action plan, a Feed the Future action plan, that will improve and deepen the engagement of all the government agencies involved in Feed the Future with civil society.

Today we'll be presenting ACVFA's recommendations. They were developed by a working group that I chaired, together with Bruce McNamer, the head of TechnoServe, a really good group of people. And I appreciate the hard work of the civil society people who were part of that working group, and also of the government staff who worked with us. So we'll present our recommendations.

But this is also part of the process. AID on behalf of this whole group of 10 government agencies involved in Feed the Future, is developing an action plan -- a civil society action plan. And they are listening acutely to what you are going to say today about what the government ought to do in terms of its relationship with Civil Society. But one of the things clear to me through this process is it takes two to tango. The government isn't going to do a better job working with Civil Society on these issues unless Civil Society also makes plans to work together better among ourselves and with the government and with other actors.

It's also -- I've been convinced by the process that we've been through, by what we've learned, and by my past experience, that if we all work together -- we can't always agree -- but if we all work together, we're going to be more effective in contributing to the reduction of hunger, poverty, and malnutrition in the world.

Now I'd like to invite the Administrator of AID to say some opening remarks. I just first want to say how grateful we are, how lucky we are, that Raj Shah is the Administrator of AID. He has

just provided extraordinary leadership. And I am -- I want to say, especially, that I am grateful that Raj has stayed on for the second term. This is a tough job. And he has other opportunities.

[laughter]

But you are making a big difference for our nation and the world. So thank you very much. Raj Shah.

[applause]

ADMINISTRATOR SHAH: Good afternoon. How are you? Thank you, David, for those kind remarks. I will go home and tell my wife that someone out there is happy that I've taken this on for a second term.

[laughter]

I actually want to start just by expressing a huge amount of gratitude to David Beckmann and Bruce McNamer and the entire ACVFA board -- but really to David and Bruce. It is not easy to take on a topic as wide-ranging as, how do you build broader engagement for the purpose of ending hunger around the world. And it's even more difficult to do that -- to boil that down to a set of genuinely actionable recommendations on how you can improve efforts of, as David mentions, a broadly gauged interagency aspiration here.

So what they've done and what this team has done together is really extraordinary. And I look forward to hearing the recommendations. I also have had a chance, of course, to see the recommendations. And we look forward, frankly, to implementing them. So we're excited about this session.

I also want to thank Jonathan Shrier and Tjada McKenna. They are our deputy coordinators for Feed the Future and have done amazing job over years in shaping an interagency effort that this president and all the rest of us are deeply, deeply proud of. We make, and I make, many

mistakes on a daily -- and in my case, hourly and minute-by-minute -- basis. But their work over years has added up to something that we all take great pride in. Thank you, Jonathan and Tjada.

And I'd like to recognize Sandy Stonesifer, our outstanding executive director of ACVFA, who continues to help us connect with you all and benefit from your insight and input.

Now you're going to spend most of this session hearing about the report and the findings. So I'm going to talk about a few other topics, and then we'll come back to it.

I think it's worth pausing for a moment just to remember the moment we're in, in terms of the arc of our aspirations in development. President Obama, Secretary Clinton, now Secretary Kerry, and so many others have called for and continue to exercise effort against the task of elevating development as part of our foreign policy and part of how America projects itself around the world.

The reason we believe that's so important is because we know that if we fail to seize the moment and fail to mobilize our partners around the world to address and end extreme poverty, that our world will be less secure and less stable and less prosperous for all of us, including our communities here in the United States. And that, ultimately, is at the core of what we're all about. So you will hear me and us talk about an aspiration to make sure that Feed the Future is more broadly gauged and effective, or a desire to work aggressively to end preventable child death, or efforts that I'll tell you about in a moment to expand energy access in certain parts of the world.

But all of that is based in the fundamental belief that if we come together to end extreme poverty, at probably the only time in human history where we think it's become possible to credibly aspire to do that, we will be more secure, and we will be more prosperous, and we will be the leading nation we have been in our history for many decades to come.

And as you heard in the State of the Union and as you've seen in actions before and after, that is a core belief in terms of how President Obama believes America is and must remain exceptional.

Now, as a group of partners, the ACVFA board and all of you have helped us really execute an ambitious effort to restructure ourselves as a federal agency capable of carrying the mantle against that test. With your support, we've rebuilt our policy and budget capabilities, adopted a rigorous approach to evaluation and transparency, hired more than 1100 new staff, made tough choices about where we work, shutting down nearly a third of our programs around the world so we could concentrate investment and effort in programs like Feed the Future, which today account for nearly 40 percent of the development assistance account in terms of the size and scale of the effort.

The reason we have done these things, the reason we will continue to do these things is because we believe America ought to have the world's premier development agency to go after that goal and to mobilize others against that task.

President Obama recently had a visit to Africa, which many of you were a part of and some of you saw from afar. And I would just note that on that visit, where the president met with Senegalese farmers who had tripled their yields through Feed the Future and purchased tractors and were using mobile phones to connect to markets; young leaders in South Africa who were answering the call to service and commitment by implementing their own version of Teach for America or a year spent teaching in service; to power and energy executives and entrepreneurs who are creating new efforts to bring sustained energy access to communities that are constrained because of a lack of such access.

The president consistently held up and highlighted a new model and new vision of development as emblematic of our commitment in that context to Africa. This new model has some very clear characteristics. It requires us to work in partnership, requires countries themselves to take ownership, leadership, make policy reforms, demonstrate political commitment, fight corruption, and be honest and good brokers. It asks our teams to reach out and embrace civil society, the private sector, and investors, and, ultimately, in the case of Feed the Future farmers, themselves, as the core solution. And it requires us to bring a business-like effort on measuring, reporting on, and learning from the results we deliver.

And today's meeting is really designed to take that forward as a second-term agenda for Feed the Future. So we're excited to get into the details of these recommendations, and we're excited for our effort, as America, to lead the world in ending hunger, to be really the signature example of our leadership in ending extreme poverty.

American foreign assistance started with food aid and assistance. American has on multiple occasions led the world through green and other revolutions that have improved agriculture productivity and changed the structure and demographics of societies around the world. And America under President Obama's leadership has more than quadrupled our level of financial commitment to agricultural development. But just as important to the \$1.1 or \$1.2 billion we now spend every year on the subjects we will hear about, we have, in fact, implemented a new way of doing this work that can be characterized by that new model I just described. So this will remain a focus for us as we go forward.

What I'd like to do is just spend a moment describing a few other things that will take place, alongside our Feed the Future programs over the next few years.

