



The First 20 Years



Erhard Schreiber



Dirk Rossmann



Renate Baehr

Dear Reader,

in the past twenty years world population has grown by 1.6 billion people – an increase of nearly a third. By the end of 2011 – the year of our 20th anniversary – there will be seven billion people living on our planet. Driven by our commitment to address rapid population growth and the unmet need for family planning in the poorest countries of the world, in the past two decades we have engaged in advocacy activities at the national and international level and development programmes particularly in East Africa. DSW is still the only organisation in Germany dedicated to addressing population dynamics in the context of sustainable development. We are adhering to this strategy in our new strategic plan for 2011–2016, and will continue to pursue our goal of empowering young people in low- and middle-income countries in the fight against poverty.

At global level 62 per cent of married women today use contraception, which is a slight increase as compared to 56 per cent at the beginning of the 1990s. At the same time, population growth has slowed down, from 85 million people per year in the early 1990s to 78 million people today. With our commitment to sexual and reproductive health education and family planning initiatives in the poorest countries of the world we have helped to make this happen. Despite these past successes there is still a long way to go. Millions of girls and women in low- and middle-income countries still lack access to sexual and reproductive health education and contraception. Therefore, in the years ahead, we will further support the young generation for a better and healthier future.

Warm regards,

Erhard Schreiber
Chair, Board of Directors and Founder

Dirk Rossmann
Founder

Renate Baehr
Executive Director

20

12/12/1991



12/12/2011

How We Started

It all began with an article in a local newspaper in Hannover, Germany. Erhard Schreiber, a businessman, was reading about the world's rapid population growth. He was shocked to learn that the population of low- and middle-income countries had more than doubled in the past forty years. This only exacerbated problems in poor countries, such as insufficient access to education and health care. After doing some research, the entrepreneur discovered that there was no organisation in Germany that dealt with population dynamics in the context of development cooperation. He thought it was high time for this to change. Schreiber then teamed up with Dirk Rossmann, owner of the Rossmann chain of drugstores, who was also committed to the cause.

On December 12th 1991 the two businessmen founded DSW (Deutsche Stiftung Weltbevölkerung). Their motives continue to guide our work today: to facilitate access to sexual and reproductive health education and family planning for all women, men and young people in the world's poorest countries. Shaped by the entrepreneurial spirit of the two founders, our activities are focused on helping people to help themselves through capacity building. In 1998, the two founders were awarded the Federal Cross of Merit for their work. They continue to play an active role on the Board of Directors and energetically support the foundation's activities.



Dr Babatunde Osotimehin
Executive Director of the United Nations
Population Fund (UNFPA)

“DSW is a key partner of UNFPA in advancing the sexual and reproductive health agenda and promoting empowerment of women and young people.”



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Dirk Rossmann, Heiner Geissler, Prof Dr Ernst Ulrich von Weizsaecker, Erhard Schreiber and Gerhard Schroeder (left to right) at a DSW reception in Hannover (1993)



Dr Peter Fischer, then Minister of Economic Affairs of Lower Saxony, presents the German Federal Cross of Merit to the founders Erhard Schreiber and Dirk Rossmann (1998).

Empowering People for a Healthy Future



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We have built a network of **over six hundred youth clubs** in Ethiopia, Kenya, Tanzania and Uganda. At these clubs, young people receive sexual health education, health advice and life skills training from peer educators. Our four country offices realise the programmes on the ground in close partnership with local organisations. To date we have **trained more than 20,000 peer educators who have passed their knowledge on to more than 15 million young people**. In turn, they take their knowledge into their communities via theatre and dance performances and informational events. DSW has **distributed more than 15 million condoms and 18 million youth-friendly educational materials** to help prevent unwanted pregnancies and the spread of HIV/AIDS.

Our project work has achieved resounding successes. Here are some examples from our focus countries in East Africa:



In Ethiopia, we have **saved 8,000 girls from genital mutilation** and **prevented 3,000 early marriages**. Since 2006, we have **raised awareness of more than 150,000 girls and community members** on the causes, treatment and prevention of fistula – a child-birth related injury with debilitating effects.

Youth
@youth
Initiative



In Kenya, our mobile test clinics offer voluntary HIV tests as well as comprehensive information about AIDS, contraception and other sexual and reproductive health issues. During a three-year EU funded project alone, **more than 160,000 young people and community members got tested** and made use of the clinics' services.



In Tanzania, we have **reached more than 9,000 young people in remote and rural areas** with our well-equipped youth truck since 2007. In educational sessions by means of a "mobile cinema" the young people have learned how to prevent unwanted pregnancies and how to protect themselves from HIV.



In Uganda, in addition to our work with young people we have **raised awareness of more than 20,000 parents and community members** about sexual and reproductive health since 2001. We have emphasised how important it is that they support and engage in a dialogue with young people to improve the sexual and reproductive health of the next generation.

