DEVELOPMENT AID PROMOTION PROBLEMS AND SOLUTIONS
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Bachelor Thesis

Study programme: Knowledge Management
Workplace: College of Management, Bratislava
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Bratislava, 2010

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BACHELOR THESIS

DEVELOPMENT AID PROBLEMS AND SOLUTIONS

By

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A Bachelor thesis to Be Submitted to
City University of Seattle / Vysoká škola manažmentu
In Partial Fulfillment of the Requirements for the Degree of

Bachelor in 3.3.15. Management (Bc.)

Study program: Knowledge management

Submitted by __________________________________________ Date __________

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List of Abbreviations

NGO – Non-Governmental Organization
NGDO – Non-Governmental Donating Organization
UN – United Nations
EU – European Union
OECD – Organization for Economic Cooperation and Development
ODA – Official Development Assistance
NATO – North Atlantic Treaty Organization
AIDS – Acquired immune deficiency syndrome
HIV – Human immunodeficiency virus
SKK – Slovak koruna
EUR – Euro
USD – U.S. dollar
EBRD – European Bank for Reconstruction and Development
GNP – Gross National Product
IDP – Internally Displaced Person
ADRA - Adventist Development and Relief Agency
IPA – Institute for Public Affairs
STV – Slovak Television
Chapter 1: Introduction and problem statement

Around the world, millions of people have big problems to fulfill their fundamental needs because of the problematic situation in their countries. They suffer from lack of food, water, healthcare, or education. Their collapsing economies are not able to satisfy the majority of the society. Therefore, they are reliant to the international development aid offered by developed countries.

In this study, I am going to describe the role of Slovak Republic in offering development aid. Slovakia is not a big country. It creates just small percentage of the whole aid offered by developed world. However, this aid does not reach the satisfying goals and Slovak society has to show that it supports solidarity values of modern Europe in offering development aid to the Third World countries.

Last decade, the economy of Slovakia became much stronger. In 2000, Slovakia became a member of Organization for Economic Co-operation and Development. In the same year, Slovakia agreed with United Nations Millennium Declaration which initiates offering development aid by developed countries to the developing ones and creating the mutual relationships with these Third World countries. In 2004 Slovakia joined European Union. The EU membership enacts the new members to donor at least 0.17 % of gross national product in 2010 and 0.33 % in 2015. The last step happened in 2008 when the World Bank switched Slovakia from development aid receivers’ category into the donators’ category.

Since then, a lot of development aid programs led by government or NGOs occurred in Slovakia. In the study I am going to analyze their main objectives, activities, and successfulness. The main goal of my study is promoting these activities and transferring this information among people which are not very well informed about the particular countries. They have to know all details of development aid to force them in their support. It is necessary to promote the particular problems and the resources needed for the solutions.

I am going to describe the promotion politics of the organizations connected with development aid, governmental and non-governmental. I will also monitor the public’s awareness about development aid. Finally I would like to introduce my own ideas and solutions to increase the effectiveness and support of the development aid programs. I would call it the most urgent marketing campaign.
Chapter 2: Review of literature

In my research, I focused on the sources referring about all kinds of development aid offered by Slovakia. I was focusing on official web pages and literary reports about this area. To find more about government development aid, I was using the official webpage of Slovak Ministry of Foreign Affairs and Ministry of Finance. These sources offer a lot of information and data about official development assistance. To find out more about the activities of Slovak NGOs, I used NGDO Platform website which associates Slovak non-governmental development aid donors. The literary publication called Slovakia 2008 Overall Report about Society Status creates some form of bridge between government and NGOs, especially in a legislative way. Moreover, Slovakia is involved in international commitments such as EU, OECD, or UN. Therefore I am going to search more information about our duties in this area.

Ministry of Foreign Affairs Official Website offers wide information about Official Development Aid offered by Slovakia to the developing countries. The source offers the basic information and history about development aid, the main characteristics of Slovak ODA, the causes and inducements of offering development aid, and international treaties in development aid area. Moreover Official Development Aid Program must have its own structure. This important feature is clearly explained as well. Finally, this official website describes the sectional, geographical priorities and the future strategy for years 2009 - 2013 of ODA offered by Slovak Republic (Ministry of Foreign Affairs of the Slovak Republic, 2009).

The Ministry of Finance of the Slovak Republic has a big involvement in ODA as well. The official website shows wide data and statistics of monetary contributing to the development aid. The website also offers the legislative background of ODA donating from domestic and international point of view and information about activities of the ministry such as Technical Cooperation of Slovak Republic and European Bank for Reconstruction and Development Fund, or Public Finances for Development: Public Finances Strengthening in Balkan Countries and Commonwealth of Independent States (Ministry of Finance of the Slovak Republic, 2008).

The Ministry of Foreign Affairs of the Slovak Republic established the special website dedicated to the organization called Slovak Aid. This organization provides the main activities and offers the wide info about Official Development Assistance. The website offers the latest news about the daily activities in the Third World. Slovak Aid is
some kind of mediator between the government and non-governmental sector. Its website publishes the statistical data of finances offered by Slovak ministry of foreign affairs to the non-governmental sectors (Slovak Aid, 2009).