As you know, President Obama launched Power Africa, which we will continue to take forward in the hopes of doubling energy access in sub-Saharan Africa. We're going to continue to deepen our partnership with American universities and students through creating the innovation laboratories on college campuses and providing platforms for students to apply their skills in development-oriented efforts in Feed the Future and a range of other programs that we're associated with.

We're going to renew our commitment to ending preventable mother-and-child deaths around the world by being more efficient in the way we do our work and making significant new investments in saving kids' lives in the 24 highest burden countries.

And we're going to renew and double down our commitment to ensure that our food aid and humanitarian responses used the most modern and efficient tools and capabilities available to us in order to save as many children as possible, and lay the basis for moving folks from dependency to self-sufficiency, which is the core effort that is embodied in Feed the Future.

All of these are things you'll hear more about in the next several months. But what I hope you will take away is from both this exercise and our implementation of these recommendations is as we go forward to embrace the goal of ending extreme poverty, we want to do it, as David mentioned, with a broad partnership with so many different parts of society, including civil society and the private sector. And we are government, which means we don't get everything right out of the gate. But, really, no one gets everything right out of the gate.

Our commitment to get better, our commitment to these processes, where outstanding leaders come together and tell us how to get better. And our commitment to implement these findings in a measurable and transparent manner, I hope will demonstrate to you that our seriousness to our goal of ending extreme poverty, tackling world hunger, ending preventable child death is going to continue and intensify through this second term and will continue to be the basis on which American presents itself around the world.

So thank you for time and attention, and I look forward to learning from Bruce and David and the rest of you that have been such an important part of this exercise. Thank you.

[applause]

DAVID BECKMANN: All right. Why don't you go first?

BRUCE MCNAMER: Great. Well, Raj. Thank you, David. Thank you for kicking us off, and so eloquently with the sort of passion that the topic demands.

We're going to spend here a little bit over the next hour talking about where we've come to as a working group around a set of recommendations to the Administrator around engaging civil society in support of Feed the Future. And as you all -- by now I hope you've all had a chance to look at the relatively short set of recommendations that we've arrived at, and the associated appendices. We'll be randomly quizzing people on the latter of those before you leave.

But we really wanted to break up our time here talking about the two primary objectives that we've ended up focusing on as a working group, spend about a half an hour on the first of those objectives and a little over that on the second.

But before we do that, we thought it would be helpful to kind of give you an overview of how we got to this point in our process and where we go from here. And to do that, I've asked -- actually Tjada McKenna -- to give you a review as to how we've gotten where we gotten and then Jonathan Shrier will ask you to -- or actually, you guys want to flip it around. Jonathan, how did we get here? [laughs]

JONATHAN SHRIER: All right. How did we get here? So David Beckmann mentioned the food price spikes of 2007-2008, which led to an increase in world hunger. And that really focused the minds of lots of people on the challenge of ending world hunger. And among those whose minds were focused were many voices from civil society. And so part of the way this process started was with thoughtful advice from civil society.

And in 2008, as the presidential elections were going on, there were two important reports that came out. One was from the Road Map Coalition of NGOs and other civil society actors, and the other was the Chicago Council on Global Affairs Report, both of which advised the U.S. government, whoever won the election, on how best to tackle this challenge of global hunger and undernutrition.

So the Obama administration came in, benefitting from thoughtful advice from civil society. Then over time, President Obama said in his first inaugural address that the challenge of hunger was one of the key priorities of his administration. And then later in his first few months in office, said that the U.S. would have a new food security initiative. The effort that led to Feed the Future also involved extensive consultation with civil society.

And you can see some of the results of that in the -- as Feed the Future emerged in the Feed the Future implementation guide from 2010, which laid out some commitments to continue to work with civil society as a key partner in this effort. That effort to work with civil society has continued through the history of Feed the Future over the past several years. And last year, at

this time of year, in September of last year at the margins of the U.N. general assembly meeting, then Secretary of State Hilary Rodham Clinton convened an event with the president of Malawi, Joyce Banda, on the role of civil society as a key partner in the fight against hunger, the fight for food security, the fight for improved nutrition.

And that event really highlighted the many ways that civil society is an important partner in this effort. Certainly one way is as a key implementer of activities, either self-funded or funded through donor budgets, but also as an innovator, as a developer of new ways of attacking the problem, and as an intermediary -- a way of connecting to disadvantaged and marginal and vulnerable communities in the countries in which we work. And so this was all highlighted in that event that Secretary Clinton cohosted last year.

And in the wake of that event, Secretary Clinton announced that Feed the Future would, in fact, develop an action plan to crystallize new ways of working with civil society as a key partner in the fight against hunger. And so that's what ultimately led to this advisory effort. And let me leave the rest of the story to Tjada and what comes next.

TJADA MCKENNA: Yeah, so just to reiterate what Administrator Shah said earlier, this working group and this process was extremely robust, very consultative, and just taught us things beyond what we really thought it would do. In fact, originally we thought we would prepare an action plan concurrently, we thought. As we got the recommendations in and saw what the group was going to prepare, we'd be able to quickly turn around an action plan. And because of the depth of what we got from the group -- and a special thanks to Bruce and David, who led us through this -- we decided to use a similar process to develop the action plan.

So what's next? What's going to happen next is with our interagency colleagues -- because this was mentioned -- this is a whole of government initiative with 10 agencies -- we will develop a draft action plan. We will then have a series of consultations with civil society, with the field with others, to finalize that action plan. So the recommendations that you have given us -- we're going to go back and say, "Okay, this is what we think you said. This is how we think we can implement it. How do you -- what do you think? Where should we think about changing? What can we improve?" And then, in that draft action plan and in the final action plan, which will be

informed by that feedback, we will have an associated timeline for all the recommendations. The final action plan should be done by the end of the fall. And then we will roll out the recommendations, as appropriate, after that.

We then would like to reconvene this group. We'd like to [laughs] ask for a little bit more of their time, and in a year from now do an interim check-in to see how we've done against the action plan, and help us inform the next stage of that.

Some of the recommendations lend themselves to joint work between the U.S. government and civil society. For example, there is a handbook that we intend to produce. That handbook should be informed by and jointly developed with civil society. You know best some of these things about working with local civil society, how to do it, what you need to be effective in partners, what we need to do to be effective partners to you. So we intend to draw you into that process.

Finally, what I'd like -- I will close by saying, you know, civil society organizations are kind of one of the bedrocks of Feed the Future. Roughly half of our work on the ground in Feed the Future is executed by civil society organizations and NGOs, many of whom are represented in this room.

So we see this, really, as deepening and an expanding of our work, and the importance has always been there. And we're looking forward to taking it to the next level with all of you.