What We Have Achieved

DSW's work is evidence-based. Knowledge and experience that we gain from our development programmes on the ground is used effectively in our awareness raising and advocacy activities at local, regional and international level. This approach is highly valued by our partners all over the world. In Germany, the All Party Parliamentary Group for Population and Development comprises thirty-four members of the German Bundestag who support DSW's aims. For many years we have worked closely and constructively together with the German Federal Ministry for Economic Cooperation and Development (BMZ), achieving resounding success: In 2010, the ministry announced its new "Initiative on rights-based Family Planning and Maternal Health". Within the framework of this initiative funding for sexual and reproductive health is to be doubled from its previous level to 80 million Euro each year from 2011 to 2015.



Dr Johannes Rau, then Federal President, with Prof Dr Hans Fleisch, DSW's former Executive Director, at a reception in Berlin (2007)



Dr Joerg Maas, DSW's former Executive Director, and Sybille Pfeiffer, then Chair of the All Party Parliamentary Group, at the G8 Parliamentarians' Conference (2007)



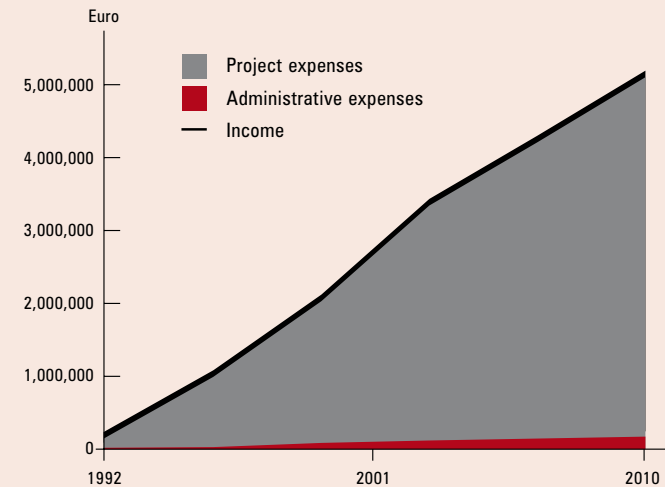
Renate Baehr, DSW's Executive Director, meets Dirk Niebel, German Federal Minister of Development, (2010) and Heidemarie Wiczorek-Zeul, then German Federal Minister of Development (2008).

Advocacy is also a prominent feature of the work in our four focus countries. The most recent success: After months of direct DSW and stakeholder advocacy, the governments of Kenya and Ethiopia made an application for a total of 94 million Euro in European Union funding for the improvement of sexual and reproductive health services. We campaign for governments in our focus countries to place greater importance on the health sector – especially sexual and reproductive health – and to use financial resources more effectively. Our country teams use the expertise gained from analysing budgets and funding flows in their advocacy for improving sexual and reproductive health for all people.



Renate Baehr, DSW's Executive Director, and Dr Julius Rotisch, Deputy Secretary of the East African Community (EAC), signing a Memorandum of Understanding (2008)

Development of Income and Expenditures



Over the past twenty years DSW has supported access to sexual and reproductive health in more than twenty low- and middle-income countries including Burkina Faso, Cambodia, Ethiopia, India, Kenya, Nepal, Nicaragua, South Africa, Tanzania and Uganda. In 2010, DSW spent around five million Euro in pursuit of its goals – that is almost twenty times more than twenty years ago.



1. First Family Planning Project in Kenya

DSW launches its first family planning project in 1992, providing women in rural Kenya with access to sexual and reproductive health. The project centres on educating and training midwives. Bicycles are also provided for the midwives so that they can save time travelling between villages. Our focus has now shifted to sexual health education and empowerment of young people. To date we have implemented more than 150 development projects in Africa and Asia.



2. International Conference on Population and Development in Cairo

In 1994, DSW takes part in the International Conference on Population and Development (ICPD) in Cairo as a member of the German government delegation. Since then, the Cairo Programme of Action has become a significant foundation for our work. In subsequent years, the German federal government increased funding for population assistance and sexual and reproductive health. We have played an instrumental role in formulating the cross-party resolution on this topic.



3. Working Together in Networks

In 1996, DSW organises a meeting with European partner organisations to promote cooperation on population and family planning issues. This has now developed into an active network of European non-governmental organisations (NGOs). Involvement in national and international alliances and networks in the North and the South such as the EuroNGOs (European NGOs for Sexual and Reproductive Health and Rights, Population and Development) has become an essential part of our work. Experience shows that working in networks is worthwhile, which is why we also encourage civil society partners in the South to engage in networking.

4. Launch of World Population Data Report

The first DSW world population data report with data from Population Reference Bureau is published in 1997. Every year it provides the latest figures on key social and demographic indicators for all countries and regions around the world such as fertility rates, use of modern contraceptives, and HIV prevalence rates. With an annual print run of around 25,000 copies, the data report is one of DSW's best-sellers.



