

WE BELIEVE:

BETTER **RESEARCH**
LEADS TO A BETTER
KNOWLEDGE BASE
LEADS TO A BETTER
PUBLIC DEBATE
LEADS TO BETTER
DECISION MAKING
PAVING THE WAY
FOR CENTRAL AND
SUSTAINABLE
INTERVENTIONS

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During 2009 the Rockwool Foundation Research Unit has worked on 32 projects, 3 of which were completed during the year. Also within the area of practical interventions 2009 was a busy year, launching new and managing a total of 9 interventions. The involvement of researchers from the Research Unit in the impact evaluation of the practical intervention projects was further developed during 2009.

In numerical terms the Rockwool Foundation made donations totalling DKK 14.5 million in 2009, compared to DKK 61.6 million and DKK 33 million in the previous two years. Income before donations was DKK 50.9 million. Net financial assets at the end of 2009 totalled DKK 3.1 billion.

The Research Unit

For the Rockwool Foundation Research Unit, 2009 was a year marked by a large number of publications, including three books, nine study papers and four issues of the Newsletter. Two well-attended press conferences were held, at which publications were launched.

The project entitled *Det danske arbejdsmarked og EU-udvidelsen mod øst* (The Danish labour market and the

eastward expansion of the EU) examined the consequences of ten Eastern European countries joining the EU in 2004 and 2007, thus gaining access for their citizens to the Danish labour market. See page 23.

The project *Immigration policy, immigration patterns and assimilation* revealed a number of consequences of the more stringent Danish immigration legislation introduced in 2000 and 2002. See page 14.

The project *Forældres brug af tid og penge på deres børn* (Parents' expenditure of time and money on their children) represented the first publication to come out of the Rockwool Foundation's new research area *Families and children*. See page 32.

In 2010, a project will be launched to assess the effect of a reduction in Danish marginal income tax rates in 2010 on the supply of undeclared work in the country.

Another new project, entitled *Health, time use and consumption*, aims at achieving a deeper understanding of what happens in families that promotes or discourages

The Board and the Management. Front row (from left): Tom Kähler (Chairman), Mogens Lykketoft, Anders Eldrup. Second row (from left): Søren Kähler, Lise-Lotte Kähler, Klaus Franz, Henning Christophersen, Elin Schmidt (President), Bo Kähler, Lars Nørby Johansen (Deputy Chairman) and Connie Enghus.

good health among the family members. Furthermore, new information on undeclared work in Denmark and Germany will become available in 2010. The article "Undeclared work in Denmark and Germany: Any differences?" on page 46 provides an update on the Rockwool Foundation's work started during the 1990s on collecting data on the incidence and extent of undeclared work in a modern tax-financed society.

Research outside the Research Unit

With regard to external research, a press conference was held to present the results of a research project examining who the entrepreneurs behind new Danish companies are, and what factors determine their success or failure. See page 38.

Social Entrepreneurship – interventional projects

The identification of social entrepreneurs, and the support of social entrepreneurs in running effective projects to combat poverty in developing countries or to provide better living conditions in both developed and developing countries, remain important areas of activity for the Foundation. Social Entrepreneurship focuses on four strategic programme areas: Food Security & Poverty Alleviation, Social Capacity Building, International Peace Building and Health Interventions. Examples of the efforts of the Rockwool Foundation to make a difference through practical projects are presented through articles on selected projects within each of the four programme areas.

Rockwool Initiative for Poverty Alleviation in Tanzania (RIPAT) (programme area: Food Security & Poverty Alleviation), page 16.

Establishing savings and loan groups in Malawi (programme area: Food Security & Poverty Alleviation), page 8.

Help to self-help for HIV/ AIDS affected families and orphans in Zambia (programme area: Social Capacity Building), page 42.

Enabling Danish schools to do better on integration and inclusion (programme area: Social Capacity Building), page 24.

Peacemaking through a TV series for children in Lebanon (programme area: International Peace Building), page 28.

Peacemaking through football for children in Lebanon (programme area: International Peace Building), page 34.

Putting health on the agenda in Danish schools (programme area: Health Interventions), page 48.

Descriptions of the individual programme areas and the reasoning behind the prioritisation of activities can be found at the Foundation's website www.rockwoolfonden.dk/programme+areas.

Donations for smaller individual projects

During the year, the Foundation received and processed around 1,400 applications within the category "Donations for smaller individual projects". Of these applications, the Foundation approved a total of 6. An example of a project supported by the Foundation with a small individual donation is described in the article "They need to be listened to and taken seriously" on page 20.

Thanks from the Board and the Management

The Board and the Management wish to express their gratitude to all the external researchers and organisations with whom the Foundation has co-operated, to the members of the Programme Committee, and to all the staff for their fine work during the past year. ■



Tom Kähler, Chairman



Elin Schmidt, President

RESEARCH AND PRACTICAL INTERVENTIONS GO HAND IN HAND

The two areas of operation for the Rockwool Foundation are academic research and practical intervention projects. The Rockwool Foundation wishes to contribute to finding sustainable and constructive solutions to problems faced by societies. In our research work, we make our contribution through conducting independent research that investigates specific

problems. The work with practical interventions involves experimenting with possible solutions. Researchers carefully evaluate the results and impact of the practical interventions. We believe that the interaction between research and practical interventions

provides a good basis for developing effective and sustainable methods and thereby making real improvements to life in both poor and wealthy societies. ■

Elin Schmidt, President

*Torben Tranæs, Professor
Research Director*



ACTICAL



RESEARCH AREAS

- / Work and the Welfare State
- / Families and Children
- / Migration and Integration
- / Black Activities and the Law of the Land

The objective of the Rockwool Foundation Research Unit is to use its independent status to produce new, empirically-based analyses related to the current problems faced by modern society. The Rockwool Foundation takes it to be self-evident that a deep insight into the nature of a problem is a prerequisite for its solution. ■

PROGRAMME AREAS FOR PRACTICAL INTERVENTIONS

- / Food Security and Poverty Alleviation
- / Social Capacity Building
- / International Peace Building
- / Health Interventions

The Rockwool Foundation initiates and implements practical interventions within four strategic programme areas. The aim is to achieve lasting and sustainable improvements in both rich and poor societies. The overall vision and guiding principles are Social Entrepreneurship and Help to Self-Help. Projects include elements of innovation and spreading of best practices. ■

Saving to survive

Access to small loans and safe places to save can make a big difference in the lives of poor people. The Rockwool Foundation and DanChurchAid are co-operating in setting up village banks in Malawi to ensure that rural populations have access to financial services.

Joyce Msuku is 36 and lives in the village of Bunganiro in northern Malawi, which is where the village banks are currently being set up. She is a single mother of five who takes care of her aged parents. Like many others in the area, Joyce relies on Lake Malawi to provide for her small family. She dries and sells small fish, which she buys from the local fishermen. But Lake Malawi is not always calm

enough for the fishermen to go out in their small canoes, which means that Joyce's income is highly uncertain, and often she must borrow from friends and relatives just to get by.

Before the project, Joyce complained that "I have no means of saving. It is too risky to save money in my own



Joyce Msuku is a member of one of the village banks established in northern Malawi.

hut, and the bank is too far away and takes a large fee for opening a savings account.”

Since she joined the project, things have changed for the better for Joyce. She can now save with the newly-established village bank. “I could not develop my fish business in the past as I would often consume all the capital, but now that I save and borrow with my group I am consistently making profits and running my business successfully,” she says.

Banks primarily in urban areas

Saving and borrowing money is difficult in rural Malawi. Microfinance institutions are mostly found in urban areas. Distances between clients in rural areas are often large, making loan disbursement and monitoring too expensive. As an alternative to formal microfinance institutions village banks, known as village savings and loan groups (VSL groups), are sustainable and low-cost options.

A VSL group is a self-selected group of people who pool their own surplus money in a fund from which members can borrow. The borrowed money is repaid with interest, causing the fund to grow. The regular savings contributions to the group are deposited with an end date in mind for distribution of all or part of the total funds (including interest earnings) to the individual members. VSL groups are set up through a series of training sessions where villagers learn how to make decisions, collect savings and dispense loans among themselves. The group is provided with a cash box with three padlocks, which ensures that no single person can access the cash. Transactions can only be carried out when all of the group members are present.

All the funds in the VSL group come from the members themselves, and access to a safe and reliable savings facility is just as important as the opportunity to take out loans. The project started in the fall of 2009 and the first village banks will become fully functional in the spring of 2010.

Both microcredit and microsavings are important

Microcredit has received enormous attention, especially since Muhammed Yunus was awarded the Nobel Peace prize for his pioneering work in setting up the Grameen Bank, one of the world's largest microfinance institutions. In recent years, however, it has become clear that micro-savings are equally important, and in great demand. Two reasons for this are the highly variable incomes of the poor and the absence of safe places to store their money.

Unforeseen shocks such as drought or illness are often reasons for saving. Many households in the northern part of Malawi keep livestock as security against any shocks they might suffer. But by selling their productive assets when a shock occurs, they also sell off future income. And shocks occur often; drought, floods and illness are common. The sudden death of a household member or close relative is another blow that can strike at any time. All these are risks that the average Malawian family must live with in their everyday lives. Sustainable and reliable access to savings provides the family with an effective cushion against shocks and allows them to keep their productive assets even in times of crisis, when in fact they need them most.