BRUCE MCNAMER: Thank you, Tjada. So in a very real sense, our time today is yet another step in that consultative process. We've gotten to this point. We have our recommendations. We're hoping for a rich discussion to the extent that this forum allows it around -- you know, between here and the action plan and thence forward, how we really make this plan actionable, practical, and effective.

So, again, we're going to focus on the two objectives here that we've arrived at. And just as a reminder, the first of those objectives is: That progress towards eliminating hunger, poverty, and malnutrition is enhanced, and Feed the Future is strengthened, by high-quality, gender-equitable,

consultation and engagement with a wide range of more empowered civil society organizations in the field, and the effective promotion of inclusive country ownership.

Now we've been very deliberate in our choice of words, and we hope very specific in our recommendations. And, again, the specific recommendations are in there. But let me summarize the four recommendations around those objectives. These are summaries. One, just ensuring that our U.S. government colleagues in the field have the resources and the tools and the guidance to effectively and accountably engage with civil society.

Second, that U.S. government efforts be consistent with active support, including by our ambassadors, for supportive and enabling environment for civil society more broadly, beyond Feed the Future.

Third, that Feed the Future programs and solicitations related thereto should explicitly include provisions for civil society engagement and should leverage the substantial commitments and resources of U.S. NGOs and other international organizations.

And fourth, that these efforts truly be multi-stakeholder, engaging the myriad actors engaged in agriculture, food security, and nutrition.

And I would encourage you -- I know you've all done your homework -- but to really take a look at the specific recommendations. I summarized them there.

So now that these recommendations are in, our attention really does begin to turn to their implementation, both as articulated in the final action plan, and then in the field. And that's where we want to spend some of our time and conversation here today.

So we've posed a couple of questions, both for our panel and for you guys. But the first question we really want to explore is: How do we collectively ensure the Feed the Future civil society action plan is taken up by all the Feed the Future implementing agencies, as well as both international and civil society groups? And what can we do to promote its success?

And so let me just start with -- up here on the stage -- Sam Worthington from InterAction. I know you guys have been critical members of the working group -- but your own perspective on that question?

SAM WORTHINGTON: Well, thank you. And I just applaud AID and the broader Feed the Future team in their willingness to open themselves to a process that was very much a working of what is possible. And I think there's a core principle that underlies all this, which is that we don't develop societies from the outside. Societies develop themselves. Change happens from within societies. And this concept of government ownership ultimately is about societal ownership of their own development process.

I think there's something very powerful that, as the United States involved in development process, as our own government looks at development, the recognition of the role of non-state actors of civil society and the private sector in ultimately the well-being [unintelligible] advancing, you know, human well-being around the world.

So I think this core concept that we share is a bedrock. [unintelligible] think our -- part of our challenge is cultural. And I think the challenge is as much on the civil society's side as on the government side.

To what extent are we looking to engage? To what extent are our programs parallel to each other? To what extent are we beginning to plan and engage with each other? And I think this process of alignment of resources -- InterAction Members have made this very large pledge. It's probably, you know, over \$1.5 billion in food security. To what extent are those private NGO resources leveraging and aligned with Feed the Future?

I think the concept of the handbook is going to be very useful, but ultimately it really does come down to the capacity of two key actors. It's the capacity of local civil society to engage, the investment by the U.S. government, the U.N., and other actors in local civil society, and the investment by USAID in its -- in its capacity in missions for individuals to engage with this.

Because we all know that this, it's, you know, rhetorically nice to say, well partnerships are great and we can do more together. They take time. I think civil society tends to be messy. We tend to be, perhaps, overly critical at times. And I think the maturing of civil society in a partnership with government, and I'm talking about local civil society with local governments, is ultimately where we want to go. And I think it's going to be at the heart of implementing this.

And I think this concept of, you know -- I'll just close with this idea. We're all in this room because we have a very favorable, enabling environment for NGOs and civil society to exist in this cultural and political context in the United States. That is not true everywhere. And I think our challenge is that behind all this is ultimately a discussion and a role for the U.S. government in advancing the enabling environment, not just in the political, human rights realm, but in, you know, how do you better feed your people and how do people feed themselves. Thanks.

BRUCE MCNAMER: Thank you, Sam. Jonathan, just a quick comment?

JONATHAN SHRIER: Yeah. Just following exactly on that point that Sam has just made, this idea of civil society being a key part of a well-functioning democratic political system has been a mainstay of U.S. foreign policy around the world for many years. And the U.S. has been at the forefront of trying to expand the space, the political space, for civil society to thrive.

That's been something that's been evident in this administration through efforts like the first ever strategic dialogue with civil society, which Secretary Clinton launched a few years ago. Secretary Kerry has maintained that commitment by renewing the charter for that strategic dialogue earlier this year and also sat down with civil society leaders from the Southeast Asian region in July of this year, where among the topics discussed was land management and food security and the fight against hunger.

And beyond that, the president has spoken frequently about the importance of civil society having the space to play its valued role in societies around the world. He's done that on many trips to foreign countries and he's done it at the U.N. annually. And we expect to hear more from him next week, more from President Obama next week about the role of civil society

during UNGA week next week, when he convenes a meeting with civil society leaders on this very topic.

But Sam, you're absolutely right. There is more work to be done on thinking through how best to give full flower to our engagement with civil society in the context of food security and the fight against hunger and under-nutrition. And that's why this process has been so valuable.

BRUCE MCNAMER: Great. Thank you, Jonathan. So, I'd love to hear from you. Like, that question, how do we collectively help to ensure the kind of uptake of some of these ideas that have been suggested here? We do have a couple of people with mics, so, I'd love to hear from you. Yes, here.

And if you could say where you're from, who you are and where you're from, and --

JOHN COONROD: Thank you. I'm John Coonrod with the Hunger Project. I think one -- anyway, I love this report and I congratulate everyone. And I think one of the ways to collectively hold this process to account is to just get it as visible as possible. If the actual working of implementation, you know, were even on a Wiki or blog site so that you would see literally what was happening, what's the assessment of civil society engagement in each country? It wouldn't need to be a U.S. government vetted site, you know. It could be some sort of social media platform. But, that kind of transparency and real time visibility would directly empower and encourage civil society to participate. I mean, you could do it all on Facebook. Literally.

BRUCE MCNAMER: Yeah. Thanks John. Yes. Other folks. Oh, sorry. Right here. Yes, sir.

ASFABA HADERA: Thank you so much for inviting me here. Asfaha Hadera and I'm with the African Services Committee based in New York. And we have programs in Ethiopia. So, our business here. We are a grassroots, small organization, American board. But at the same time we are down there at the grassroots level. My return, our return to Ethiopia, to Africa, was really initiated by former President Clinton when he encouraged us that the diaspora need to go back to their respective countries and the continent and do some good work. So, that was really the reason why we went to Africa.