The book publication called Slovensko 2008, Society Status, Overall Report written by Miroslav Kollár, Grigorij Mesežnikov, and Martin Búторa, evaluates Slovak government activities in countrywide point of view. One chapter is dedicated to the cooperation of Official Development Assistance with non-governmental and non-profit organizations. The authors evaluate the government’s activities in matter of NGOs. They are showing the conditions for NGOs, the level of communication intensity between these two subjects, or government’s performance in NGOs projects. They are focusing especially on cooperation between NGOs and Slovak Agency for International Development Cooperation which is a budget organization established by Slovak Ministry of Foreign Affairs. Next, they are describing the activities of NGDOs Platform which covers the most of all NGOs focusing on development aid. Finally, they are analyzing the status of development aid and philanthropy in Slovak society (Kollár, Mesežnikov, & Búторa, 2009).

The next book publication called Development Aid and Cooperation 2008, organized by University of Economy in Bratislava cooperated with Slovak Catholic Charity, Slovak Ministry of Foreign Affairs, and European Commission represents the detailed report from III. International Scientific Conference held in Bratislava. The publication offers the wide statistics about the Third World Country such as healthcare, mortality, or drinking water access. The book features various contributing reports by many people involved in developing aid. These reports show the particular problems in particular countries and considerations for their effective solving. The information is supported by many statistical data organized in tables and graphs. In this book, I will use analysis of Peter Weiss. He is evaluating the public awareness of development aid (Weiss, 2008).

Slovak NGDO Platform is an association of non-governmental development organizations. The main goal of this website is promotion of the activities provided by non-governmental organizations in developing aid area. There are 26 members in this association. I will introduce some most well-known such as Magna or People in Peril. The website explains basic terms and facts about developing aid, its history, photo gallery, news, or links to many other non-governmental organizations (Slovak NGDO Platform, 2009).
I searched many other NGDO websites such as Magna, People in Peril, Adra and many others. They have various targets and they are focusing on various problems and areas. I realized that every NGO source must contain three most important features. First, introduction or about us section is very important. The organizations present themselves, their history, mission and vision. The personnel structure is very important as well. This section persuades donators that the organization is in the right hands. Second, there should be the clear way of money donating. It is very inefficient to ask the society for money without clear and available money transfer information. Third, NGOs’ website is a great opportunity how to show the importance of the aid. People have to see the problem and wake up. The technology offers a lot of space for news reports, photo galleries or videos. By searching the NGO sources, I realized that the marketing is very important tool even in this area. There is no place for amateurism, especially development aid donating.

2.1 About Official Development Assistance

Official Development Assistance is represented as a sum of country’s activities focused on keeping sustainable development of developing countries in a long-term view (Ministry of Foreign Affairs of the Slovak Republic, 2009). It is based on the principle of mutual responsibility for global development. The money usually flows from states’ budgets to the international organizations such as United Nations or European Union. When the government finances the particular countries, we are talking about bilateral development aid. Sometimes, the process of donating is implemented with help of other organization than it is trilateral development aid.

History of ODA started in the middle of 20th century (Ministry of Foreign Affairs of the Slovak Republic, 2009). The world was destroyed by World War II, Big Depression, and decolonizing process. In 1944, there were established International Monetary Fund and World Bank after Breton Wood Conference. USA offered the aid to destroyed Europe after WWII. This aid is known as Marshall Plan. United Nations were established in 1948. Their subsections create worldwide leading of development aid. OECD was instituted in 1961. Development aid is one of its main goals. European Union’s directives recommend to their members donating finances represented by the certain percentage of the gross national product. During the second half of the 20th century, the purpose of the development aid changed rapidly. The initial development was oriented on industrial growth. Today, international organizations are focused more on poverty eliminating.
Slovakia became development aid donor at the early beginning of 21st century (Ministry of Foreign Affairs of the Slovak Republic, 2009). At first, it joined the Organization for Economic Development in 2000. After joining EU and NATO, Slovakia became a member of development aid donating commonwealth. After splitting of Czechoslovakia in 1993, Slovakia became mainly development aid receiver. In 2002, the Ministry of Foreign Affairs of the Slovak Republic developed the Medium-Term Strategy of ODA of the Slovak Republic for years 2003 - 2008 which was upgraded annually. This document shows the way of financing, amount of money, and the dividing process. Slovak Republic used the experiences of foreign ODA institutions, especially the UN Development Program, Canadian International Development Agency, or Austrian Development Agency. They developed special donating programs for the new donating countries.

Slovakia claimed the responsibility of development aid by signing the United Nations Millennium Goals Declaration as well. This obligation means that our country’s development aid program should help to end poverty, hunger, AIDS and other diseases. Moreover we have to support universal education, gender equality, health of children and mothers, environmental sustainability, and global partnership (United Nations Millennium Declaration, 2000).

In 2007, Slovak Agency for International Development Cooperation was established (Ministry of Foreign Affairs of the Slovak Republic, 2009). The juridical scope of development aid was prepared, and authorized in the same year. In 2008, the World Bank concluded according their operations towards Slovakia that the country is not a development aid receiver anymore. Slovakia was reclassified into the ODA donor countries. In 2009, the new Medium-Term Strategy of ODA was developed for years 2009 – 2013. The main goal of this strategy is higher effectiveness of development and humanitarian aid, especially in a bilateral way.

Ministry of Foreign Affairs explains why Slovakia is a development aid donator. Slovakia is classified as a developed country. This status means that it has moral duty of offering help to the developing countries (Ministry of Foreign Affairs of the Slovak Republic, 2009). Moreover, the negative trends in the Third World countries can have impact in global way. Slovakia is pledged to fulfill the development aid obligations as a result of membership in many international organizations. It is necessary to harmonize ODA with United Nations’ Millennium Declaration, a document which fights against poverty, hunger, diseases or environment destruction. Slovak Republic is not a big country;
therefore, it cannot set very high goals. It is not possible for Slovakia to be one of the most generous donors in the world due to its small area, population or resources. However, Slovak Ministry of Foreign Affairs uses the strategy of effective development aid and stuck a pose of stable and trustworthy development aid donator (Ministry of Foreign Affairs of the Slovak Republic, 2009).