The method

Village banks channel funds within the village from people who want to save to people who have ideas for profitable projects, but lack the funds to realise them. The approach makes use of the resources already present in the village, thereby making the bank sustainable. Villagers are willing to save because of the security and because of the interest on their savings paid by the village bank. The rate of interest on loans is set by the group, and all income is paid out to the members.

In this project, there are no physical inputs necessary such as distribution of tools, building of roads or provision of medical treatment, and this contributes to making the scheme sustainable. The most significant project input is the training sessions given to the group by a field officer during the first year. Groups meet every week, and the field officer participates in all meetings during the first nine months. The training consists of nine modules covering management, record keeping, saving, lending and other issues. The groups are encouraged to establish a social fund which provides small but important grants to members in trouble. Not unlike the Danish co-operative movement,



Each group has a cash box with three padlocks, ensuring that no single person can access the cash. Transactions can only be carried out when all of the group members are present.



PROJECT FACTS

Programme area

Food Security and Poverty Alleviation, Malawi.

Project dates

The project started in June 2009 and will run for 3 years.

Aim and strategy

The project aims to empower and strengthen poor and vulnerable households by helping them to mobilise savings and access credit in order to reduce their poverty.

The project will use training and capacity-building to facilitate the establishment of 150 Village Savings and Loan groups (VSL groups) in Karonga district in northern Malawi and thereby promote the availability of microfinance for 3,000 poor and vulnerable households.

The project includes a specific research component focusing on impact assessment and methodology development.

Status

So far 35 VSL groups have been established with around 550 members in total, 75% of whom are women; all have received training.

Local partners

The project is being implemented by DanChurchAid and their local partner the Livingstonia Synod Development Department. Researchers from the Rockwool Foundation, the University of Oxford and the University of Southern Denmark are involved in the research component.

DID YOU KNOW THAT

Modern microfinance was founded in the 1970s almost simultaneously in Bangladesh and Bolivia.

Saving is more popular than borrowing among the world's poor.

150 million people in the world use microfinance today, compared to 14 million in 1999. 90 million of the users are among the poorest people in the world.



Information about individual share and loan amounts is kept in written passbooks that are held by the members.

VSL groups allow people to administer their own resources in a more efficient manner.

Accountability and transparency

Accountability and transparency are crucial for the functioning of the VSL group, and a number of procedures are designed to ensure these. Groups are led by a management committee, which is elected by secret ballot through a transparent election process. Records are kept in members' passbooks using stamps that even illiterate people can easily count, and all outstanding balances on loans are memorized by the members sitting next to the borrower at meetings.

Combined practical intervention and research

Projects funded by the Rockwool Foundation commonly include elements of both innovation and the testing of new approaches and methods. Through the projects we wish to develop and document best practices for use in future projects. Apart for the practical goal of providing microfinance to a target figure of 3,000 rural families, the present project also includes a considerable research component. The aim is to deepen our understanding of how poor and vulnerable households are able to make ends meet when income is irregular, what prevents these households from engaging in new and profitable income-generating activities, and how important an individual's specific personality traits are in determining whether he or she decides to embrace new technologies or programmes such as the VSL groups.

The research component also deals with the challenge of estimating the real impact of the project – the level of poverty reduction among the target group. This is in fact a very tricky task, simply because it is difficult to select a benchmark group for comparison. Comparing people in the programme with people who are not in the programme can be problematic. Perhaps the most energetic and eager people in the village are the ones who decide to join the project. But such people might have been more successful than others after 3 years anyway – simply because of their energetic natures, and not because of the project *per se*. Or perhaps the poorer and less energetic people are the ones who join the programme. Even though they get richer than they would have done without the project, they may still be poorer in the end compared to the average level in the village. In such a case it could look as though the project was bad for the poor.

In the present project the benchmarks are set up in a way that allows for comparison of participating with non-participating people. The selected benchmarks are the people who have already volunteered to join the project, but who will not receive training and be able to participate until the 3rd year.

Researchers from the Rockwool Foundation, the University of Oxford and the University of Southern Denmark are involved in the research component which will help to further refine and fine-tune implementation strategies and hence optimize current and future projects. ■



Rice cultivation and fish businesses are important income-generating activities in villages like Bunganiro, but neither provides a stable source of income throughout the year.



Stringent legislation on foreigners. The facts.

What has the more stringent Danish legislation on foreigners meant for immigration?

In the evening of 2 June 2009, the Research Unit held a highly successful and well-attended debate meeting at which Torben Tranæs and Marie Louise Schultz-Nielsen presented the results from one of the Foundation's projects on immigration: *Immigration policy, immigration patterns, and assimilation*. The terms of the grant for the project stated that the researchers should analyse the effects of a number of reforms that came into force in Denmark in 2000 and 2002. After the presentation by the researchers, representatives of the largest Danish political parties commented on the results and their political implications.

The "age 24 rule"

Perhaps the most widely discussed of the 2002 reforms was the "age 24 rule", which states that family reunification, whereby a person with the right to live in Denmark can bring his or her spouse to live in the country, can only take place when both marriage partners are over the age of 24. The rule applies to both Danish and foreign nationals. The 2002 reforms also tightened up the "attachment requirement" originally introduced in 2000, so that the total of the ties of the marriage partners to Denmark now have to be greater than their ties to any other country. The question addressed in the research was: how had these new restrictions on the opportunities for family reunification affected immigration? And in particular, how had the "age 24 rule" affected the patterns of marriage among young non-Western immigrants and second-generation immigrants?

"Starting-out assistance"

Another reform which had given rise to much discussion was the introduction of "starting-out assistance". This reform meant a significant reduction in financial assistance to new immigrants. The researchers wished to investigate whether starting-out assistance, which created greater incentives to move from welfare to work, had actually increased employment in the target group. Given the relatively low payments provided by the new scheme, a further question to ask was whether starting-out assistance actually created problems of poverty.

Changed patterns of marriage

The analyses revealed that the age 24 rule and the rule about the strength of ties with Denmark have had clear consequences for the patterns of marriage among second-generation immigrants and among non-Western immigrants who have grown up in Denmark. The study investigated the degree to which the restrictions on opportunities for family reunification have caused immigrants resident in Denmark to change their patterns of marriage – for example, whether they are more likely to marry people brought up in Europe, and whether they are likely to postpone marriage until they are older.

The effect of the reforms? The conclusion reached was that immigrants now often postpone marriage until later in life. Previously, they tended to marry at a much younger age than Danes. For example, in the year 2000, 46%



Margrethe Vestager, Leader of the Danish Social-Liberal Party and Jesper Langballe, Spokesperson on Ecclesiastical Affairs and Research for the Danish People's Party.



Karen Jespersen, Danish Liberal Party, then Chair of the Parliamentary Committee on Immigration and Integration, and Henrik Dam Kristensen, Spokesperson on Integration for the Danish Social Democrats.

of 23-year-old immigrant women were already married, whereas the figure in 2008 was only 19%. The trend found among the younger immigrants is also apparent among those from non-Western backgrounds who are aged 25-29; a significantly smaller proportion of them are married today than was the case previously. On the other hand, very little change was found in the countries of origin of spouses.

Marie Louise Schultz-Nielsen's conclusion, as expressed at the meeting, was that "the consequences of the new policy have been that the marriage behaviour of women from immigrant backgrounds has changed radically within a very short space of time, moving towards something

more closely resembling the behaviour of Danish women." Only around 5% of Danish women are married by the time they are 23. The researchers noted, however, that patterns of marriage among immigrants had already started to change prior to 2002. Approximately 40% of the effect could nevertheless be ascribed to the stricter rules introduced in 2002, and a further 20% could be explained by the introduction in 2000 of the regulations about ties to Denmark.

More refugees in work, but also new problems of poverty

The researchers were able to show that starting-out assistance had served to promote employment: refugees who were entitled only to starting-out

assistance found employment significantly more quickly. After four years of residence there was a large difference between those refugees who were entitled to social security benefit under the old rules and refugees who were only entitled to starting-out assistance. Of those entitled to normal social security payments, only 30% were in work, whereas for the other group – refugees entitled only to starting-out assistance – the figure was 42%. This was a difference of 12 percentage points.

After four years of residence there was a large difference between those refugees who were entitled to social security benefit under the old rules and refugees who were only entitled to starting-out assistance.

But what of the problem of poverty? Here, the analysis showed that starting-out assistance actually creates poverty. Conditions of life for the large number of refugees who do not find work are so bad, the researchers concluded, that their situation is reminiscent of the poverty of the past, when it was difficult for the poor to pay for even the most basic food and housing. After payment of tax and rent, recipients of starting-out assistance are left with an amount which cannot possibly cover a standard Danish budget for everyday living, even calculated on the basis of the cheapest obtainable prices in discount stores.

New patterns of immigration

Finally, the research shows that the make-up of immigration to Denmark has changed. The stricter immigration policy has reduced the number of immigrants coming to Denmark as refugees or for family reunification to around one-third of previous levels. On the other hand, there has been a sharp increase in the number of immigrants from non-Western countries coming to Denmark to work or for education. ■

THE FACTS IN BRIEF

In 2000, 46% of 23-year-old immigrant women were already married. In 2008, the figure was 19%.

Refugees entitled to normal social security payments: 30% in work.

Refugees entitled only to starting-out assistance: 42% in work.

In 2009, starting-out assistance amounted to DKK 6,124 per month for a single person aged over 25 without dependents.

The corresponding amount of standard social security benefit was DKK 9,505 per month.

It spreads!

The concept promoted by RIPAT (Rockwool Initiatives for Poverty Alleviation in Tanzania) is spreading from farmer to farmer, village to village, often through local “super-farmers” who are trained by RIPAT and function as paraprofessional agricultural advisors.