I agree with the InterAction. We are lucky that we all are gathered here. It doesn't mean that civil societies and NGOs have the opportunity to gather and do the good work in, somewhere in Asia or in Africa.

So we've been since our return to Africa, basically in Ethiopia, that's where we want to launch our program. It's health really [unintelligible]. [unintelligible] nutrition, some productive health, and family planning. You can't separate one from the other really.

And we -- and we are also registered as PVOs here. Honestly, during our presence in Ethiopia working the hard work in five regions, at the grassroots level, representing also America's interests, America's generosity, the goodness of America and Americans. But for my surprise, as an American who had returned, there was no listening at all, whatsoever, for what we do.

So, I hope down the road our executive [unintelligible] from USAID will have the opportunity to look into this situation, because we're really there also, not only to provide the humanitarian service in [unintelligible] community at the grassroots level. If the goodness of this nation is not reflected at the grassroots level, how good are we, is the issue to me. So, I think we need to take a note on that.

And, how do we select our partners? I know USAID is, does have a great deal of business with the private sector, such as APS, MSH, John Hopkins, Columbia University, and so forth. How about the small grassroots organizations who have returned from the U.S.? How can we work together? How do we translate this into a real --

BRUCE MCNAMER: Inclusive --

ASFAHA HADERA: Yeah. Inclusive thing. Thanks so much.

BRUCE MCNAMER: Thank you. Yeah.

ELLEN WALTER: Hi. I'm Ellen Walter from WASH Advocates. I think one of the things that we'd like to see is engagement outside of just the nutrition, just the Feed the Future folks, but how can the rest of us, who have direct connections through water sanitation and hygiene and other development efforts, be engaged in the process? And, using our networks, then, to also spread the word, like John mentioned, of the plan out and engaging other civil society actors.

BRUCE MCNAMER: Yes. Here.

ANDREA FONSECA: Andrea Fonseca, Texas A&M University. One, for implementing this, I truly believe in the connection between universities, not only through USAID but NGOs. I mean, just going out there and promoting to students. I mean, they're more than willing to help. They have a lot of power. They're, like, just like a little thing of mold that you can --

[laughter]

-- kind of work them towards. So I truly believe that is a great initiative.

Also, on the social media side. I mean, that's just another great way to get those students involved, get the communities involved. Because, as USAID said, without the support from the United States because they are a government organization, it's just going to make that much harder. If we just keep promoting and promoting through social media to the universities, it's only going to grow. So, that would be my advice.

BRUCE MCNAMER: Thank you. I know your remarks have -- and, John, you point out the power of social media both as a means for engendering collective action, but also a means of holding us all accountable.

And let me just switch on that theme, just really accountability. Because we were sure focused on it in our own deliberation, but we could certainly use more input. We've been very explicit about some approaches to that, around, for example, explicit named points of contact with the mission and agency levels with both the capacity and the mandate to facilitate civil society engagement. We've talked about, again, coming back with, getting back with the Administrator

in October of 2014 to see how we did on reporting on civil society engagement in our annual Feed the Future progress reports, and on developing indicators or score cards.

But that's -- Tjada, just on this topic of accountability, you've seen these processes before. How are we going to help ourselves to that end?

TJADA MCKENNA: So, one of the things that the action plan needs to have, and I think one of the reasons we want to reconvene the group a year later to talk about it, are these clear metrics. So, clear metrics and points where we know we've been successful or are really achieving our goals. So, one of the things we want to do in the action plan, and feedback like this helps to inform it, is to say, what are specific actions, like how do you know you're being successful?

Just saying that you're deep in engagement or having meetings -- is it something beyond a number of meetings? Is there some feedback loop to know that recommendations have gone somewhere? So, I think the action plan, what we want, is to design a process and steps so that it's very clear what we're trying to do and that we can gauge how successful we've been and where we still need to keep pushing.

BRUCE MCNAMER: Sam, I don't know if you had a comment on that or on this whole question of accountability.

SAM WORTHINGTON: I think accountability is on both sides, you know, it's -- I'd be curious to see the extent to which we see civil society organizations are stepping up and the degree of engagement. Some sort of, you know, I don't know if at some point if we could do a sense of, you know, degree of commitment by local civil society to engage with the Feed the Future process, I think it's as important as the degree of commitment of Feed the Future and missions to engage with local civil society. And then, identify the gaps. Where are the barriers? Because we'll run into barriers as part of our accountability. So that learning loop needs to be built into the process.

BRUCE MCNAMER: Yeah. Any other ideas on this whole notion of accountability? Yes, front row here.

JAMIE NISHI: Hi. Jamie Nishi from Devex. We're constantly out there tracking what's going on around the development community globally. And what I find is, so many of these conversations happen here in D.C. but not so much out in the field. And it sounds like one of your objectives is to work on that. But, I also think that, following up on the comments from the gentleman just a couple of minutes ago, who are your local partners?

I find that we're out constantly going back to the ones that, the MSHs and the Abts of the world, who they know and not necessarily -- there may be a wider and a broader audience. So when you go out there, and as you have your meetings, as you meet with the different stakeholders, it would be really interesting to track who they are and, perhaps, not only to do a convening again in a year, you know, a follow-up to this meeting, but to have some sort of a survey that goes out to them that says, now that you're involved, now that you're aware of this initiative, have you been engaged with it? Are you aware of it? Kind of, just to raise the level of awareness and then see, you know, has that population, has that world expanded? And if so, have they engaged, yes or no?

BRUCE MCNAMER: Yeah. No, and that was very much brought to the fore in our conversations as well as the notion that, not just identifying, but in some instances the capacity building that goes with, you know, truly helping them to engage in an effective way with U.S. government and with their own governments and the like.

We have time for one more comment on this, then I think we want to switch to the second objective on this, again, this notion of how do we hold ourselves accountable. Yeah, go ahead.

JARED ELLING: Hi, how you doing? I'm Jared Elling with PATH. Just one thought around maybe more transparency in funding and the plans for funding. Some suggestions around using more advanced funding notices like pre-solicitation notices or pre-solicitation conferences in-country so that, you know, organizations can plan more effectively for

funding opportunities and develop appropriate partnerships, and just with more advanced notice of funding opportunities, you know.

BRUCE MCNAMER: Thank you. Well, again, we're just scratching again, as we have throughout this process, on kind of the surface of the sort of dimensions of the challenge here and possible solutions. But we did want to make sure we had sufficient time to talk about the second of our two objectives. And, David, I -- you want to lead us off in that regard?