The Government of Slovak Republic presents the main reasons of donating development aid:

- Slovakia claims mutual responsibility for global development which should be based on values such as peace, solidarity, social fairness, human rights, and democracy.
- There is an interest to be a dynamic part of international politics and member of donors’ community. The recent history showed that Slovakia as a member of European Union and impermanent member of UN Security Council can participate even as a small country. Moreover, Slovakia has experiences with processes of transformation and reforms.
- Slovak Republic has moral duties and obligations due to membership in international organizations, especially in European Union (Ministry of Foreign Affairs of the Slovak Republic, 2009).

The main goals of ODA offered by Slovakia based on the Slovak law and UN Millennium Goals:

- Inhibition of poverty and hunger in developing countries
- Long-term sustainable economic, social, and ecologic development in developing countries
- Supporting the peace, security, democracy, responsible public finances policy, and values based on juridical state and human rights.
- Universal access to the education in developing countries.
- Increasing the quality of healthcare in developing countries.
- Support of economic cooperation with developing countries.
- Increasing public awareness of necessity for developing aid offered by Slovak Republic (Ministry of Foreign Affairs of the Slovak Republic, 2009).
Slovak Republic and international treaties in ODA area:

- **UN Millennium Declaration and Millennium Development Goals** – resolved in 2000. This treaty is represented of multidimensional approach for solving the problems such as extreme poverty, hunger, low level of education, low women rights, high child mortality, mothers’ diseases, AIDS, malaria, other diseases etc.

- **Paris Declaration about development aid effectiveness** – resolved in 2005. This treaty determines the practical steps for increasing the quality of development aid and its impact on the country development.

- **Accra Action Agenda** – resolved in 2008. This document continues in fulfilling the Paris Declaration. It supports the reforms necessary for reaching the UN Millennium Development Goals.

- **2002 Monterrey UN Conference results, later confirmed at Doha Conference** – the most important outcome is known as Monterrey Consensus with key ideas of global partnership and mutual responsibility for development.

- **European Consensus for Development** – determines mutual goals and policy of ODA cooperation. It also presents the obligations of EU in poverty decreasing and development aid donating based on the needs of particular countries. The coherence of governments supporting the ODA system is very important as well.

- **European Council Inherences** – based on politics coherence in advantage of development.

- **European Council Inherences** – based on supporting Aid for Trade strategy.

- **Slovakia as relatively new EU member has to donate 0.17% of gross national product before 2010, and 0.33% before 2015** (Ministry of Foreign Affairs of the Slovak Republic, 2009).

If Slovakia wants to offer effective development aid, it has to set their development aid geographical priorities (Ministry of Foreign Affairs of the Slovak Republic, 2009). Slovak Republic focuses on three program countries and some project countries. Program countries are represented by those which are involved in more intensive cooperation with Slovakia than other developing countries. Project countries apply for particular development projects. Both types are chosen according the criteria such as political and economic policy, logistic and infrastructural conditions, the urgency of development, or success of existing development aid offered by Slovakia in particular country.
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Program countries – Serbia, Kenya, Afghanistan
Project countries – Albania, Bosnia and Herzegovina, Belarus, Montenegro, Ethiopia, Georgia, Kazakhstan, Kirgizstan, Macedonia, Moldova, Mongolia, Sudan, Tajikistan, Ukraine, Uzbekistan, and Vietnam (Ministry of Foreign Affairs of the Slovak Republic, 2009).

The Ministry of Foreign Affairs of the Slovak Republic established special website about Official Development Assistance. The organization administering these finances is known as Slovak Agency for International Development Cooperation (Slovak Aid, 2009). This website offers detailed list of approved and subsidized projects history. In year 2007, which is the last published year, the agency offered 4,643,196 Euros to the NGOs applying for the project subsidies. The biggest amount of this money was donated to Serbia, which was 2,826,156 Euros. It is very arguable whether Serbia, European country and EU funds receiver has to be the top priority of Slovak ODA (Majchráк, Hanus, 2008). The Slovak magazine Týždeň criticizes the unequal monetary distribution. Other and mostly poorer countries receive just small percentage of aid for Serbia. For example Serbia received donations for building meteorological stations, or windmill power stations. However, some projects fighting against extreme poverty in Southern Sudan were canceled. Jan Kohout, Slovak secretary in Serbia argues that the amount of development aid will decrease. Moreover, Slovakia is not able to solve the global problems of Africa alone (Majchráк, Hanus, 2008).

Slovak development aid for year 2007 in SKK (Slovak Aid, 2009).
Slovak Official Development Aid Percentage of Gross National Product (M. Dostal, personal communication, February 9, 2010). From year 2005 there is no growing tendency and there will be problem to reach EU goal of 0.17% in 2010.

2.2 Activities of other ministries

The Slovak Agency for International Development Cooperation also publishes the official document called Information about Official Development Aid offered by Slovak Republic for year 2007. Besides the activities of Ministry of Foreign Affairs the report shows the involvement of other ministries (Slovak Aid, 2009). Even though the data are not very new, they can show the average data proportions among the particular sectors.

- The Ministry of Education organizes study programs for students from developing countries, especially the project ones. It was offered 27,755,000 SKK for students’ scholarships. The overall ODA offered by the ministry is 34,566,000 SKK (Slovak Aid, 2009).