One of three new RIPAT-like groups established as a result of spreading in the village of Valeska, which lies some 10 km from the nearest RIPAT village.

In the Middle Ages a European farmer produced only 500-700 kg grain per ha, which is similar to current yields obtained by many subsistence farmers in Africa. Today the same European fields produce 10-15 times as much, thanks to technical and educational developments. For the same reasons the production per farmer has roughly doubled every decade in Denmark for the past 50 years. Increases on the same scale could take place in Africa. The technological solutions are already available, but all too often, knowledge of these is not conveyed to the poor farm families in the rural villages. With one in three Africans undernourished today, and with predictions of massive population increases in the coming years, increased food production is desperately needed.

Why don't African farmers grow more?

The reasons behind the enormous increase in agricultural production throughout the developed world – as well as in Asia during the “green revolution” – are numerous. But it all boils down to having access to new knowledge and the capacity to turn that knowledge into actual improvements. And this is certainly much easier for a well-educated Danish farmer than it is for his African colleague. One reason for this is that in Denmark there is roughly one professional agricultural advisor available for every 20-25 farmers; in Tanzania one advisor may be responsible for supervising 1,000-2,000 farmers! It is practically impossible to reach that many farmers on an individual level.

“Super-farmers”

One of the RIPAT strategies for conveying knowledge and spreading is to arrange farmers in groups and educate “super-farmers” who can function as paraprofessional advisors. The story of Halima Kiroro and Regina Wilfred is just one living example of the success of this strategy. Halima is a government agricultural extension officer covering one ward of five villages with a total of around 2,000 farm families. Regina is one of the progressive “super-farmers” in this ward who was trained through the RIPAT project. Together they have teamed up to spread the RIPAT agricultural development concept to additional villages. Halima explains, “I don't have any means of transport and going around is very difficult. RIPAT helped me very much to reach many farmers in the easiest way, i.e. by establishing farmers field schools where I can meet about 30 farmers at one time”.

Let us work hard!

The remote village of Valeska is a part of Halima's ward – but it was not included in the RIPAT project. However, Halima has facilitated the formation of three RIPAT-like groups in Valeska with the help of the RIPAT “super-farmer” Regina, who lives in the neighbouring village. One of the new groups calls itself “Matonyok tukazane”, which means “Let us work hard”. Halima also trained the groups in good leadership and how to form group constitutions. The group members have worked hard, and so far they

have established a group field “cooperative” with more than 500 new improved banana plants. If it works – it spreads!

Help to self-help

In 2006 the Rockwool Foundation started the first “hands on” agricultural development project in Tanzania. Before that, the Foundation had supported research projects that analysed the effects of Danish development aid. Research has shown that much of the Danish development aid to Africa over recent decades has not produced the intended development results. Many reasons for this have been identified by economists, but lack of incentives and of responsibility for one's own development is one important factor which often follows if aid is provided in the form of handouts and free gifts. It is imperative that development aid promotes initiative and facilitates a help to self-help process.

The essence of the RIPAT project is to bridge technological gaps and to provide farmers with the capacity to utilize locally-available resources and develop better farming through their own efforts. Free gifts are avoided in the RIPAT project. In fact, some farmers in the targeted villages initially refused to join the RIPAT project because of this. Their attitude had been damaged by well-intentioned but poorly implemented development projects over the years. Fortunately – when the farmers later see the benefits to the participating RIPAT farmers and the progress they make – many change their minds.

Show it works and others will follow suit

At the end of the day it all depends on the farmers and on whether they appreciate and value the new methods introduced to them or not. When they see a benefit and make a profit, they will adopt the methods, and others will follow suit. Some of the improved technologies demonstrated in the RIPAT project have not been widely adopted, whereas other technologies such as the cultivation of improved banana are currently spreading like wildfire in the targeted area.

Farming should be a business – and even poor farmers should learn how to keep track of production, income and expenses in order to optimise profit. This element is also emphasised in the RIPAT project.

Rispa Dixon learned from her neighbours

Rispa Dixon is a farmer who lives in the village of Majimoto. When the RIPAT project started four years ago there were hardly any fields with banana in the village. Farmers were very sceptical when the RIPAT project offered them the opportunity to learn better farming techniques, including how to grow high-yielding bananas. Some did not like the project because it did not offer free gifts. Although Rispa Dixon was interested, she was not able to join the RIPAT project when it started in 2006 because



Rispa Dixon – one of the farmers in Majimoto village who has learned new methods from her neighbour.



Regina Wilfred is one of the paraprofessional super-farmers trained through the RIPAT project. She is offering her supervision to other farmers in her village and even to farmers in a neighbouring village.

her husband was sick. But later on, when she saw how her neighbours who had joined the project had managed to establish good-looking banana stools, she asked them to teach her the new technologies. Proudly, she explained about her new banana crop when she was visited by the Rockwool Foundation representative in 2009. “Bananas have helped me a lot, as they are a source of food and I sell the surplus to buy basic needs like clothes, sugar, cooking oil, soap, etc,” she says “I was able to pay 90,000 shillings in school fees after selling banana seedlings.” To date she has earned TZS 207,000 from selling seedlings, and has harvested more than 300 bunches of fruit. Around 230 of these bunches were sold at the price of TZS 3,500 – 4,000 per bunch, and the remaining 70 or so bunches were consumed in her own home (USD 1 = TZS 1,300).

Like ripples spreading on water

Farmer-to-farmer spreading of ideas within one village is straightforward enough. But it requires more effort to reach additional villages. The Rockwool Foundation cannot initiate projects in all the villages in Africa. So far the Rockwool Foundation has started four RIPAT projects in four districts in Tanzania, covering a total of 34 villages. However, Tanzania is a big country with 126 districts. The strategy is to start small RIPAT projects in many places of

Tanzania, i.e. to start many RIPAT circles in a big country. The circles are enlarged by direct farmer-to-farmer contact in the targeted villages, and when a RIPAT project has been successfully implemented in a cluster of model villages it is hoped that the government will copy the model and promote it through the agricultural extension service structure – thereby further enlarging the circles. Halima was one example, and so far 15 government agricultural extension officers have received in-service training at the RECODA Academy. The aim was to enable them to start RIPAT-like groups and activities in their individual wards. This training and spread was funded by the Tanzanian government. Information confirms that several new RIPAT-like groups have been established in neighbouring villages through this initiative. Development aid – including RIPAT – must be securely anchored in the local setting.

Advocacy

The real responsibility for agricultural development and poverty alleviation in Africa lies with the African governments. Although one in three Africans are undernourished and the majority of them depend on farming for a living, only a small percentage of the annual budget in many African countries is spent on agricultural development. This is incomprehensible in the light of the widespread hunger and the well-documented fact that growth in the



Farming is a business – and even poor farmers must learn how to keep track of production, income and expenses in order to optimise their profit. This element is emphasised in the RIPAT project.

agricultural sector is twice as effective in reducing poverty as growth in other areas. Through campaigning, advocacy and lobbying the RIPAT project seeks to increase awareness among decision-makers of their responsibility and thus to generate the political will to support agricultural development projects such as RIPAT. To give an example of how this can work in practice: in 2009 a member of the Tanzanian Parliament responded to an invitation to visit a RIPAT project to see the opportunities it presented and the achievements to date. The project visit was very persuasive, and as a direct result the Member of Parliament initiated and sponsored field trips for more than 400 farmers and extension officers from his home area to visit and learn from RIPAT farmers, and thereafter to disseminate the new knowledge and technology in their respective localities.

Impact assessment

The preliminary results from the first RIPAT project indicate that the investment made in terms of project support is offset by the value of increased farm production after only a few years. This is encouraging; these preliminary figures confirm that “aid” provided in a way that facilitates entrepreneurship and initiative can indeed contribute to economic growth. The financial effects of the project for the targeted farmers will be more fully researched in 2010. ■

PROJECT FACTS

Programme area

Food Security & Poverty Alleviation.

Project dates

The first RIPAT project (Rockwool Initiatives for Poverty Alleviation in Tanzania) started in 2006; two additional projects were started in 2008 and one in 2009. More than 2,200 farm families from 34 villages are included in the programme, which supports approximately 11,000 people.

Aim and strategy

Combating poverty and food insecurity among families with small-scale farms by improving land use and animal stock on the principle of help to self-help. Each project targets 8-10 villages. In each village two groups of 30-35 participants are established. The Farmers Field School concept is applied (the field is the “classroom”). The project concept and technologies are spread to other interested farmers in targeted villages – and to additional villages through the use of the government agricultural extension system and project-educated “super-farmers” who function as local paraprofessional agricultural advisors.

Local partners

All projects are fully coordinated with the local government authorities and the agricultural extension system. The Tanzanian NGO RECODA implements the projects. The Danish NGO PULS developed elements of the project and still offers some assistance.

DID YOU KNOW THAT

Worldwide, more than one billion people are undernourished (in Africa, one in three people are undernourished).

Worldwide, about 10 children below the age of 5 die of hunger-related causes every minute.

Worldwide, the number of overweight people is similar to the number of the undernourished.

They **need** to be **listened** to and **taken seriously!**



Participants arriving at the summit meeting launching psykisksaarbar.dk.

The Danish website for the psychologically vulnerable, psykisksaarbar.dk, was launched on 3 October 2009 and supported by a donation from the Rockwool Foundation. The aim of the website is to provide a secure space for dialogue where people with psychological disorders, their families, and others who work or are interested in the field can share experiences and good advice.

