



# Emerging Markets Development Advisers Program

CASE STUDY FACT SHEET



Photo: Emerging Markets Development Advisers Program

*Women are playing a critical role to further economic development in emerging countries. The **Emerging Markets Development Advisers Program (EMDAP)** seeks to empower women and multiply their financial impact by assigning volunteer advisers to partner with women's associations that support small and medium enterprises.*

## BACKGROUND

The EMDAP is a fellowship program of the United States Agency for International Development (USAID) which places graduate students and recent graduates from programs in business or public administration, public policy, and international affairs with local organizations in USAID-assisted countries. The EMDAP volunteers provide technical assistance, supporting USAID's strategy of building sustainable local capacity by transferring knowledge to local organizations. By targeting assistance to the requirements of micro-, small-, and medium-sized businesses (SMEs) and the organizations that serve them, EMDAP also supports USAID's strategy of local capacity development (LCD) as an essential element in broad-based economic growth.

EMDAP is a demand driven program with placement based on requests from USAID field missions or bureaus to meet USAID development priorities. Through 12-month work assignments with new or existing local organizations, the aim is for EMDAP advisers to contribute to sustainability by providing capacity building in areas such as business planning, organizational operations, product marketing, financial systems and reporting, human resources, and internet technology.

**The Institute for International Education (IIE)** has administered EMDAP since 2000, first through a cooperative agreement with USAID and since 2007 through USAID's Leader with Associate award to the Volunteers for Economic Growth Alliance (VEGA). Working with USAID and local partners, IIE designs host country placements to meet

## FAST FACTS

**Program Name:** Emerging Markets Development Advisers Program (EMDAP)

**VEGA Lead Member:** Institute for International Education (IIE)

**Years Implemented:** 2000 - Present

**Countries:** Implemented in 49 countries

**About IIE:** IIE is among the world's largest and most experienced international education organizations, providing international education and training programs since 1919. It designs and implements scholarship and fellowship programs and academic exchanges to meet developing countries education and economic goals.

U.S. development priorities and local needs, and recruits and supports graduate students and recent masters-level graduates as volunteer advisers.

## IMPACT

USAID missions, host country partner organizations, and volunteer advisers give high marks to the value of EMDAP in meeting its three-fold goals of contributing to USAID development goals, host organization needs, and the advisers' professional development. EMDAP evaluations in 2006 and 2007 provide qualitative evidence of positive impact of the EMDAP program for years which included the adviser assignments to women's associations.



Photo : Emerging Markets for Development Advisers Program

## LOCAL CAPACITY DEVELOPMENT

In collaboration with USAID missions in Jordan, Mexico, and Nepal, IIE placed eight EMDAP advisers with local women's associations serving and supporting women's SMEs. These assignments aimed to strengthen the capacity and sustainability of the host organizations while supporting USAID goals of economic growth and women's empowerment. By building capacity of organizations which serve women's small businesses, EMDAP advisers contributed to increasing women's access to and control of economic assets while also advancing economic development and private sector growth objectives.

## LESSONS LEARNED

EMDAP is a highly successful and cost-efficient program in providing synergies of local capacity development while strengthening the international professional experience of the volunteer advisers. EMDAP also provides an important mechanism for advancing gender integration goals. A key lesson, however, is that to assess and maximize impact, EMDAP indicators should include measures of the benefit to the host organization. New monitoring and evaluation indicators, both for gender assignments and for the program as a whole, should be designed to measure the impact on the host organization.

## THE VEGA ALLIANCE

The Volunteers for Economic Growth Alliance (VEGA) is the world's largest member-directed consortium of nonprofit economic growth organizations that designs and delivers high impact programs, incorporating skilled volunteer professionals into its work with donors, philanthropic institutions, private enterprise, and developing country organizations. VEGA was established as a 501(c)3 organization in 2004 through a United States Agency for International Development's Leader with Associate Award. When it began a decade ago, VEGA was established as a rapid and efficient mechanism that utilized a competitive process to award USAID funding to its member organizations. Now, VEGA continues to champion its model and its alliance members' breadth of expertise to other partners. VEGA supported the research and publication of this case study as part of its commitment to knowledge management and sharing lessons learned among its member organizations and the international development community.



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