- The Ministry of Environment cooperates in ODA by paying multilateral fees due to membership in international environmental organizations such as International Union for Conservation of Nature, United Nations Environment Programme, Kyoto Protocol, and others. The overall amount of membership fees for year 2007 reached 3,623,000 SKK (Slovak Aid, 2009).

- The Ministry of Interior uses its two sub-organizations for ODA cooperation. First, Migration Office offers monetary support for establishing the Representative Office
for the UN Refugee Agency. Second, Civil Protection Office participates as humanitarian aid donator. Total sum of money offered by ministry equals 21,380,771 SKK (Slovak Aid, 2009).

- The Ministry of Agriculture participated especially by supporting UN Food and Agriculture Organization by overall sum 4,389,000 SKK (Slovak Aid, 2009).

2.3 About Ministry of Finance Activities

Ministry of Finance of the Slovak Republic participates in ODA process as well. In 2009, the ministry signed the treaty with European Bank for Reconstruction and Development (Ministry of Finance of the Slovak Republic, 2009). This treaty refers about Technical Cooperation Fund – the first bilateral treaty between Slovakia and EBRD. When the treaty came into the force, Ministry of Finance offered 1 million Euros fee. The fund is necessary for cooperating development aid provided by EBRD projects in countries of Western Balkan and Commonwealth of Independent States. This fund is established for the projects of Slovak organizations only.

The ministry is trying to strengthen the public finances for Western Balkan countries and Commonwealth of Independent States (Ministry of Finance of the Slovak Republic, 2009). Slovak Government represented by people from Ministry of Finance signed so-called Understanding Memorandum between Slovakia and United Nations Development Programme. The main priority is transformation of the economic sector, especially eliminating corruption, poverty decreasing, or effective public financing. Moreover, Slovakia offers expert opinions made by governmental employees to the involved countries. Public Finances for Development program is realized by United Nations Development Programme Center situated in Bratislava. Ministry of Finance participates permanently in this process by offering its experts’ experiences. The program will last 36 months with budget of 1.05 million USD.

2.4 Cooperation between Governmental and Non-Governmental Sector

However, there are some negative opinions about governmental activities in development aid area. As the EU member, Slovakia has to donate 0.17% of GNP in 2010 (Slovak NGDO Platform, 2009). The most significant problem is that it can be difficult to fulfill this EU goal because in 2008, Slovakia donated 0.1% of GNP only. Moreover, in
2009 Slovak government donated 7.5 million Euros only (Kollár, Mesežnikov & Bútora, 2009). The authors of publication Slovensko 2008, Society Status, Overall Report claim that Slovak development aid and cooperation with NGDOs is insufficient. The majority of the NGDOs created the NGDO Platform which is a group association of 21 non-governmental development aid donators (Kollár, Mesežnikov & Bútora, 2009). In 2008, there were several meetings of NGDO Platform and Ministry of Foreign Affairs. The NGDO Platform’s representatives were requiring higher level of cooperation in areas such as problem evaluation, criteria policy, or development aid legislation. The governmental representatives were open to these suggestions. They were cooperating with NGDOs in creating the key documents – National Program of ODA, and Medium-Term Strategy of ODA of the Slovak Republic for years 2009 – 2013 (Kollár, Mesežnikov & Bútora, 2009).

There is also the possibility, that the NGDO Platform could influence the decision of dismissing the director of Slovak Agency for International Development Cooperation. They were complaining about low level of quality, no transparency, and bureaucracy (Kollár, Mesežnikov & Bútora, 2009).

2.5 About Slovak NGDO Platform

NGDO Platform is based on community of non-governmental development organizations (Slovak NGDO Platform, 2009). The platform has 26 members which are oriented especially on the foreign development aid. The community was established in 2002, after meeting with Austrian NGDO Platform. NGDO Platform is objected on following goals.

- Contribution to UN Millennium Goals realization
- Representation of all members’ interests in homeland and abroad.
- Informing about development and humanitarian aid.
- Support of NGDOs’ power increasing in development aid policy and decision process.
- Strong partnership with Slovak Government, Slovak Parliament, and other important institutions.
- Better mutual cooperation among the members.
- Increasing of public awareness about development aid necessity (Slovak NGDO Platform, 2009).
2.6 About People in Peril

People in Peril is a non-governmental and non-profit organization established in 1999 by group of journalists with goal of improving situation in Kosovo (People in Peril, 2009). The first fund-raising campaign money were used for elementary school reconstruction. Their mission is effective help to the people stricken by war conflicts, natural disasters, or dictatorship regimes. Their projects in Slovakia help to build society based on tolerance and solidarity. Activities of People in Peril are divided into four groups – humanitarian aid, development aid, human rights support, and development aid education in Slovakia. This NGO is a member of Slovak NGDO Platform and Humanitarian Aid Office of the European Commission. Their vision is Slovak society based on tolerance and solidarity towards all people without any geographical, cultural, or social differences. The organization operates as the development aid provider in 11 countries (People in Peril, 2009).

- Afghanistan – People in Peril organizes journalistic seminars for students with cooperation of Slovak Radio. Next, there were organized seminars for Afghan men to understand the necessity of women integration into the society in order of Afghan Constitution, law, and even Koran. There are also other activities of women human rights’ support such as women NGOs, education of women, and training of female businessmen, teachers, and childbirth assistants. Finally, there are many projects for children’s education (People in Peril, 2009).

- Bosnia and Herzegovina – There were projected special programs and seminars for inclusion of children with special need (People in Peril, 2009).