Poul Nyrup Rasmussen, Social Democrat and Prime Minister of Denmark from 1993-2001, discovered through his own family experience and his political work that in Denmark there is a lack of channels of communication for people affected by psychological problems. He wanted to take action and initiated a close collaboration with Palle Simonsen (Conservative; Minister for Social Affairs from 1982 to 1984 and Minister of Finance from 1984 to 1989) and Tine Bryld (driving force behind the Danish radio programme *TVÆRS*, which provides advice for young people). The Rockwool Foundation considered this initiative worthy of support, and provided the necessary funding for the development and launch of the website psykisksaarbar.dk, a virtual space for people suffering from psychological problems and their relatives.

Every second family in Denmark has a close acquaintance with psychological disorder; approximately one Dane in five experiences some form of psychological problem in the course of their lives, ranging from mild depression to psychosis. Nevertheless, as many of the accounts that are already posted on psykisksaarbar.dk testify, discussion of psychological illness remains an area where there are strong taboos. This often leaves sufferers and their families feeling disempowered and isolated.

Virtual space to share personal stories

"The idea of a virtual meeting-place derived from a desire to give people with psychological problems and their families a secure internet space where they can share and express freely their feelings, experiences, frustrations and thoughts, and tell their personal stories" says Poul Nyrup Rasmussen. "I think individuals will find that they are listened to, seen and given recognition. This will often contrast sharply with the experiences they have had with the established system," explains Poul Nyrup, and he continues: "I fully believe that the positive feelings that stem from being listened to and taken seriously will give to many the courage and belief in themselves that they need to move on with their lives."

Over 10,000 hits in 3 months

Under the heading of "Together, we can do more", psykisksaarbar.dk issued invitations to the first psychiatric "summit meeting" to be held in Denmark. The aim was to launch psykisksaarbar.dk – both the project and the website. More than 800 people participated in the "summit", which was also funded by the Rockwool Foundation and was held one Saturday at Frederiksberg High School in Copenhagen. The participants included the psychologically vulnerable, family members, professionals, representatives of interest groups, politicians and others. In addition to providing the framework for the launch of the website, the day gave everyone present an opportunity to learn more about the lives of the psychologically vulnerable and their families. There was a debate under the general heading of "We can do better" on how Denmark should work to improve the nation's psychiatric services, with contributions from the spokespersons on health from the Danish political parties.

The website went online on 3 October 2009, and between then and the end of the year it received more than 10,000 visitors, with new users being registered all the time. The statistics show that the website is primarily used to read debate comments and news, to search for information about psychological disorders, and for visitors to post their own accounts and read the histories of others. ■

More than a website



The three initiators of the project: Poul Nyrup Rasmussen, Tine Bryld and Palle Simonsen.



Spokespersons on Health from Danish political parties debating at the summit.

The website has also been used to set up and support other initiatives for the psychologically vulnerable and their relatives. There are regular live chat sessions with Tine Bryld, where individuals have the opportunity to ask her questions about issues that concern them or their relatives personally, or to get advice about how to make progress in their lives. All users who are logged on can join in the chat.

Psykisksaarbar.dk's initiative on Sunday morning exercise testifies to the fact that physical activity can clear the mind of dark thoughts and promote well-being. Walking and jogging activities for the psychologically vulnerable and their relatives have been set up through the website, and groups now meet every Sunday at 11.00 in Fælledparken in Copenhagen. It is planned that more groups will be set up all over Denmark. As well as enjoying some healthy exercise, participants have the opportunity to get to know one another and discuss the problems they face.

Cooperation with professional groups

In addition to running the website and other funded ac-

tivities, the Board of psykisksaarbar.dk works actively at setting up working relationships with various professional groups. Cooperation has already been established with many professional organisations and interest groups in the field. Poul Nyrup Rasmussen sees this cooperation as vitally important for changing the situation of the psychologically vulnerable and their relatives for the better. He also believes that the website will prove important in keeping minds focused on the area among the many actors involved in it. "The website is actively used to remind people constantly of how important it is to keep psychiatric care on the agenda of public debate, and thus to increase understanding of an area of illness that is comparable in its extent with pandemics," says Poul Nyrup Rasmussen. He is looking forward with confidence to 2010, when one of the many objectives for psykisksaarbar.dk will be to open a dialogue with the actors on the Danish labour market. The aim is to destigmatise psychological illness, so that more of those who suffer from it will be given better opportunities to gain a foothold on the labour market. ■

Have a look at: www.psykisksaarbar.dk

Beyond assumptions and myths

Recent immigration from Eastern Europe to Denmark.

Immigration has long been a controversial topic, not only in Denmark but in most countries of Western Europe. The debate on immigration gained further momentum with the prospect of ten Eastern European countries becoming full members of the EU in 2004 and 2007. People in Western European countries were concerned about how a potentially sizeable immigration of people from Eastern Europe might affect their salaries and employment prospects, and how such immigration might affect the public finances in general.

Factual information essential

Most of the “old” EU countries introduced a number of transitional rules in order to be able to regulate immigration from the “new” countries at the start of their EU membership. The free movement of labour within the European Community is an area in which unfounded assumptions and myths can easily and quickly arise, distorting public debate and political decision-making. In view of this, the Board of the Rockwool Foundation decided at the turn of the year 2004/2005 to grant funds for a research project

on the movement of labour. The aim of the project was to investigate the most significant economic consequences of the new immigration from Eastern European countries to Denmark that had been made possible by the expansion of the EU.

The free movement of labour within the European Community is an area in which unfounded assumptions and myths can easily and quickly arise, distorting public debate and political decision-making.

The Research Unit teamed up with a number of leading labour market researchers from the Centre for Economic and Business Research at Copenhagen Business School, and the book resulting from their work, *Det danske arbejdsmarked og EU-udvidelsen mod øst* (The Danish labour market and the eastward expansion of the EU), was launched at a press conference in April 2009. An issue of the Research Unit's Newsletter and three working papers which provided further documented analyses were also presented at the press conference.

The most significant results

The days following the seminar saw comprehensive media coverage of the results of the project. The various newspapers emphasised different aspects of these results, depending on their editorial viewpoints and priorities. One topic that was universally taken up, however, was the demonstration that foreign experts increase both productivity and pay at the companies where they are employed. Another result frequently cited was the calculation that immigration from Eastern Europe could contribute up to DKK 4 billion annually to Denmark's hard-pressed public finances. Professor Jan Rose Skaksen's statement to the effect that the immigration of Eastern European labour could offset more than 25% of Denmark's future financing shortfall was often quoted.

Another widely-reported conclusion was that unskilled workers in Denmark now receive around 5% less in wages as a result of the competition from foreigners in general – not just those from Eastern Europe – that there has been on the Danish labour market in recent years. Finally, there

was interest in the finding that it is the most highly-educated and well-paid immigrants who are the most likely to leave Denmark again.

The book also put concrete figures on how many Eastern European workers have actually come to Denmark in the wake of the expansion of the EU. Immediately before the admission of the new countries, there were about 10,000 Eastern Europeans working in Denmark; by 2007 that figure had increased to around 30,000. ■

ABOUT THE BOOK

Det danske arbejdsmarked og EU-udvidelsen mod øst (The Danish labour market and the eastward expansion of the EU) is written by the three main researchers who worked on the project, Nikolaj Malchow-Møller, Jakob Roland Munch and Jan Rose Skaksen, with further contributions from Vibeke Borchsenius, Camilla Hvidtfeldt, Claus Aastrup Jensen, Jonas Helth Lønborg, Lynn Roseberry and Sanne Schroll. 160 pages. Gyldendal, 2009.

Masterclass in integration

Rådmandsgades School in Nørrebro, Copenhagen, one of the city's most ethnically diverse areas, has garnered much valuable experience over the years in the field of integration. The school head, Lise Egholm, has worked closely with staff and parents in successfully applying the lessons learned by the school. Now the Rockwool Foundation is helping other schools learn from this experience.

"For the sake of integration, set standards!" is the mantra of Lise Egholm, Head of Rådmandsgades School in Nørrebro, an ethnically mixed area of Copenhagen. Is this the secret of the success of the school, which can boast the best reading test results in Denmark despite three out of four pupils coming from immigrant backgrounds? Or is it all due to the entire school staff working to achieve clearly defined strategic objectives?

Alternatively, could the success be explained by the clear requirements laid down for parents, for example that attendance at parents' meetings is mandatory? Whatever the reason, what they do at Rådmandsgades School certainly seems to be effective.

Masterclass in integration

To date, the Rockwool Foundation has enabled 61 school heads and teachers from all over Denmark to come and learn from Rådmandsgades School about possible ways of meeting the challenges of integration in their own schools. This the Foundation has done by financing a "Masterclass in Integration" at the school.

Advertising in the schoolteachers' journal *Folkeskolen*, Rådmandsgades School and the Rockwool Foundation have twice offered courses on the challenge of integra-

tion that were open to staff of all primary/lower secondary schools in Denmark, each course lasting 72 hours spread over four sessions of two days each. One condition for the participation of a school was that the school head should attend the course; most schools elected to send another member of the teaching staff as well. Course participants were in full agreement concerning the role that schools can play in promoting integration. Each school had ideas for areas that they wanted to work on after the course.