Highlights from Twenty Years

5. Opening of First Country Office in Ethiopia

DSW opens its first country office in Ethiopia in 1999. We have had offices in Kenya and Uganda since 2000, and our fourth country office in the region opens in Tanzania in 2006. With our expert staff on the ground we are even better placed to address the needs of young people.

6. Launch of the Youth-to-Youth Initiative

Youth-to-Youth is a sexual and reproductive health education initiative for young people that DSW launches in Ethiopia in 1999. Since then we have continued to develop this extensive programme and further tailor it to the needs of our target groups. We combine information and awareness-raising on sexual and reproductive health with life skills and vocational training activities, for example, to enable young people to live better and healthier lives. Youth-to-Youth is now running successfully in all four focus countries.

7. Launch of German State of World Population Report

As a partner of the UNFPA (United Nations Population Fund) in Germany, DSW publishes the German version of the UNFPA State of World Population report for the first time in 1999. The official launch of the UNFPA flagship report has now become a high profile media event in Berlin.

8. Policy Dialogue at Capital Level

DSW is represented in Brussels via a liaison office, which opens in 2000. In 2010, we also open an office in the German capital city Berlin, which proves to be of key importance for enhancing our ongoing collaboration with members of parliament and NGO networks. DSW's increased visibility in the political arena makes it easier to influence decision making and agenda setting in German development cooperation.



"I now have open conversations with my girlfriend about contraception and sex. We both think we are still too young to become parents and so we agreed together to always use condoms."

Geoffrey (18), youth club member, Uganda



5.

1999 Opening of Country Office Ethiopia

6.

Launch of Youth-to-Youth

7.

Launch of German "State of World Population" Report

8.

2000 Opening of Liaison Office in Brussels

Opening of Country Office Kenya

Opening of Country Office and DSW/BONITA Training Centre Uganda

Highlights from Twenty Years



9. Strengthening Civil Society

Since 2002, DSW has strengthened its support for civil society organisations in low- and middle-income countries. Via workshops and innovative online training courses, we offer capacity building in applying for international funding and in engaging in policy dialogue at local and national levels. We have gained international recognition for our guides to European and international funding for sexual and reproductive health, such as the “Guide to European Reproductive Health, HIV/AIDS and Population Assistance Funding”.



10. On the Road with the Youth Truck

Our youth truck has been on the road in Uganda since 2003. Equipped with a mobile cinema showing educational films, the youth truck gets audiences of up to 200 people to engage with sensitive issues such as sexuality and contraception. In this way, we are able to reach young people in rural and often remote regions. A second youth truck has been in service in Tanzania since 2007.



Parlamentarischer
Beirat für **Bevölkerung
und Entwicklung**

11. Establishment of the All Party Parliamentary Group

The All Party Parliamentary Group on Population and Development (APPG) is set up at the initiative of DSW in 2003. As a result, we have gained an important group of supporters in Parliament. With thirty-four members from all political parties and various committees in the German Bundestag, the APPG works towards adequate political and financial commitment of the German government for sexual and reproductive health and rights (SRHR) in low- and middle-income countries. The APPG also encourages public and political debate on key issues of the Cairo Programme of Action such as population growth, sustainable development, fighting poverty, gender equality, and SRHR including HIV/AIDS.



12. Mapping European Spending for Family Planning

Since 2003, as part of the Euromapping project, DSW has analysed and compared European countries' expenditure on sexual and reproductive health in low- and middle-income countries and highlighted funding gaps in this area. We use the data for our advocacy activities for an increase in funding for sexual and reproductive health. The detailed report is translated into eight languages – thus every year we reach Parliamentarians and decision-makers in Europe and around the world.

9.

2002 Start of Strengthening Civil Society

10.

2003 Start of Youth Truck
in Uganda

11.

Establishment of
All Party Parliamentary Group

12.

Start of Euromapping Project

13.

2004 Opening of
DSW/BONITA Training Centre Ethiopia



“AIDS and unwanted pregnancies are a threat to the lives and future of millions of people. Just talking will not get us anywhere. I’m campaigning to make sure that young people are given the opportunity to take responsibility for their sexual behaviour.”

Prof Dr Alfred Biolek, TV Host, Member of DSW’s Board of Trustees

13. Opening of Training Centres in East Africa

Due to the great success of the first DSW/Bonita training centre in Uganda (since 2001) DSW opens the second DSW/Bonita training centre in Ethiopia in 2004. Here we train young people as peer educators who pass their knowledge about sexual and reproductive health on to their peers. We also provide advice and offer capacity building to local and international organisations on how to make their programmes and services more youth-friendly. DSW runs a third training centre in Tanzania.