DAVID BECKMANN: Well, from the beginning we decided to focus just on a couple of objectives and a few recommendations. [laughs] I think that may be the best contribution that we made. But, the second objective is that the U.S. public and its representatives in Congress hear strong, consistent, and strategic messages about the importance and possibility of eradicating poverty, hunger, and malnutrition, and the progress that's being made from Feed the Future, the broader U.S. government, and U.S.-based civil society.

As we -- even just starting to think about that. Jack Leslie is the chair of ACVFA and he is at Weber Shandwick. And so, he very kindly offered to do a survey of Americans to get a sense of how they're thinking about the world hunger, agriculture, nutrition. And Bread for the World thought that was a great idea, so we said yeah, let's do that. And we added some dollars to make it happen. And to hear what they have learned, this is, you know, like within the last three weeks, what are Americans thinking about these things. We're going to hear from Elizabeth Kraushar from Weber Shandwick and her colleague Anita Sharma from KRC Research.

ELIZABETH KRAUSHAR: Thanks so much David. So, with support from Bread for the World, Weber Shandwick and our research arm, KRC Research, conducted an online survey of the American public to help the working group to determine how the U.S. government and civil society organizations can more effectively communicate in tandem to the American public on the key themes of Feed the Future and ending hunger. The survey was conducted from August 19th to August 22nd of this year among 1,000 adults 18 years and older nationwide.

What's distinct about this survey is that it focuses specifically on ending hunger. And how this is different from other surveys, such as those conducted by the Gates Foundation, the U.S.

Global Leadership Coalition, and Oxfam, to name a few, is that those surveys focused mainly on how Americans perceive overseas development assistance. And what this really points out is that the way you frame the messages makes a big difference. And we'll talk about that in just a bit.

So, just to show an overview of the survey findings. While most Americans believe that ending hunger is very important, what we found is that there is a substantial intensity gap. Meaning that fewer than half feel strongly about the importance of ending hunger. Even fewer believe that the U.S. should do more than it does now. And most believe we can't cut hunger in half by 2015 and come close to ending poverty by 2030.

The survey found that there were also many opportunities that Americans -- making appeals to the compassion of Americans tends to be more effective than focusing on self-interest. Americans also believe strongly in supporting the self-sufficiency of those in developing countries. And another finding that really supports that is that there is bipartisan consensus that supports skills development in developing countries. Furthermore, Americans believe strongly in giving voice to local communities and ensuring that they have a say in local agricultural and nutrition programs.

So when we are starting off the survey, we asked the question of how the U.S. government -- how is the U.S. government doing to end hunger in developing countries around the world? And what was interesting, is that 37 percent said that, of Americans, said that the U.S. government is doing too little. Now, this is an interesting contrast with a Gates Foundation study conducted in September of last year that pointed out that 9 percent of Americans believe that the U.S. government, only 9 percent, should increase funding in overseas development aid. Our survey found that 20 percent of Americans believe that the U.S. government is doing too much to end hunger in developing countries around the world. That's the polar opposite, really, of what the Gates Foundation study found of 65 percent of Americans believe that there should be a decrease in spending for development assistance.

So I will turn this over to my colleague Anita.

ANITA SHARMA: Thanks. So, just to emphasize one more point about this slide. I think focusing specifically on global hunger on this survey, as Elizabeth mentioned, really gave us some traction with this question. And we talked about not just should we give more, give less, in terms of framing it monetarily, but should we do more or less. And, as I think everyone probably in this room knows, there is this widespread misperception about some exorbitant amount of money that the U.S. gives for development aid. So, again, I can't emphasize that just talking about it, is how much we're doing, not just how much we're giving, really does resonate.

And if this slide provides a snapshot of where we are, the next couple slides that I want to show you will give you some ideas about where we go from here and really how to communicate with the American public. And, in his remarks earlier Administrator Shah talked about three points that I picked up on. One was this aspirational sentiment, one is self-sufficiency, and the third is partnership. And as you'll see, hopefully, in the few slides of data that I have, the survey results really affirm those three principles quite nicely, so...

So what we looked at is values related to ending global hunger and we saw three different tiers. So if you look at the top two bars, that's where we see consensus. Ending global hunger is really important. That's actually the second most top bar. About eight in 10 believe that. And we see a decent amount of intensity, with 43 percent completely agreeing. And where we see even more intensity and even more widespread agreement, with almost 9-in-10 thinking this, is that the U.S. should offer not just money to end hunger in poor countries but also provide the skills people need to feed themselves. So there's that self-sufficiency argument coming through.

The next four bars, is where we start to see quite a drop-off in intensity. You see that 43 percent number in intensity drops to 29 percent. And these are points around support from the U.S. being important to ending hunger, that we have a moral obligation to do so, that it's in our economic self-interest. So these values don't have as much widespread traction.

And then, lastly, where we really see division is when we focus on money. The last bar, for those of you who might not be able to see it, says the U.S. should increase the amount of money it contributes to ending hunger in developing countries. And there's only 49 percent of

Americans agree that. So, again, coming back to that too much, too little. When you talk about what we're doing versus how much we're giving, we see better results.

So, where we do see a great opportunity, and this actually aligns quite nicely with the Gates study that Elizabeth mentioned earlier, is with younger generations, especially millennials, but gen-Xers as well. So younger Americans are more likely to feel the weight, the need for U.S. involvement around this issue specifically. And so you'll see the bars go from, sort of, younger to older. So the red is our millennials, blue are gen-Xers, and so forth. And you'll see that those two age cohorts consistently support U.S. involvement in ending hunger. They believe, majorities believe, that we have a moral obligation to end hunger.

And, then, the last set of bars are about ending global hunger in my lifetime. And so if you look at Americans in the aggregate, less than half actually say it's possible to end global hunger in my lifetime. But if you look at millennials, 79 percent say that that's possible and if you look at gen-Xers, 59 percent. So there's that aspirational sentiment coming through, I think, quite clearly.

We -- the crux of the survey was actually messaging. So we tested about 10 different messages to see what worked best in trying to connect with and communicate to the American public on this specific issue. And the results helped us prioritize the best ways to talk about ending global hunger. The most compelling, salient reasons focus on compassion. And here clear statistics worked, about how one in eight are without food and that there are 200 children who are malnourished around the world. And then we also see real traction with the progress argument, that we've made real progress, let's keep going. And then, lastly, that U.S. involvement is contributing to the self-sufficiency of families.

And in a lower tier -- so these messages were not unsuccessful by any stretch, but we just saw a lower prioritization of them. And, again, the objective of the study was really to figure out the best ways to communicate. Our recommendation is to go with what's highlighted in red. So, but the less salient messaging focused on helping women farmers and then also that ending hunger contributes to our national security. Those just didn't work as well.