We could hardly stop talking

"On the first days we could hardly stop talking. It was really encouraging to discover that other schools had just the same problems as we did, but also that they were tackling these problems and were optimistic about the outcomes. I think we all felt that there was hope for us too," recounts Mai Groser of Tingbjerg School, Copenhagen. She participated in a course together with two of her colleagues, Tükay Tas and Ulla Dan Jørgensen.

"It was really encouraging to discover that other schools had just the same problems as we did." Mai Groser, Tingbjerg School.



Lise Egholm, Head of Rådmandsgades School, together with pupils during a school break.

Kirsten Halling of Bjergmark School in Holbæk is also familiar with the challenges of integration. "Thirty per cent of our pupils come from immigrant backgrounds, so we certainly count as a multicultural school. But how are we to make multiculturalism work? We have four teachers, out of eighty, who are trained in teaching Danish as a second language, while at Rådmandsgades School all the teachers are qualified in the field. That level of knowledge of how to work with a multicultural school population just hasn't extended to the provinces yet," she sighs. And for that reason, neither she nor her school head hesitated for a moment to enrol when they saw the offer of a free 72-hour course on integration at Rådmandsgades School.

Just a phone call away

The course plan provided opportunities for the participants to discuss the integration issues that they felt were most important to them, to obtain advice, and to start work on implementing at their own schools the ideas presented in each two-day session. This process does not finish with the end of the course sessions, however. Many of the course participants have continued to use the telephone to consult members of the staff at Rådmandsgades School or other members of the network that has developed among the teachers who attended the course. ■

THE COURSE IN DETAIL

Topics covered on the course included teaching reading skills, teaching and learning Danish as a second language, cooperation between school and home, the role of the school management team, the classroom environment, school profile and school values. The course presenters were drawn from the staff of Rådmandsgades School itself.

The course sessions were planned to allow plenty of time between meetings, so that course participants could take ideas and inspiration back to their schools and find out how they worked in practice.

All schools saw cooperation with parents as a big challenge. A number of the questionnaire responses drew attention to the difficulty of persuading immigrant parents to participate actively in parents' meetings and social arrangements.

Teaching immigrant children was also seen by many as a challenge. Specifically, some participants mentioned that pupils from immigrant families often still lacked the necessary Danish proficiency skills by the time they reached the middle stage of their schooling.

ANALYSING THE EFFECT OF INTEGRATION IDEAS

The Rockwool Foundation Research Unit is following the project closely to analyse the effectiveness of the various integration ideas. The research work examines the integration challenges in schools identified by course participants on the first day, the actions the participants have decided to take at their schools after the end of the course, and the effect that these initiatives are felt to have in resolving the schools' integration problems.

Would it **pay** **to help** refugees **find** **homes?**



SEE THE FULL ANALYSIS

The full analysis (in Danish), including a detailed description of the premises on which the calculations were based, is available on the Research Unit's website at www.rff.dk (see technical note, no. 13).

The study of the risk of eviction showed that the most common reasons for tenants being evicted in Denmark are failure to pay the rent, complaints from neighbours, and failure to observe the terms of the lease.

Refugees are evicted from their homes twice as frequently as Danes.

More and more refugees are taking up places in hostels for the homeless in Denmark as a result of being evicted from their homes. This creates problems for other homeless people, who then have difficulty in finding places in hostels themselves. However, homeless refugees often have fewer problems than others in the hostels. For example, there are fewer instances of drug abuse among refugees than among the Danish homeless.

It is worth asking what the socio-economic balance of costs and benefits would be of allocating more resources to educating homeless refugees with a view to getting them back into homes of their own, and ideally into employment.

In June, Torben Tranæs and Martin Junge (of the Centre for Economic and Business Research) published an analysis of just this issue, entitled *Prisen på hjemløshed* (The cost of homelessness).

The results were clear. Even the calculations based on the most pessimistic assumptions showed that there would be some benefit, however modest, from an extra effort in this area. If the input were to succeed in helping a really significant proportion of homeless refugees out of hostels and into their own accommodation, the effect would be a rather larger one. And the effect would be very large if the efforts were to succeed not only in moving a large proportion of refugees out of hostels, but also into employment.

How great is the risk of eviction?

A little later in the year, Torben Tranæs and Torben Heien Nielsen of SFI (the Danish National Centre for Social Research) calculated the likelihood of immigrants being evicted from their homes in Denmark. This research was published in September 2009 under the title *Risikoen for at flygtninge og indvandrere sættes ud af deres egen bolig* (The risk of refugees and immigrants being evicted from their homes). The risks of eviction were compared for three groups: people from Danish backgrounds, refugees, and other immigrants.

The results were clear. Even the calculations based on the most pessimistic assumptions showed that there would be some benefit, however modest, from an extra effort in this area.

The main finding was that refugees are twice as likely to be evicted from their apartments as tenants from

a Danish background. In contrast, other immigrants are at no greater risk of eviction than Danes. The researchers also discovered that it made no difference to the risk of eviction whether refugees were receiving normal social security benefit or the lower level starting-out assistance. Overall, the study showed that being a refugee in Denmark meant that one ran a significantly increased risk of being evicted from one's home.

The results of the study were published in journalistic style in the Danish magazine for the homeless *Hus Forbi*, and were later the subject of discussion in the other Danish newspapers. ■

Can children's television unite a country?

The international conflict transformation organization Search for Common Ground has, in cooperation with the Rockwool Foundation, created the television series *Kilna Bil Hayy* with the aim of promoting conflict transformation and tolerance in the divided Lebanese society.

**Child actors**

The basic storyline focuses on a Beirut apartment building, in which families who reflect the religious and sectarian diversity of Lebanon live together and deal with conflicts that arise in day-to-day interactions.

"Al Dahiya is for Shiites, Tarik Al Jadide for Sunnis, East Beirut for Christians, Al Jabal for the Druze and the Palestinians are spread in the camps." These are the words of Leila, a 14-year old girl from Beirut, Lebanon, listing the main parts of her city and the different population groups residing in each.

With 18 officially recognized religious sects living together on only 10,452 km², Lebanon is a land of great diversity and pluralism as well as very complex political, social and sectarian divisions. During the past decades, these divisions in the population have produced regular sectarian tensions, a 15-year-long civil war and the label "a state without a nation".

Twenty years after the end of the civil war, the people of Lebanon are still very fragmented, but there are signs that Lebanese youth are fed up with unrest and divisions: "Life in Lebanon is full of clashes and fights between the different religions. This is very tiring", says Ali, another 14-year old teenager from Beirut, demanding national

dialogue in order to secure peaceful coexistence.

Social responsibility

The Lebanese media reflect the country's political and religious divisions. Sects, political parties and powerful individuals all have their own TV channels, something which, according to many, contributes to intensifying the conflicts. The Lebanese media have played a major role in creating tension, and the National Media Council president, Abdel-Hadi Mahfouz, blames the media for adding fuel to sectarianism: "Media institutions are strongly encouraged to ease tensions," he points out. Understanding the power of the media, the international organization Search for Common Ground (SFCG), in cooperation with the Rockwool Foundation, has launched the television series *Kilna Bil Hayy* – which is Arabic for "All of us in the Neighbourhood" – as a way of introducing concepts of social responsibility to Lebanese children. The SFCG Programme Coordinator, Sarah Bou Ajram, is convinced that there is a need for this: "In Lebanon, people don't listen to one

another. This creates frustration and anger. People need to start listening and this process needs to begin with children."

Kilna Bil Hayy is a television series in 13 episodes, aimed at children between 10 and 15 years old – as well as their parents and teachers. The episodes take place in and around the apartment building in which six children from different sectarian and ethnic backgrounds live, together with their families. The spirit of the magic apartment building is personified in the character Lina, who can be seen and heard only by the children. Lina helps the six children to overcome stereotypes and to break away from the sectarian patterns of their parents, learning instead to live together in peace and tolerance.

Kilna Bil Hayy was first broadcasted in May-August 2009 on LBC (Lebanese Broadcasting Corporation), which is one of the most widely watched entertainment channels in Lebanon. Moreover, LBC broadcasts worldwide (LBC Sat), which allows some of the 15 million of Lebanese living outside Lebanon

to watch *Kilna Bil Hayy*. The people of the diaspora have an indirect influence on the peace process in Lebanon as well. The *Kilna Bil Hayy* series is an adaptation of another 41 part television series called *Nashe Maalo* produced in Macedonia by SFCG, where it was very successful.

SFCG intends, based on other funding, to extend the reach of the programme through spin-off activities which will include in-school activity kits and teacher guides. These will encourage children and young people to reflect on and put into practice the themes of each episode as part of SFCG's "listening and problem-solving" initiative targeting 8- to 14-year-olds in schools across the country. The Rockwool Foundation has requested the Pan Arabic Research Center to conduct an independent evaluation of the *Kilna Bil Hayy* series. The evaluation report will be available in 2010.

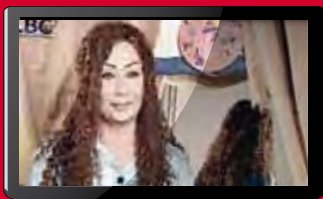
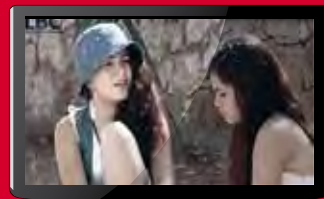
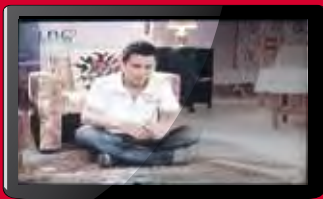
Children as role models

The children in the television series are role models for

the rest of the Lebanese society, and they can teach the adults, and especially the politicians, that it is possible to live side by side without any problems. One of the characters in the TV series is Nader Noueiri; like the other young actors, he uses his real name in *Kilna Bil Hayy*. Nader is a 15-year-old high school student, and this is his first time acting. He is convinced that he, together with other young Lebanese, will be able to change society for the better and contribute to creating a Lebanon without war and strife. The first step toward this goal is *Kilna Bil Hayy*, Nader says. "Everybody in the country should see this show. It is very important – both for children and adults."