Setting up the Alfred Biolek Foundation 14.

Alfred Biolek, famous TV host in Germany and member of the Board of Trustees, set up the Alfred Biolek Foundation (*Alfred Biolek Stiftung – Hilfe für Afrika*) as trust fund under the umbrella of DSW in 2005. Its income and all donations received benefit our development programme work in Africa.



15. Preventing HIV with Mobile Test Clinics

In 2006, DSW launches the largest health programme ever to be supported by the European Union, in Kenya. The successful project combines sexual health education and HIV prevention activities with mobile test clinics and care services for young people suffering from AIDS. With a total funding of 2.85 million Euro we reached 4.5 million young people over three years.



Linking Environmental Protection to Family Planning 16.

DSW is the only European organisation to win the Alcan Prize for Sustainability in 2006 for its innovative approaches to sustainable development such as the Bonga Forest project in Ethiopia. The project combines environmental protection with family planning. The prize is awarded to organisations pursuing integrated approaches to environmental protection and economic and social sustainability. DSW has implemented similar projects in Nepal (1997) and Uganda (2001).



14.

15.

16.

2005 Set up of Alfred Biolek Foundation

2006 Start of Mobile Test Clinics in Kenya

Alcan Prize for Sustainability

Opening of Country Office Tanzania

2007 Start of Youth Truck in Tanzania

G8 Parliamentarians’ Conference



Highlights from Twenty Years



Successful Campaigning **17.**

In 2009, DSW launches Mother's Night in Germany, an initiative that draws attention to high maternal mortality rates in low- and middle-income countries in the run-up to Mother's Day. Since then we have joined forces with nine other German development organisations on this important issue. We also play an active part in the German-wide campaign entitled "Your Voice against Poverty" (*Deine Stimme gegen Armut*), which is the German arm of the "Global Call to Action Against Poverty". The campaign aims to strengthen Germany's political and financial commitment to fight global poverty and inequality.



Receiving Award for "Fight Fistula" **18.**

In 2010, DSW receives the Else Kroener-Fresenius Foundation's funding award for medical-humanitarian projects for its project "Fight Fistula". This is a ringing endorsement of our longstanding commitment to girls in Ethiopia with obstetric fistula, a serious injury caused by giving birth.



Launch of New Family Planning Initiative **19.**

In October 2010, the German Federal Ministry for Economic Cooperation and Development (BMZ) announces its new "Initiative on rights-based Family Planning and Maternal Health" – one of the greatest successes of our advocacy work. Within the framework of this initiative funding for sexual and reproductive health is to be doubled from its previous level to 80 million Euro each year from 2011 to 2015. DSW is actively involved in shaping the policy and implementation of this initiative.



20. Bringing Together Stakeholders at International Conferences

DSW stages an international conference in 2011 looking at the role of public-private partnerships in advancing global health. Over the past twenty years we have successfully organised high-level conferences bringing together policy-makers, experts and civil society – for example the G8 Parliamentarians' Conference in the run-up to the G8 summit in Heiligendamm (2007). In 2009, we played a leading role in the Global NGO Forum on Sexual and Reproductive Health and Development, at which more than 400 NGO delegates from 131 countries met to review progress fifteen years after the International Conference on Population and Development in Cairo.



17.

2009 Opening of Training Centre Tanzania

2010 Opening of Liaison Office in Berlin

18.

Award for Fight Fistula

19.

New Family Planning Initiative

20.

2011 Conference on Global Health

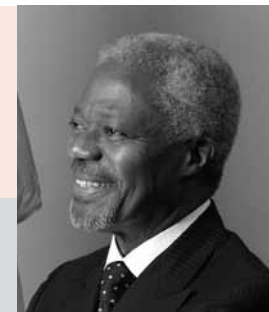
Looking Ahead

In the twenty years since it was formed, DSW has grown to become a nationally and internationally recognised development organisation. Thanks to the great commitment of its staff, Board of Directors and Board of Trustees, DSW has been able to significantly extend its influence and increase the effectiveness of its work. Despite the successes of the last twenty years, much remains to be done. Some 215 million women in low- and middle-income countries still have an unmet need for contraception.

Our new strategic plan, which we have developed in a participative process, provides the basis for our work over the coming years. We have defined four goals, which will be reviewed at regular intervals based on measurable indicators: DSW will continue to focus on and enhance its successful work in the areas of family planning and sexual and reproductive health as well as youth empowerment. In the years ahead, we will also link our core issues population and health more closely to the environment and engage increasingly in global health.



Kofi Annan
Former UN Secretary-General



“The Millennium Development Goals, particularly the eradication of poverty and hunger, cannot be achieved if questions of population and reproductive health are not squarely addressed. And that means stronger efforts to promote women’s rights, and greater investment in education and health, including reproductive health and family planning.”

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Thank You

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