And then, lastly, this emphasis on partnership comes through really clearly. In addition to this idea of self-sufficiency, Americans want the U.S. approach to include local ownership and support. So 87 percent think that it's very or fairly important that local community groups have a say in agriculture and nutrition programs and then there's also strong support but to a lesser extent about involving businesses to improve agricultural productivity.

ELIZABETH KRAUSHAR: Okay, great. And just to wrap up and to focus on the key takeaways. So, while many Americans believe that ending global hunger is very important, there's still many Americans that don't believe it's possible to meet the goal of cutting hunger in half by 2015 and coming close to ending poverty by 2030. The key messages that stood out really emphasized the self-sufficiency of those in the developing world as well as focused on progress that we've made to date. And there's real opportunity to tap the younger generation and to -- who are more likely to support the U.S. taking action and ending global hunger. And, finally, the research findings also showed how important it is to engage local community groups and include their voice in the way that agricultural and nutrition programs are run. Thank you very much.

[applause]

DAVID BECKMANN: So then if you'll look at the recommendations from the, from ACVFA, what -- we were struck at how fragmented our communication with the American public and Congress is. So across the U.S. government, these 10 agencies put out their own press releases, and new initiatives are launched, and there's some buzz around a new initiative, but it's pretty infrequently that we've seen a broad communication about what our country is doing to help, for Feed the Future, reduce hunger in the world.

And then, also within civil society or universities involved in these issues, we all have our own take and our own -- so it's really Bread for the World that's ending hunger and the rest of you --

[laughter]

You know, maybe you're -- but, you know, it's not that we can't say what we're doing, but our vision was to see what could be done to get more collective or aligned messaging that would move our, move the people of this country and their representatives in Congress.

So Carolyn Miles is the head of Save the Children. What are your ideas about what that might look like if we got better alignment?

CAROLYN MILES: Sure. Well, I think, first of all, we have a really unique opportunity. I think the data here shows that, actually, this is something that will break through. And for those of us that work on this issue every single day, and I know many, many, many of you do, you know, it's an issue that does resonate with the American public. So, I do think we have an opportunity. I also -- you know, these days I'm really alarmed at the, kind of what you see from the American public on this isolationism almost, of, you know, we really don't have to do anything outside of the United States. And I think this gives us an opportunity, if we seize it, to actually break through on that issue.

So, you know, I think there were a couple of key things out of the research that we need to take forward. There was the issue on millennials, and we already talked a little about that, and people were talking about Facebook and platforms and using students, so obviously there's a huge opportunity there. I think the idea of actually having some kind of a platform where we can gather the messaging that we're all doing and giving both, you know, the 10 agencies within the U.S. government an opportunity to do that, but also, all the civil society actors that are out here. Again, all of us doing our own thing and could we, you know -- our messages may be slightly different from the U.S. government, but could we amplify those messages, and each of us would probably use that research in a slightly different way, depending on our constituents, depending on how we, you know, talk to our publics, but I do think there's a -- there's a great opportunity to put together a platform that we could -- we could all use.

I think, there's also the ability to take some of the tools that we're each using and develop a common set of tools, whether it's a Facebook page, as came up earlier, or another set of communications, because it's going to take, you know, with -- we have this great, you know, opportunity, as I said. But it is going to take a huge, huge amount of work to break through on

the issue of hunger; and we've all been talking about hunger for a very long time. We have this skepticism about, you know, can we really solve this problem in my lifetime? I think the millennials have a longer lifetime, which is, which is why they're so positive. But, you know, we obviously have skepticism here. It's going to take something collective for us to actually break through on this, and I think this is an opportunity, not just for how do we amplify the messages that, you know, Raj and Tjada and Jonathan are working hard on, but how do we collectively bring our messages together as well?

And I do think it's an opportunity, not just on the issue of hunger, but actually to turn people's minds around, on terms of the effectiveness of aid. And we talked a little bit earlier, this is a real success story, and the vast majority of the American public don't know it. So, I think a collective action of platforms, some common sense of tools using, you know, technology certainly would be some of the recommendations, but I'm sure our audience has more.

DAVID BECKMANN: Let's just first, Tjada McKenna, you're my -- one of my favorite government bureaucrats.

[laughter]

From the perspective of a leader within our government, how do you see this?

TJADA MCKENNA: That's very high praise, thank you.

[laughter]

DAVID BECKMANN: It is.

TJADA MCKENNA: Our Feed the Future communications lead, Wendy Coursen, Wendy, can I embarrass you and ask you to stand up for a minute? Wendy Coursen has agreed to convene a meeting on objective number two in October. Obviously, we -- we're very appreciative of the work that Weber Shandwick has done, we have a lot of energy for how to communicate to the public and we are happy to serve as an observer, or as a facilitator, where appropriate.

Obviously it's, you know -- I think we all -- we have common goals, although we might not always be one-to-one online all the time. So, I think what Wendy's challenge -- and Wendy leads a group of communicators across the different USG Agencies on Feed the Future, so Wendy has agreed to convene a meeting and we want to continue to work with you against objective two, and facilitate that conversation and play the role that's appropriate for us in this as we keep going on.

DAVID BECKMANN: Okay, the floor is open for comments from all of you about the -- about what we learned from the survey and also about how can we improve our collective messaging. Over here.

WENDY HEIGES: Hi, thank you. My name is Wendy and I am with the American Red Cross and I'm looking at one of the slides about personal commitments that compares giving and time that the youngest generation and older generations contribute to hunger related causes, and we've been talking about millennials and the tremendous opportunities there, but I would suggest to you that there are lots of intergenerational opportunities that we can explore. So, for example, you know, there are people embarking on encore careers, there are people who are really interested in learning from younger people. So the extent to which we can kind of unite generationally, I don't think we should push that aside. I think we should focus on all generations, including, you know, the book-end generations, if you will. Thank you.

DAVID BECKMANN: Thank you. Over here.

RORY ANDERSON: Thank you. Rory Anderson with Child Fund International. David, to pick up your point about fragmented messaging through the government and how we can bring together our messaging with civil society, my question is where is the White House on this? And maybe I direct this to Jonathan and to Tjada, because I think if it's coming from the bully pulpit of the president, I mean he's going to have a lot of pull on the country and can get that message about we can end extreme poverty. And, so, perhaps, you know the faith-based office and neighborhood partnerships, that's a means or a platform to push it out to the public. And then I think in terms of thinking in terms of how do we bring together our collective messaging, I find that, when the White House convenes events, people come.

DAVID BECKMANN: Jonathan, can you speak for the president?