TV can educate

The six children in the TV series represent some of the biggest population groups in Lebanon, including Palestinians. The Palestinian issue in Lebanon is very controversial and some Lebanese blame the Palestinians not only for the civil war, but for the general crisis in Lebanon. This motivated the lead script-writer of *Kilna Bil*



Did you know that

Lebanese society is made up of 18 different sects, which live in separation from each other?

PROJECT FACTS

Programme area

International Peace Building, Lebanon.

Project dates

The TV series was produced in 2008 and was broadcast on national television in May-August 2009.

Aim and strategy

To produce a children's drama series in Lebanon that models tolerance and collaborative problem solving, helping to transform the frame of behavioural reference of Lebanese youth in order to build the psychological foundation necessary for a future of peaceful coexistence and prosperity.

TV drama is a powerful tool which provides children with role models. It can teach children how to solve problems cooperatively, to understand others' points of view, and to coexist with groups and communities which are different from their own.

The basic storyline focuses on a Beirut apartment building, in which families who reflect the religious and sectarian diversity of Lebanon live together and have to deal with conflicts that arise in day-to-day interactions.

Local partners

The project is implemented by the NGO Search for Common Ground.

The lead script-writer for *Kilna Bil Hayy* was Jean Kassis.

The Pan Arab Research Center has been engaged to conduct an independent evaluation of the project.

Hayy, Jean Kassis, to make an entire episode in a Palestinian refugee camp: "The Palestinian children are suffering and we, the Lebanese, don't do anything about it." To enter a Palestinian camp and meet Palestinian children was a big experience for the Lebanese actors. It was the first time Nader Noueiri had set foot in a camp, and he was a bit afraid in the beginning, but his fear quickly changed to sympathy: "After *Kilna Bil Hayy* they are not strangers to me any more – hopefully the viewers think that as well, because the Palestinians are a part of society, whether we like it or not."

According to Chantal el-Hajj Younes, a researcher at the Pan Arab Research Center which is conducting the evaluation, the Palestinian issue was the topic most frequently mentioned by viewers of the programme. Several children said that before watching the TV show they did not trust Palestinians, or did not know anything about them. But after watching the 13 episodes of the show, their views changed.

Can parents learn?

Children are easy to influence and they often do what their parents do. In Lebanon, ideological differences and sectarian conflicts are passed on from parents to children. Therefore, it is not enough to educate children – parents need to be educated too.

Nader Noueiri agrees with this, and says that change has to come from the children, not the adults: "Our parents don't listen to Lina", he says, referring to the character representing the conscience of the apartment building in the TV show. "They are influenced by the politicians and old hatred." The young actor wants to change this, and he has one big dream after finishing the *Kilna Bil Hayy* project: "I would actually love to become a politician myself. Recently I was invited to meet Prime Minister Saad Hariri, who asked me what I wanted to be when I grow up. I told him: 'I want to be a politician, but not like you. I want to be a politician who loves his country and who creates peace between religions and sects!'" ■



A shooting session of the TV series Kilna Bil Hayy. The young actors on the photos are Sally, Nader and Kevo. They use their real names in the TV series.

How much **time** and **money** do Danes **spend** on their **children**?

The first results from *Families and Children*, the new research area for the Rockwool Foundation, were published in the autumn of 2009. They received massive attention in the media.

MORE ONLINE



Families and children is just one of four research areas presented in detail on the website of the Rockwool Foundation Research Unit. The website also provides information on the Research Unit's publications in the field to date, and on the researchers who are working in this new area of focus.

In recent years, there has been increasing interest in Denmark in conditions of life for children. This growing interest has paralleled a dramatic rise in the number of cases of crime and mental health problems among children. At the same time, there are worrying reports of children spending half the day – or even all of it – sitting in front of their computers or TV screens, and earlier research by the Rockwool Foundation has documented high levels of alcohol consumption among young Danes.

The greater interest in the situation and conditions of life of families led the Rockwool Foundation to decide in 2007 that their Research Unit should give high priority to research into the state of the family, with special focus on children, and several projects on this theme were launched in the course of 2008. Solid factual knowledge about conditions in families must be considered the best basis for a focused governmental family policy.

Time and consumption in families with children

The new research field *Families and Children* will have high priority for the Rockwool Foundation in the coming years. The first results in this area were published in 2009.

The first publication was of Jens Bonke's book *Forældres brug af tid og penge på deres børn* (Parents' expenditure of time and money on their children), which presents the results from the project *Parents' investment in their children*. The book, which came out in a completely redesigned layout, was published in October, together with a related issue of the Rockwool Foundation Research Unit Newsletter and three Study Papers that provided background material. All were published by the University Press of Southern Denmark. Two separate technical publications analysed Danish children's pocket money in the past and the present, and trends in private and public expenditure on Danish children.

In the book, which includes a substantial summary in English, we get right to the heart of the workings of Danish families by examining their spending and the ways in which parents and children make use of the 24 hours of the day. If Danish families with children have difficulty in making ends meet – in terms of either money or time available – this may go some way to explaining the increasing and often alarming problems which arise in many of them.

Are Danish families with children doing well?

The study reveals that the situation for Danish children is generally better now than it was just 10-15 years ago. Today's Danish parents spend more time with their children, for example, than those of previous generations did, and this holds true for both fathers and mothers. The notion that the ever-tougher situation on the labour market makes ever-greater demands on parents, and that children pay the price for this, thus turns out to be nothing more than a myth.

On the basis of a number of international comparisons, Jens Bonke is able to conclude that there are few places in the world where conditions for children are as good as they are in Denmark, if children's welfare is to be measured in terms of how much time their mothers and fathers spend together with them.

The study reveals that the situation for Danish children is generally better now than it was just 10-15 years ago.

At the same time, the study shows that time spent on the care of children is more evenly spread across families in Denmark than it is in many other countries. This is not to say, however, that there are not still large differences between the amounts of time that parents in different families spend with their children. In fact, the parents who spend the most time on child care are actually together with their children 5-6 times as much as the parents who spend the least time. This means that there are a small number of children in Denmark who receive very little attention from their parents.

Dramatic rise in purchasing power

One of the main findings from the analyses of families' financial circumstances was that the purchasing power of adults in families with children rose by more than one third in real terms between 1981 and 2006. To be exact, their purchasing power rose by 37%. In comparison, the spend-

ing power of other adults rose by only 29% over the same period. In 1981, adults in families with children already had greater purchasing power than other adults, but over the period in question the gap widened from 17% to 26%.

The notion that the ever-tougher situation on the labour market makes ever-greater demands on parents, and that children pay the price for this, thus turns out to be nothing more than a myth.

However, this accounting must be corrected for the fact that a part of the adults' expenditure goes on the children. When this correction is made, it is found that the purchasing power of adults in families with children was 92% of that of other adults in 2006, whereas 15 years earlier, in 1981, it had been only 86% of that of other adults. ■

THE BOOK

Jens Bonke. 2009. *Forældres brug af tid og penge på deres børn* (Parents' expenditure of time and money on their children, with an English summary). The University Press of Southern Denmark, 146 pages.

A match of people and peace

In cooperation with the NGO Cross Cultures Project Association (CCPA), the Rockwool Foundation has developed a project that seeks to promote peaceful coexistence between various groups in Lebanon through football, and to stimulate the development of an active civil society built on equality and diversity.

A group of girls in sports kit are moving slowly hand in hand down the steep rocks from the small village of Kfair towards a football pitch constructed on top of pounded rubble. Two old minibuses packed with happy children are arriving at the same time. The small stadium is suddenly full of energy; children are singing, running around and impatiently waiting to play football. The morning sun is warming the small stadium and the surrounding mountains in the south-eastern part of Lebanon, which in recent years has several times been the scene of conflicts, invasions and wars. These troubles seem far away today, when a CCPA Mini Tournament is about to take place.

The event is organized by Hussein, the local CCPA coordinator, in cooperation with eight volunteer coaches from villages in the region. Hussein welcomes the more than 80 children from four Popular Clubs and tells them about the idea of the Mini Tournament: "Here we don't play club against club, but we mix and play together. We play without results and without winners – or actually, everybody wins!"

Sport and fun for everyone

The aim of the Rockwool Foundation-funded project is to establish Popular Clubs all over Lebanon as a means of getting people to meet. Normally, only the children of the elite with money or the right contacts get the opportunity to participate in organised sports in Lebanon, but this new project builds upon principles of fairness and fun and is open to everyone. This approach represents a radical

break with established sports in Lebanon, and draws on inspiration from the Scandinavian sport-for-all culture to promote the development of an active and tolerant civil society.

Since the beginning of the Rockwool Foundation's involvement in the project, more than 200 volunteer coaches from the 50 Popular Clubs established so far have attended CCPA training seminars, where the participants learn how to organize activities for children and establish clubs, and where they also get a chance to meet people from other parts of the country.