- Georgia – The organization is focusing on internally displaced persons due to Georgian-Russian conflict in Abkhazia and South Ossetia. There was organized training program for women from IDP communities in Tbilisi, Gori, and Zugdidi. The main goal of this program is women support and society integration (People in Peril, 2009).

- Kenya – People in Peril supports Kenyan women in business to increase the income of the families. The program Ball for Africa supports the young football players, especially from the slums in Nairobi. The organization also established the centre for drug addicted homeless boys from slums in Makuru (People in Peril, 2009).
Cuba – The organization founds informal ways of education, independent libraries, and discussion clubs with ethical education. There are also trainings for Cuban teachers, tutors, and economists with purpose of introducing the possible changes in education and economy (People in Peril, 2009).

Moldova – People in Peril offered development aid to the farmers stricken by huge drought in summer 2007. There is also the program of experiences exchange between Slovak and Moldovan investigative journalists (People in Peril, 2009).

Palestine – In 2009, the NGO organized the project called Art and Intercultural Dialogue. The main goal is mutual understanding of differences between Slovak and Palestinian youth by performing theatrical shows (People in Peril, 2009).

Romania – People in Peril helps 20,000 Slovaks living in Romania. The organization puts emphasis on information access by establishing libraries with audio and video technology, internet and other computer technologies. These centers are available for Romanians as well (People in Peril, 2009).

Serbia – The organization is continuing with integration of information accessibility among young Slovaks living in Serbia. People in Peril also supports young activists in Serbia to reach higher involvement of young people in political affairs. In Kosovo, the organization is trying to decrease unemployment of young people by establishing apprentice centers. There is also high media support (People in Peril, 2009).

Sudan – People in Peril cooperated in Slovak teachers dispatching to Mapourdit in Southern Sudan where is huge lack of teachers in school with more than thousand of pupils (People in Peril, 2009).

Ukraine – The organization offers aid to the Ukrainian NGOs situated in Eastern Ukraine. These local NGOs in Donetsk or Berdyansk are usually out of governmental support (People in Peril, 2009).

People in Peril also organizes Development Education at Slovak Schools (People in Peril, 2009). Projects of development education enable teaching about developing countries’ problems and global issues since 2004. There occurs the opportunity for students to be a part of development aid process. These projects help to develop modern forms of education as well.
In 2008, the NGO was operating with overall expenses of 522,483 EUR and revenues 512,344 EUR (People in Peril, 2009).

I think that organization is one of the best in increasing public awareness. People in Peril designed huge amount of activities oriented on development aid promotion. I would mention the film festival called one world. The visitors can watch the documentary movies from humanitarian and development aid area. The festival is moving across the whole Slovakia to speak to all society. Moreover, NGO is trying to focus on young people in elementary schools, high schools, and universities by supporting the development aid implementation into the education process. However, low amount of finances does not allow them to cover the whole area (People in Peril, 2009).
2.7 About Magna

Magna declares the similar values as People in Peril. It is non-governmental and non-profit organization with goal of helping people stricken by war-conflicts or natural disasters. This NGO has a seat in Slovakia, Czech Republic and Austria. Magna is focused especially on the humanitarian aid but there are important activities oriented on development aid as well (Magna, 2009). The most significant part of development aid is donated to India. South-eastern state called Tamil Nadu was stricken by devastating tsunami wave in 2004.

India suffers by low level of education. Most of the females do not have any opportunity to study. Similarly, a lot of children do not have access to the education of sufficient quality due to poverty and castes system (Magna, 2009). Magna opened the school in Tamil Nadu for children from tsunami stricken families and other families with social problems.

2008 Revenues:

(Magna, 2009)

2008 Expenses:

(Magna, 2009)
In 2008, Magna was operating with overall expenses of 863,706 EUR and revenues 869,482 EUR (Magna, 2009).

This NGO gambles on mass leaflets production. Moreover, Magna supports selling books about the critical situations in development countries. The profit is always dedicated to the project focused on particular country. Moreover, I would like to mention the unique program of long-distance child adoption. Each Magna’s website visitor can choose a child and became direct donator (Magna, 2009).

2.8 About ADRA

Adventist Development and Relief Agency was established in USA in 1956 (Adra, 2009). In 1992, the NGO occurred in Slovakia as well. Adra is trying to focus on cooperation with ODA by project realizing in Indonesia, Moldova, Mongolia, Serbia, and Sudan. The latest projects were realized in Albania, Afghanistan, Moldova, Mongolia, and Serbia.

- Afghanistan – Adra decided to participate on development process in Afghanistan by building the houses in province of Qarabagh for internally displaced persons. Adra was financing the materials and professional help for building 178 houses. Thanks to this project, 1,168 people found new shelter. The NGO offered steel beams, wood, cement, windows, pipelines, or basic tools. Each house has its own brick latrine. The project was financed from ODA program. The overall sum reached 233,000 EUR (Adra, 2009).
- Mongolia – Adra was cooperating with ODA in Mongolia as well by reconstruction of rehabilitation center in Ulaanbaatar. This center was build for disabled children and its main purpose is basic care on daily basis. The center is visited by physically and mentally disabled children, as well as for blind and deaf ones. However, the center does not fulfill many conditions such as barrier-free access, lecture room, or toilets. It is very hard for these children to use outdoor latrine in extreme cold. Adra is going to reconstruct this building to meet the requirements of the health-care center. Moreover, the organization will buy new equipment and didactic tools and offer various services for the involved families. The reconstruction should be finished in 2011 with estimated budget of 126,790 EUR (Adra, 2009). This project was some kind of return, when Adra financed the recording center for audio-books. These books are the main tools for blind children in their education process.
• Serbia – Slovak Agency for International Development Cooperation and Adra created unique project in Babusnica to support Serbian farmers by building the small cowsheds. There were 41 cowsheds built in 2007. Each receiver got the milking machine as well. The whole project reached 233,000 EUR (Adra, 2009).