JONATHAN SHRIER: Yeah, maybe just a quick reaction on that is - it was only about a year and a half ago in this very building, in a different wing of this building, that President Obama did give a lengthy set of remarks at an event that was convened around the topic of food security and he talked about the progress that we were making through Feed the Future and other government programs. And he -- it was also the occasion for launching a new G8, Group of Eight, initiative, the New Alliance for Food Security and Nutrition. So, and that's not the only set of remarks that the President is giving. More recently, he was on a -- on a trip to Africa, and during his stop in Senegal, he gave a longer set of remarks and at other stops on that same trip, he also spoke about the importance of ending hunger.

In this year's State of the Union address, he also set out this objective of ending extreme poverty in two decades, which, as those of us who work on food security know is very intimately connected with the effort to end hunger. So the president's been out there, and members of his cabinet have been out there over time. I think what we're hearing from David is -- and from others, is the idea that there are variations on the message from different spokespersons from the administration. Different senior administration officials will tend to talk about their agency's programs. Just as David said, you know, he might talk more about what Bread for the World is doing and Carolyn might talk more about what Save the Children is doing.

But -- so the question is, how can we all come together, coalesce around common themes, so that we get through to the American public and show, as this Weber Shandwick study suggests, that we are making progress, that this goal is achievable, that we can end hunger and extreme poverty and under nutrition in our lifetimes, if we put our minds to it and put our shoulders to the wheel, in terms of actions, towards that objective.

DAVID BECKMANN: Sam Worthington wanted to make a contribution.

SAM WORTHINGTON: So you got milk? Know the concepts? Got the end of hunger? I think our challenge is, we have lots of brands, we're out there fundraising, [unintelligible] of

those brands. I saw in Haiti when we were sort of pushed as a civil society community, all of a sudden we did have five or six core messages across 20 organizations, talking to the same ones. I think we have to move from doing this defensively to doing it more collectively, and I think the new part here is can we then do it with the U.S. government? And I think that's the leap, of not - is not about raising resources, this is not about doing it defensively, but it's finding the core set of common five or six messages, hammered over time, across different brands, but in alliance with the U.S. government to amplify each other. I think that's the vision of what we're trying to pull off.

DAVID BECKMANN: Here's a comment.

BILL ABRAMS: Bill Abrams with Trickle Up, and actually, before I started doing this about eight years ago, I spent a lot of time working in marketing in various ways. So I guess it's two observations to add to what Carolyn and Sam had said. One is the U.S. NGO sector, all those charities out there -- all dump hundreds of millions of pieces of mail in people's mailboxes and it's my belief that most of what the people in this country know about poverty and poverty alleviation, that's where they learn it, not from the evening news, not from the New York Times. So we have a tremendous collective voice, we have control of it, we don't have to wait for anybody to do anything. It's a question of how do we mobilize that.

The other comment is I think, you know, Carolyn talked about isolationism as a worrisome trend, and I agree and I think there's also just this general cynicism about aid and development efforts of all kinds. So all of these messages align and if we, you know, pull ourselves together to do that, it also supports our underlying messaging for each of our individual organizations, that what we do works and makes a difference and is worth doing and is a smart investment. So it's great to see the sector step up and be a part of this. Thank you.

CAROLYN MILES: Yeah, and I would just add one thing, that this has actually been done in other places. So if you look at the U.K., for example, and the "IF" campaign that was just done around the G8, I mean it's not an undoable task, so we do have some models we could look at.

DAVID BECKMANN: It doesn't have to be cozy like in the case of if there's some shared messaging between the government and civil society, but there's some oppositional messaging, too. So it doesn't have to be -- it doesn't have to be cozy. It -- but to be in the same world, you know, to be talking about the same goals, and then civil society maybe can be pushier than the government wants to be or vice versa. Introduce yourselves, please.

TONY HALL: Tony Hall, the Alliance to End Hunger. You know, I think these hunger organizations and all the different groups that are in this room, one of the things we have going for us that we've never really put to use is we've never come together as an organization or as a team and really helped get people elected. We are a bunch of nice people and when people vote against us, we let them get away with it. And now the government can't do much about this. But, when I look around this room and all the nonprofits that are here, and all the people that we represent, all the people that we have connections to, the food banks and soup kitchens and all the other people in this country that represent poor people, I mean, you talk about a constituency that has never been organized. If we can ever organize ourselves and ever come together, and agree on a couple candidates, we would scare the heck out of these politicians in Congress, because the one thing that scares congressmen are votes.

And take it from somebody that has run 17 times, and I lost once, but I can tell you the one thing that gets the attention of Congress people is people that can vote for or against them.

As hunger advocates, we have never organized. Never. If we took a couple seats and went after some people, in a good way, and showed that we are -- have some power and some clout, we could compete and maybe start to be a lot more effective and show that we have a constituency that's unbelievable. We're too nice. And we got to take off the gloves here. And I think we have to do that in the presidential election coming up, which, I know Bread for the World is thinking about. And we need to pick out a couple of congressional seats and make examples out of people. Those are my thoughts.

MARIE LICHTENBERG: I'm Marie Lichtenberg, director for International Partnerships of Humana, People to People. We're a federation of nonprofit, locally managed and registered organizations worldwide. My comment is on how do we leverage the question about doing more

to end hunger. And I think one of the things we have experienced, really, at the local level, at the country level, is, if we had -- I know USAID and certain priority Feed the Future countries, has a -- have a person responsible for Feed the Future, but, if there could be a specific position, a very clear job description that would work across the United States or the USAID agencies, U.S. agencies, USDA, Peace Corps, whoever is engaged in ending hunger, that would help because USAID Forward is also about leveraging; and leveraging, you get it from national governments, you get it from civil society, but a coordinating role that's not just coordinating the top funders, but all the players at the country level would give access to a lot of more important players on the ground.

And I think that -- and I totally agree with Administrator Raj Shah on the question about the importance of involving national governments as key players and create that country ownership that we are all talking about, but that we won't implement it, such a position would also work very closely with the minister of agriculture, the president's office, across all the players, so that we more can coordinate one voice to ending hunger.

GRETCHEN VAN VLIET: Gretchen Van Vliet with FHI 360. I think emphasizing the multi-sectoral integrated nature of what we need to do to accomplish this goal is critical. I think it's telling that business student, that engineering student, that professional in HIV care and treatment, in reproductive health, in gender and women and girls, and emphasizing a more integrated approach and how you as an individual from all of these different sectors can get involved is critical.