"They are good boys – just like us"

For Souhail, a coach from Hay al-Selloum, a suburb of Beirut, the CCPA seminar was the first step to bringing children from his neighbourhood together with children from other parts of Lebanon. Even though the Shiite district of Hay el-Selloum and the Christian area of Ein el-Remeneh are located within a short distance of each other, there are huge sectarian and political differences between the residents and only very little friendly interaction. As part of the CCPA network, the Hay el-Selloum Popular Club invited the club in Ein el-Remeneh to participate in a Mini Tournament. For most of the invited players and coaches it was their first visit to this particular area, which has been badly affected by wars and internal Lebanese conflicts. Fadi, President of the Ein el-Remeneh Popular Club, explains how he prepared his players for the tournament: "The children were afraid before going to play in



Did you know that

The Lebanese civil war caused 130,000-250,000 civilian fatalities. Now, children of old enemies are meeting at the football pitch.



Since the beginning of the Rockwool Foundation's involvement in the project, more than 200 volunteer coaches have been trained at CCPA seminars, where they learn how to establish clubs, how to deal with children and how to organize safe and enjoyable activities.

Hay el-Selloum. They had heard a lot about the area from their parents and older brothers. But we talked about it: "There is no difference between you and them." In spite of the children's fears, the Mini Tournament went well and the members of the two clubs bonded instantly. 12-year-old Fouad from Ein el-Remeneh was happy about getting the opportunity to meet the other club: "They are good boys – just like us."

"The children were afraid before going to play in Hay el-Selloum. They had heard a lot about the area from their parents and older brothers. But we talked about it: 'There is no difference between you and them.'"

Girls should play football, too

Unlike the existing clubs in Lebanon, CCPA focuses on involving all children, regardless of gender, talent, social standing, or religious or ethnic distinctions. The Popular Club project is working to support the development of a functioning civil society based on diversity and equality, where girls and women are encouraged to take an active part in order to promote gender equality and non-discrimination. In many rural and conservative areas of the country, women do not play an active role in the public sphere, and it is not easy to include girls in sports and other public activities. But CCPA and the coaches have worked hard to attract girls to the football pitch, says Hussein: "It is a new thing for the girls themselves, but the parents and the boys are also sceptical. We have to insist on it. It is very important!"

A small revolution

In order to make the Popular Clubs sustainable, it is vital to include the parents and the local community. At the Mini Tournament in Kfair several parents are involved; some drive the minibuses, others arrange water and

snacks for the children, and a few are just there to enjoy the activities. It has so far been complicated for CCPA to involve parents actively in the Lebanese Popular Clubs, but the experiences in Kfair could serve as a good example to other clubs and are a sign of a slowly emerging culture of volunteerism. Abu Omar, father of one of the participating children, says "We like to help here. This is so good for the kids – and for us, their families. CCPA is really making a small revolution, a sports revolution, which can change the focus of our society from racism and sectarianism to health, fun and friendships."

Measuring the results

The Lebanese civil war caused some 130,000-250,000 civilian fatalities. Many Lebanese children and young people witnessed raids, car bombs and the destruction of buildings, and thousands of them lost their parents or other family members. Football pitches and other facilities were destroyed, and sport-for-all was set back many years as a result of the war. The Rockwool Foundation-funded project enables the children of old enemies to meet and play football. There is no question that it will require more than just football to heal the deep wounds – and it is a long process. But the Rockwool Foundation believes that football for children can be a good starting point.

It will not be possible to estimate the impact of the project in terms of "more peace" *per se*. Change in attitudes and perceptions across ethnic, social, political and religious groupings take time. The project will, however, be evaluated according to the goals stated at the outset. Relevant data are collected, such as the number of "meetings" between children and coaches from various groupings. The impact of the "meetings" on the pitch will also be studied, for example in the ways in which they influence the children's social circle, mobility and communication. In other words, the study will indicate whether football for fun enlarges the children's territory. ■

PROJECT FACTS

Programme area

International Peace Building, Lebanon.

Project dates

The project started in 2008 and is scheduled to run for three years.

Aim and strategy

The project seeks to promote and build peaceful coexistence and tolerance

between various conflicting groups and to stimulate the development of an active civil society built on equality and diversity.

The project sets up lasting structures in the form of Popular Clubs that are firmly anchored in local society. The Popular Clubs provide a fun meeting place for children, coaches

and parents from different sects and groupings. The day-to-day club activities are organised by local volunteers.

Status

50 Popular Clubs have been established, with around 1,200 children as members (15% are girls).

More than 200 volunteer coaches have been trained.

More than 2,300 children have already participated in open football festivals.

10 Mini Tournaments (between clubs), with the participation of 29 Popular Clubs and 400 children, have been run.

Local partners

The NGO Cross Cultures Project Association is implementing the project in close coordination with the Ministry of Youth and Sport and the national Olympic Committee.



In order to make the CCPA Popular Clubs sustainable, it is vital to include the parents and the local community in the activities. Some parents are active on the club boards, others take care of the transportation of the children, and some have been trained by CCPA and are now coaching the children.



Football is not always about winning. At the CCPA Mini Tournaments the children play without results and winners. The important thing is to have fun and meet new friends from other places.

Into the nature of entrepreneurship

Every year, newly established companies create more than 60,000 jobs in Denmark. Who are the entrepreneurs behind these companies? A new research project examines the job creation effects of entrepreneurship and the factors that determine success or failure.

You are more likely to succeed as an entrepreneur if you already have experience in the same business sector. This is one of the findings that came out of the Rockwool Foundation's new research project, which is based on data from more than 25,000 new Danish companies.

The project results were presented at a press conference in Copenhagen on 18 November 2009 by the two prime movers behind the project, Lars Nørby Johansen, Deputy Chairman of the Rockwool Foundation, and Professor Michael S. Dahl, the project leader. They explained the background to the project and outlined the principal results, which appear in a book entitled *Jagten på fremtidens nye vækstvirksomheder* (The search for the new growth companies of the future).

After the presentation, the results were debated by a distinguished group of invited guests: Orla Hav (Social Democrat) and Erling Bonnesen (Liberal), both members of the Danish Parliament; Lars Andersen, from the Economic Council of the Danish Labour Movement; Kent Damsgaard, from the Confederation of Danish Industry; Finn Lauritzen, from the Danish Enterprise and Construction Authority; and Lars Krimme, himself an entrepreneur.

We actually know very little

Entrepreneurs are traditionally seen as having a special role to play in creating new, well-paid jobs. They are also

often the targets of specific political initiatives. Strangely, however, we actually know very little about the role of entrepreneurs in our society. This was the reason that the Board of the Rockwool Foundation launched this new research study, which was aimed at investigating two distinct issues. First, the study was to identify the job creation effect of entrepreneurship by focusing on how long new companies survive and on the level of growth they achieve in their early years. Second, the project was to identify the distinguishing characteristics of entrepreneurs in general, and of successful entrepreneurs in particular. There was to be a special focus on "spin-off" enterprises – new companies that are in some way direct offshoots of existing firms.

60,000 jobs

The researchers mapped job creation in new companies in comparison with old ones. The results showed that in an average year, companies which were less than three years old created a net total of more than 60,000 jobs, despite the fact that this category of companies also sees the largest number of closures.

"Spin-off" companies have an especially good chance of surviving the critical early years, which means that they make a particularly lasting contribution to the economy. However, irrespective of the type of new company, high levels of competence among employees and entrepre-