• Moldova – In November 2009, Adra started the project of water main construction in village called Dezghinja. The reconstruction of four artesian wells will secure the drinking water for more than 5,000 people. The budget is estimated at 140,000 EUR (Adra, 2009).

• Albania – Adra organized the summer camps for volunteers. The main goal was volunteer activity dedicated to the elementary school and healthcare center reconstruction. There were 25 volunteers from Slovakia supported by volunteers from Finland, France, and Portugal (Adra, 2009). Adra shown effective and interesting way of development aid where the young people can participate and meet the foreign culture as well.

Adra did not publish any annual report.

Besides the webpage, this NGO does not show any efforts to increase the development aid public awareness.

2.9 About Savio

Savio is relatively new NGDO. It was established in 2005 (Savio, 2009). The organization is focused especially on children and young people. Savio operates in Angola, Azerbaijan, Kenya, Sudan, and Russian Federation.

• Angola – Savio support the illiteracy decreasing efforts also known as alphabetization process. Savio will create the group of 50 teachers. They will teach the fundamental writing and listening, as well as health disease prevention. The money will be used for teachers’ symbolic wages and educational equipment (Savio, 2009).

• Azerbaijan – Savio stays focused on education centers building in Baku area. In 2006, this NGDO built network of soup kitchens for poor people in Baku (Savio, 2009).

• Russian Federation – Savio is focused especially for poor area in Asian part called Yakutsk. The main targets are children and teenagers from poor families. Savio is
building youth movement centers, summer camps, and libraries. Savio is financing the sport tools and other equipment necessary for youth centers running (Savio, 2009).

- Kenya – NGDO is trying to help homeless children and young people from the street. Savio participates in international efforts called Bosco Boys. The organization is building rehabilitation centers, carpenter workshops, and information technology for these kids (Savio, 2009).

- Sudan – Savio stays focused on education in Sudan as well. Besides the youth centers, schools, and didactic equipment financing, NGDO educates car repairmen and farmers (Savio, 2009).

In 2008, Savio was operating with overall expenses of 217,306 EUR and revenues of 263,938 EUR. The difference of 46,632 EUR will be used for future projects (Savio, 2009).

Savio is focused on leaflets production promoting especially school class adoption. The participants finance the basic didactic needs necessary for education process. This project is not oriented for individuals only. There is also possibility for communities, firms, or schools, therefore; there is an opportunity for increase of public awareness (Savio, 2009).
Chapter 3: Description of the Methodology

The research is trying to point out the lack of information about the development aid. People do not know very much about this type of politics. Without this information development aid has just a very low support from the public. Therefore, the research focuses on analysis of development aid awareness in Slovakia. There will be used the results of questionnaire about development aid. This research was made by Slovak organization called Institute for Public Affairs. These results were analyzed as well by Peter Weiss in publication Development Aid and Cooperation 2008. The Institute for Public Affairs asks following questions:

- Is Slovakia offering development aid?
- Should Slovakia offer development aid?
- What are the main reasons of development aid offering?
- How do you evaluate the effectiveness of particular organizations such as international organizations, Slovak NGDOs, local NGDOs, or Third World’s governments?
- Which region should be preferred at most?
- Do you agree with following statements?
  - It is our moral duty to cooperate with developing countries.
  - The poorest people do not receive the development aid.
  - Problems in developing countries influence life in Slovakia
  - Development Aid is necessary after catastrophic events only.
  - Finances are divided transparently and unbiased.
- Do you believe that development aid is offered effectively?
- Did you make a financial or other contribution to development aid in last 12 months?
- Are you going to participate in the future? (Institute for Public Affairs, 2005).

Due to higher effectiveness of the research, there will be some questions only. The results of this survey will be shown in the next chapter. Other information will refer about analysis of Mr. Peter Weiss. Moreover, this analysis will be compared with my own survey oriented on public’s development aid awareness. However, my new target is Slovak population of young people between 18 and 26 years old. There will be used some
questions from previous survey with my own additional questions. This survey should sketch the development aid awareness of young people in Slovakia. It seems this survey is pretty important because it partly shows the future of development aid awareness.

Finally, there will be showed my own solution and project to increase the level of development aid awareness. There will be put the emphasis on the Slovak NGDO Platform, especially its strengthening, mutual cooperation among its members, cooperated policy, and promotion. The establishment of NGDO Platform is a great idea but not risen to perfect.

The second part of my own ideas is represented by unique project of development aid promoting in way of suggestion establishing special TV program about development aid in state television STV.
Chapter 4: Results

The results of my survey showed some similarities with survey made by Institute for Public Affairs in 2005. However, there were found some differences as well. There were prepared 13 questions for 100 respondents between age of 18 and 26. Let’s compare the results.

Question 1: Do you know that Slovak Republic is a development aid donator?

IPA survey in 2005 showed that 84% of respondents know that Slovakia offers development aid (Weiss, 2008). In my research, just 2% of respondents do not know about this fact.

The results show that young people are quite well informed about the economic situation in Slovakia compared to other countries in the world. There are no feelings such as Slovakia is a developing country and it needs development aid itself from other countries. Maybe some Slovaks are still skeptic about well-being here, however, in global point of view, we are really developed country.

Question 2: Do you support the development aid offered by Slovakia?