DAVID BECKMANN: Just the, what the task force came up with, is two recommendations in this area. One was the idea of some kind of platform that would coordinate -- or would help all different kinds of groups to coordinate our communication. Not that anybody's going to tell you what to say, but it's civil society, academia, the private sector, U.S. government agencies, so there could be some sharing about what we know about how to communicate effectively, some sharing of messages, and maybe some alignment of our messaging. So I'm glad we're going to have our first meeting. I really appreciate that.

And then the second, the -- that was recommendation number five out of the six recommendations. The sixth recommendation has to do with messaging about what we do collectively. That is, so it's not just what my agency does, it's not even -- it's not even just what civil society does or what the government does, but we think there's power in saying that our country is making a real difference, and we know from the survey that Americans like to -- they like the fact that government works with civil society, that government's working with business.

So that messaging that we, as a country, are contributing seems to be a powerful message. More than just saying Feed the Future's great, or Bread for the World's great, it's that we're, as a country, are contributing.

The other thing, this is just me, but, I think the president's message, I'm clear -- just actually after talking to Raj, and I talked to Gayle Smith recently, and the president's over -- he has decided that his overarching message is that we can end poverty in the next couple decades, extreme poverty. Now we know from the survey that you got to say that in a -- the fact that roughly half of Americans believe that and a lot of people don't believe that, you've got to say it in a way that acknowledges the fact that half of the people we're talking to are going to say, "are you kidding me?"

But, on the other hand, we know -- I mean, if you would have done this poll 10, 15 years ago, you wouldn't have half of all Americans thinking that they could end hunger in their lifetime. And we know that for the people who believe that, it's very energizing. So in any case, the president's made a decision that the overarching message of the White House is that we can end extreme poverty in a couple decades.

So I think, also, as we message about Feed the Future and world hunger, it goes, in my mind, if we're going to align with the bully pulpit, we need to say that what we've done to end hunger, what we've done as a country to stop the AIDS pandemic, what we're trying to do to provide power in Africa, all these things are contributions that we, as a country, are making to end extreme -- ending extreme poverty in the next couple decades. I think we should quit.

[laughter]

CAROLYN MILES: While we're ahead.

DAVID BECKMANN: We should get to work. Anybody else on the panel, and Bruce, do you have a final remark? So Raj, it's up to you to sum.

RAJIV SHAH: Well thank you, I'm just going to thank everyone for being here and the outstanding comments and insights. I particularly want to thank Bruce and David again for your leadership of these efforts and Carolyn and Sam, for your partnership and insights and Tjada and Jonathan for implementing this going forward with your outstanding teams.

Let me just say -- let me react to kind of both sections of this conversation and then share with you a -- or ask, make a request of you, as you walk out today.

The first piece and the first objective and the recommendations, I know you all have seen them. I want to just offer a special thank you because they are, indeed, specific and actionable, and whether it is establishing outreach points of contacts in missions or adopting criteria from the interaction stakeholder engagement criteria guidelines, using the diplomatic channels we have to connect the feedback we get from civil society to local governments, or implementing what was referred to I think as social accountability audit into what are our standard mid-term project evaluations. These are all very specific points that we can track progress. I love the idea of putting this report card out in a public setting and you hold us to account as to whether we get these things done in the Feed the Future countries and programs going forward.

I also want to thank the group assembled here because your additions to the recommendations around pre-solicitation notices and how we engage local partners and making that transparent are all excellent ideas that we really want to take into consideration. So thank you for a very robust set of recommendations, and our commitment will be somewhere putting forth a report card that allows you and us to see are we doing these things and are we getting better and more effective in that regard.

On the second discussion on messaging, I want to thank our colleagues for sharing what is really some inspiring and challenging data but it gives us all hope that we can move forward in a way that is unified and consistent.

I would just point out that in many aspects of political management, life here, people come to you with recommendations around messaging and they are far and wide highly aspirational or more targeted to specific constituencies. But there is a clear understanding that message is most powerful when, in fact, tied firmly to reality data human experience. And some of the things I take away from this presentation and this discussion is that the message of we're making progress, the message of this isn't just about money but about skills and partnership and technology and engagement. The message around what is achievable. These are all not communications attributes or messages that have been constructed and tested, but they actually reflect the outcome of 15 or 20 years of work and effort.

And Tony, I'm glad you made the comment you made. Without reacting to that I'll just thank you for your many decades of service on this issue. But, you know, folks like Tony and many of you that have been tracking this and working their hearts out on this issue for a long time know that the state of data and achievement and what's possible has changed because we've evolved the core effort here. And I think that gives us the opportunity to have a shared message platform that communicates things that are realistic, evidence-based, and effective at inspiring a big proportion of the American people to do much, much, much more to end hunger in our lifetime.

I'd like to just close with a request of each of you. You know, as I heard the comments they fully impressed upon me the extent to which this is a community of partners and the extent to which you have a president who cares deeply about ending hunger in our lifetime. You have a president who has, in case some of you haven't noticed, in an environment where there is budget sequestration and a desire to reduce the amount of money spent in foreign aid and assistance, has not just gone from about \$250 million to \$1.2 billion of annual funding for agricultural development for the purpose of ending hunger, but also committed two hours of his own G8 hosting at Camp David to pulling together his colleague heads of state to launch a major effort to get \$3.5 billion of new private investment to be part of the fight to end hunger. And you have a president that in the midst of a lot of competing priorities has chosen to stand up for an important

set of food aid reforms that will allow us to reach millions and millions of additional children in the most vulnerable parts of the world at the time of their greatest vulnerability. So, and as Jonathan effectively communicated, you also have a president who talks about this a lot and has taken a lot of responsibility for articulating what is possible here.

But each of us, and each of you, has a core responsibility also. You've done great work. You connect to networks and partners around town and around the world. And, you know, sometimes it's easy for us to believe that, well the president has the bully pulpit so let's ask him to use it day in and day out. The reality is that if we're going to be successful we need each of you to use your bully pulpit, and it could just be phone calls to your members of congress, it could just be targeting a few districts or a few states or a few communities. It could just be telling your own story in a more consistent way, but my personal observation is that, after having been in this role for some time, that many of us in coming out of the NGO or foundation community are doing the right things day in and day out to make the world a better place, but sometimes see it as someone else's responsibility to go ask Congress for resources, or it's someone else's responsibility to communicate to the American people, or it's someone else's responsibility to change the minds of those who believe this isn't possible, or it's someone else's responsibility to go get 200,000 millennials to join this campaign. And, I just would ask that you make that, walking out of the room today, your responsibility. Everyone in here now has information, messaging, support, you're part of a community of actors. Think of two to three things you can do in the next week to help amplify this message, to reach out to young people, to inspire what's possible and to support your president who believes deeply that you will succeed.

So thank you very much and thank you to our panelists

[applause]

[end of transcript]