IPA survey showed that 83% of respondents support development aid programs. There is mentioned the result from 2004 with 77% support. So we can see that the tendency is increasing (Weiss, 2008). My survey showed results with 88% of supporters and 12% opponents.
Again, we can see the growing tendency. People know that the Third World needs help. Also the development aid opposition is decreasing. I think this percentage is mostly represented by mistrust in development aid organizations. The following questions and results should clarify the situation.

Question 3: What are the main reasons for development aid support? Respondents could choose three possibilities.

Survey made by IPA showed that people prefer moral and human reasons such as hunger, diseases, or poverty elimination, rather than egoistic reasons such as positive image of Slovakia, migration prevention, or economy strengthening (Weiss, 2008).
It can be concluded that the humanitarian reasons dominate over egoistic ones. There is the biggest difference in world peace and stability reason. It seems that young people face to huge amount of negative information about global problems.

Question 4: Do you agree with the statement that development aid is our moral duty?

IPA’s survey refers about 89% of congruities (Weiss, 2008). However, young population shows much lower duty for help developing countries. This question offers wide space for analyzing and discussion.

Even though, the majority of respondents agreed, we can discuss what did the author of this question mean. When I say it is my moral duty, it means that I have some part of responsibility for the problem. Is small country of Slovakia responsible for the situation in developing countries? We know that even Austrian-Hungarian Empire was not any colonial superpower. Do we have to rectify the others’ mistakes? Of course, the world has changed. Today, we can be more influenced by negative situation in the world. There can be hidden the religion principles as well. Therefore, this question can be understood in many ways.

Question 5: Have you ever participated for development aid financially or voluntarily?

Approximately 65% of respondents answered no in IPA survey from 2005 (Weiss, 2008). According my research, 67% of young population did not contribute to development aid.
These results are pretty controversial. Opposite to the mass opinion support of the development aid, the vast majority did not participate. The second graph referring to my survey can be possibly excused because young people very often do not have any finances for development aid. However, question number five shows the first gaps in development aid awareness in society.

Question 6: Are you going to participate in the future?

In 2005, 71% of respondents answered yes (Weiss, 2008). Also 63% of young people are going to participate in the future.

IPA survey graph reflects some kind of buck-passing way of thinking. There is big group of people who never participated, but they are going participate in the future. It seems that people like to delay these decisions. The population of young people questioned
in 2010 showed much lower support for future participating. Even though their opinion support for development aid is still high, there is some hidden factor decreasing motivation to participate.

Question 7: Is developing aid necessary after catastrophic events only?

This question showed the big differences in respondents’ answers between surveys made in years 2005 and 2010.

According the IPA survey, in 2005 there was just small support of non-catastrophic development problems (Weiss, 2008). Today, people are more aware that there are more serious problems than earthquakes or floods. Peter Weiss argues that survey made in 2005 shows some form of inward contradiction among society.

Question 8: Do you agree that the problems in developing countries influence life in Slovakia?
The both surveys refers that our population does not feel to be really influenced by situation in Third World. It seems that we are not really endangered from a short-term point of view. However, in a few decades the increasing problems can result into the war conflicts, economic instability. Maybe the whole idea is pretty exaggerated, but people should step out from the bubble and be more aware of global issues.

Question 9: Do you think that the finances are divided transparently and unbiased?

Slovak population does not show high level of trust in development aid donating. There is a widespread skepticism among respondents (Weiss, 2008). Moreover, this problem has increasing tendency. It seems that we found a part of answer to question number six. People who are not going to participate in the future usually claim the low transparency and effectiveness of the development aid.

Question 10: Do you believe that development aid is used effectively?
We can see that the skepticism is growing in case of development aid effectiveness as well. Maybe this result is influenced by very often criticized and already mentioned fact that the vast majority of development aid is sent to Serbia (Majchráč, Hanus, 2008). However, we have to deal with geographic possibilities of our country.

Question 11: Do you know at least one name of some Slovak non-governmental donating organization?

This question was not included in 2005 IPA survey.

Now it can be concluded that the main cause of all negative attitudes towards development aid was found. The majority of young population does not even know the name of some NGDO operating in Slovakia. This result shows the low awareness about non-governmental development aid. This graph refers that people which are skeptic about development aid even did not check the annual reports published on the internet.

Question 12: Which type of development aid organization do you consider the most effective?
Last set of graphs is just evidence that people do not know very much about Slovak NGDOs. People trust more international organizations such as UNICEF. Moreover, the NGDOs operating in developing countries and their governments are not considered as trustworthy partner for development aid.

Question 13: Which world region needs development aid at most?

Last question shows that African continent needs the development aid at most. IPA survey shows that post-soviet Asian region does not have big support even there are rich oil and gas reserves (Weiss, 2008). However, there are some changes in my research. Young population does not support the regions such as Eastern Europe and Balkan. By the way, Balkan is one of the top priorities of Slovak development aid. There is one more significant fact. In my survey, there was added Latin America as well. The result showed that Slovaks are aware of problems in developing countries in Latin America too.

To conclude this survey, the results showed that there is a huge potential for development aid in Slovakia. People are more sympathetic in matter of Third World. However, low knowledge and awareness about development aid obstruct in higher effectiveness. The research showed that the will of participation is growing and the young population is more participating than the older population. The survey also indicates that this will of young people has to face the huge mass of entertaining stuff produced by media. This fact pushes out the groundwork development aid awareness and whole
international politics. It is true that Slovak NGDOs do not have so many opportunities for their self-promoting. However, there will be submitted some solutions how to speak to our society.
Chapter 5: Discussion, Conclusion, Recommendation

The survey showed that the effectiveness of development aid suffers from lack of information. They do not trust to the Slovak NGDOs, even though; they do not know them and consequently they are not interested in their programs, projects, or annual reports. Therefore, there should be made radical steps to increase development aid awareness among people.

At first, there are some recommendations about radical strengthening the role of Slovak NGDO Platform. This platform should not be just some useful tool for communication between NGDOs and Slovak government. In this platform, the NGDOs should synchronize their activities and financial policy to create the strong organization known among all people living in Slovak Republic. Slovak NGDOs would cooperate in mutual promotion, financing politics, and communication with government. This solution can make the development aid more effective. Moreover, the money for promoting can be earned because one strong organization can be better promoted than 26 small ones. People would be more aware and interested of development aid.

When would someone participate financially for Slovak NGDO Platform, the participant cannot have any doubts. Slovak NGDOs should be a name in Slovak development aid area. It is necessary to build a great name for Slovak NGDO Platform, equal to international organizations.

My solution continues as particular promoting project. My own recommendation refers about establishing special TV program about development aid. It would be broadcasted by Slovak Television. The program would not be very long, approximately 15 minutes and it would run two or three times a week. There occurs the great opportunity for presentation the problems in developing countries. This short program would contain various reports made by terrain workers of Slovak NGDOs operating across the world. They would point out the particular problems and groups of people who really need help. Each viewer can have own opinion of the project. However, when he or she decide to participate then it is possible to see the results.

It seems that our society does not really know the real range of Third World problems. They know that there is a hunger and wars in Africa. But they do not know the exact causes, or exact locations. This program would open eyes to every TV watcher. There is huge space in TV for programs like this. In spite of that, the media are trying to
keep us in nice bubble where everything is so perfect. Slovak government should support this program in STV to make these NGOs more visible.

If average Slovak looks at the world from the global point of view, he/she should be happy to live in Slovakia. It must be said one more time. People know that there are some problems in the world. But they do not realize their range. They absolutely cannot imagine themselves in position of people who do not afford the proper food every day or to be born as HIV positive child. These problems must be solved. But it is impossible without mass awareness among all people. Slovakia is not a world super power. Our participation on developing aid process does not change the world. However, our small population can help another small population. The higher public awareness means higher possibilities for solving these problems.

My research showed that there are a lot of people with various opinions on development aid. Some of them argued that they participate financially by paying taxes. But this statement can be considered as hypocritical. It is pretty weird to participate for development aid without seeing the purpose and results of my help. The world is developing in a global way. Therefore we must help to everyone, no matter whether it is my neighbor or some child in Ethiopia.

To conclude, there are some global facts about need of development aid.

- More than 8 million of people die every year because they are too poor to stay alive.
- More than 20,000 people die every day because of poverty. 8,000 of them die of malaria, 5,000 of tuberculosis, and 7,500 of AIDS. Moreover next thousands of people die from banal illnesses which can kill the starved organism.
- People dying in clinics with missing medicine and other equipment necessary to save a life.
- People are dying because of low access of drinking water.
- People suffering from illnesses are unable to work and secure their livelihood (Slovak NGDO Platform, 2009).

Our beautiful developed world is walking by the way of huge development process. Where is the end of this journey? Are we able to develop forever? Maybe one day we would occur in pretty big trouble and we will need the help of developing countries. Therefore, it would be much better to have trustworthy partners and friends in the world. It
is like real life situation. You should do your best for your friends because you never know when you occur in really deep mud as well.
Bibliography


ABSTRAKT

Témá: **Rozvojová pomoc, problémy a riešenia**

Kľúčové slová: **Rozvojová pomoc, Mimovládne organizácie, Slovensko.**

Študent: **Pavol Ovšonka**

Vedúci BP: **Mgr. Mariana Martičková**


Praktická časť výskumu je zameraná na prieskum verejnej mienky o rozvojovej pomoci. V práci boli porovnané výsledky prieskumu z roku 2005 pripravené Inštitútom pre verejné otázky a autorovým vlastným dotazníkom z roku 2010, zameraným na mladých ľudí žijúcich na Slovensku. Výsledok ukázal, že mladí ľudia sú ochotní podporiť rozvojovú pomoc, avšak nízka informovanosť o rozvojovej pomoci a problémoch vo svete bráni k niekoľkému širšej realizácii. Preto sú v práci uvedené aj riešenia ako zoskupenie mimovládnych organizácií s cieľom dosiahnuť vyššiu propagáciu a vyčlenenie vysielacieho času vo verejnoprávnej televízii.
ABSTRACT

Topic: Development Aid Problems and Solutions
Key words: Development Aid, NGO, Slovakia

Student: Pavol Ovšonka
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The thesis is oriented on Slovak Republic involvement in area of development aid offered to Third World countries. The research analyzes this activity from governmental and non-governmental point of view. The governmental development aid is an activity especially of Ministry of Foreign Affairs of The Slovak Republic. The thesis also describes the transformation of Slovakia from development aid receiver into donator. In research, it is possible to find huge amount of information about non-governmental donating organizations activities and their relations with government.

The practical part analyzes the survey of public opinion about development aid. There were compared the questionnaire results processed by Institute for Public Affairs in 2005 and author’s own questionnaire results oriented on young population made in year 2010. The results showed that young people are willing to support the development aid; however, they are not well informed about the development aid and global problems. This fact disables any other mass realization. Therefore, there are presented some solutions such as bigger cooperation among non-governmental organizations to reach the bigger propagation and establishment of special time for this area in television.