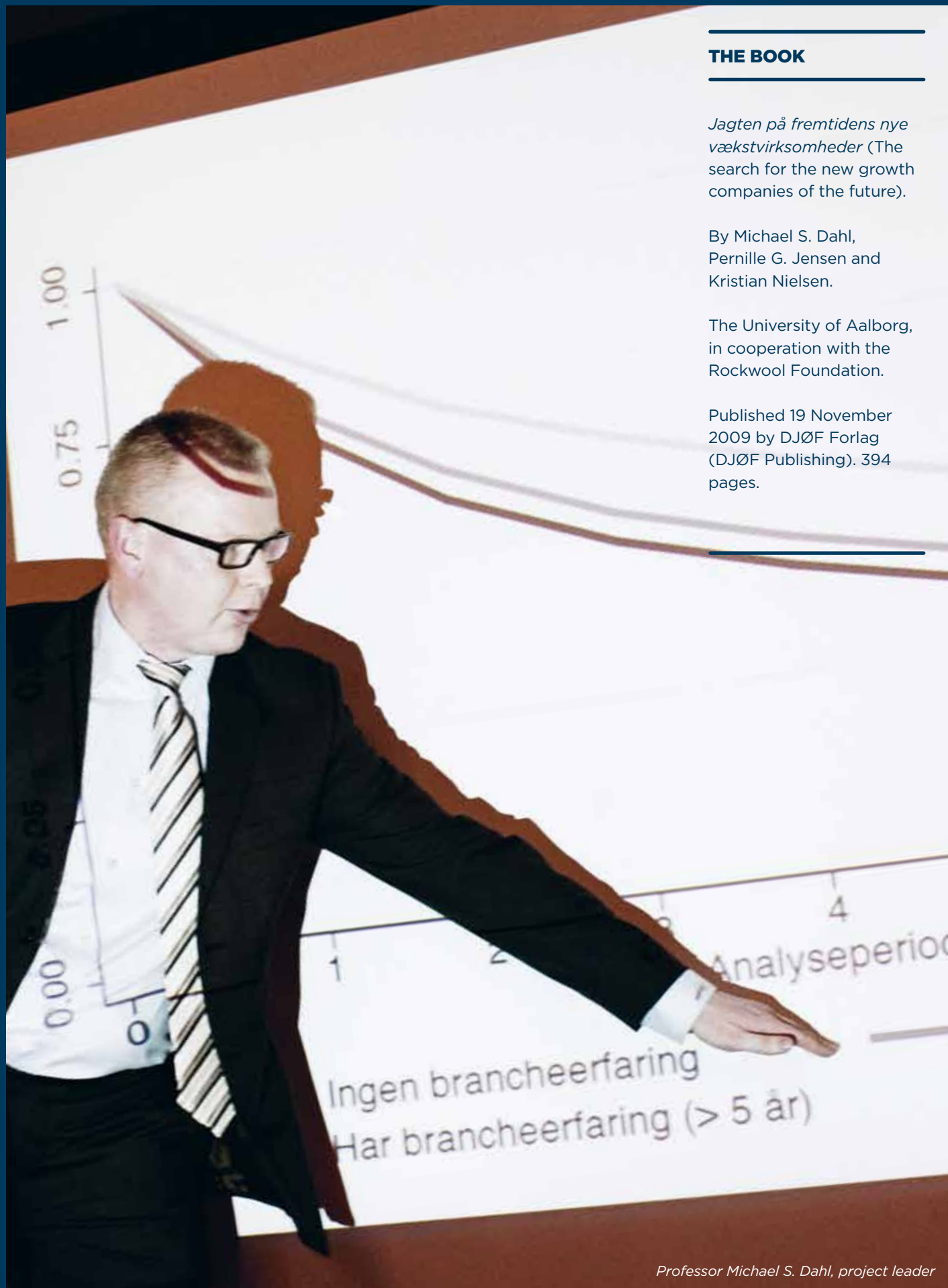
THE BOOK

Jagten på fremtidens nye vækstvirksomheder (The search for the new growth companies of the future).

By Michael S. Dahl,
Pernille G. Jensen and
Kristian Nielsen.

The University of Aalborg,
in cooperation with the
Rockwool Foundation.

Published 19 November
2009 by DJØF Forlag
(DJØF Publishing). 394
pages.



Professor Michael S. Dahl, project leader

neurs combined with good company resources greatly increase the probability of survival. Lack of appropriate business experience is correspondingly detrimental to the chances of survival. Older companies, in contrast to the new ones, have a negative net figure for job creation, a fact which goes to emphasise the importance of constantly establishing new companies in order to maintain and increase levels of employment.

What drives an entrepreneur?

The results of the study indicate a variety of interesting factors which typically characterise successful entrepreneurs and the motivations that drive them. Entrepreneurs are generally more successful if they are willing to take risks, are deeply involved with their work, and have been inspired by other entrepreneurs to start their own companies. Survival rates are also greater among those with a strong desire to be their own boss. Those who prioritise

entrepreneurs are in many ways atypical. Even in their social relationships they stand out; they generally have a large number of other entrepreneurs in their social network.

Denmark's future income?

After the presentation of the project at the press conference, a lively discussion arose between the researchers and the invited guests – politicians, and representatives from the business community and the labour market. There was widespread recognition that the results of the project made an important contribution to the debate on where Denmark's income would stem from in the future, and to knowledge of the characteristics of successful entrepreneurs in Denmark.

There was also agreement on the direction that future research should take. A new project within this area could usefully examine the net income effect of entrepreneurial



Lars Nørby Johansen, Deputy Chairman of the Rockwool Foundation, Professor Michael S. Dahl and Orla Hav, Spokesperson on Industry for the Danish Social Democrats.

other work-related factors such as good colleagues, high salary and job security are less likely to succeed – as are those who start businesses simply in order to escape unemployment.

Entrepreneurs are often male, and on the young side. These features are particularly typical of spin-off entrepreneurs. Spin-off entrepreneurs also tend to have higher incomes than other entrepreneurs, devote more time to their work, place greater store on independence and generally have a greater desire to be their own bosses. However, they are among the most risk-averse, and do not have as great a hunger for achievement. Thus, spin-off en-

companies in general, and of spin-off companies in particular.

Both the entrepreneur him/herself and the staff of the new company would most probably have been in employment elsewhere if the new company had not started up. In order to calculate the significance of entrepreneurship for the economy it is therefore important to know what income the new company provides to its owners and staff in comparison with the income that the same people would have earned if employed in other companies, and, possibly, what profit these people would have generated in other companies. ■

One book to sum it all up



An overview
of the
Research
Unit's
immigration
research
for an
international
readership.

As will be apparent from other articles in this report, the Rockwool Foundation Research Unit is engaged in a number of projects within the field of *Immigration and integration*. This research has been going on since the end of the 1990s, and since the turn of this century the Research Unit has been recognised as one of the key Danish research institutions in the field.

The need for an updated overview

A tally of the publications listed on the Research Unit's website shows that since 1999, almost 40 books and study papers have been produced on immigration and integration, in addition to the large number of issues of the Unit's Newsletter which have been published on the theme. The Research Unit receives daily enquiries from students, journalists, politicians and other researchers asking either for specific information on this research or about where they can find a collected but nevertheless fairly detailed presentation of the

results from the numerous studies.

Since the researchers at the Unit are often also asked for an English language publication giving an overview of their work, for example for use in international research, Torben Tranæs, Research Director, decided to ask the well-known Danish demographer Poul Chr. Matthiessen to write a book that would answer this need.

Poul Chr. Matthiessen had the best possible background for undertaking the task. Not only is he a very experienced researcher in the field himself, but he has also been a member of the reference groups for a number of the Unit's projects in the field, as well as having been actively involved as a researcher and writer on some of the projects.

Immigration

The product of Poul Chr. Matthiessen's work was published in October 2009 by the University Press of Southern Denmark as a

book entitled *Immigration to Denmark. An overview of the research carried out from 1999 to 2006 by the Rockwool Foundation Research Unit*. The book immediately proved its usefulness in relation to the daily enquiries from outside parties.

Immigration to Denmark answers the heavy demand for a broad overview of the Unit's research into the process of immigration to Denmark and the integration of immigrants into society. In addition, it examines a number of related topics such as immigrants' patterns of residence, immigrants' education and their command of the Danish language, crime, the position of immigrants in relation to the social security system, and the significance of immigration for public finances. The topics covered also include the attitudes of Danes to their new fellow-citizens. As an added bonus the book provides a mass of new data, since one of the aims of the work was to update as many of the earlier results as possible. ■

A lifeline provided by the local people themselves

Over the past two years the Rockwool Foundation has supported Lifeline in Zambia, an organisation which helps families hit by HIV/AIDS and assists communities in taking better care of orphaned children and HIV/AIDS patients. The aim is to help all these people to become stronger and more able to help themselves. The project is now entering its second phase, and this will involve extending its activities.

Zambia is one of the countries worst hit by the HIV/Aids pandemic, with some 15-20% of the adult population infected. The vast majority of people living with HIV and AIDS are between the ages of 15 and 49 – in the prime of their working lives. Mothers and fathers – the breadwinners of the families – die, leaving behind the children and the elderly. The AIDS virus strikes families in both urban and rural areas. However, orphaned children in towns are often sent back

to their parents' home villages in the countryside and placed in the care of grandparents, aunts or uncles. The inhabitants of rural villages, unfortunately, are often already facing difficulties in finding sufficient food for everyone because of the effects of poverty and HIV/AIDS. The arrival of orphans thus represents just one more burden for these hard-pressed communities. Fields are often not being properly cultivated, in part due to the impact of AIDS, and this

results in poor harvests, low incomes and yet more hunger. In Africa, the fight against AIDS must go hand in hand with the battle against hunger.

Interlinked problems demand integrated solutions

The project uses an integrated approach to tackle the manifold and often interconnected problems confronting communities and families affected by AIDS. The first phase of the project focused on the

establishment of infrastructures and the organisation of the training of volunteers, on establishing children's activity centres, and on trialling and starting up income-generating activities. This work is continuing in the second phase of the project, while at the same time activities are being extended to another rural area. In addition, new initiatives are being taken to improve the livelihoods of families and their ability to support themselves. Agriculture is obviously



*Violet Sitangaika,
one of the project
volunteers.*

PROJECT FACTS

Programme area

Social Capacity Building, Zambia.

Project dates

The first 2-year project phase has been completed, and the second 2-year phase started in January 2010.

Aim and strategy

The project aims to assist and build the capacity and resilience of three AIDS-affected communities, one urban and two rural. Volunteers from the local churches are organised in a network and trained to help orphaned children, patients and caregivers.

The support includes: a) material assistance such as school fees, clothes, and food for malnourished children, b) spiritual assistance such as counselling and encouragement, c) social assistance such as parental guidance, advocacy and protection of children from abuse, d) training and capacity-building in areas such as life skills, care, hygiene, nutrition, agriculture and horticulture, relationships and prevention of HIV, and e) opportunities for positive interaction with other children.

The project will increasingly focus on agriculture and income-generation activities, due to the widespread poverty and food insecurity in the area.

Status

More than 50 volunteers have already been trained and 30 more will be included in phase 2.

More than 300 orphans have been assisted and 100 more will be included in phase 2.

Local partners

The NGO "Lifeline in Zambia" implements the project in cooperation with a wide range of churches, from whence the volunteers are recruited.



Fun activities for volunteers and orphans contribute to good relationships and keeping spirits up. Yes we can!

DID YOU KNOW THAT

In Zambia around 15-20% of adults are infected with HIV.

An estimated 22.4 million people are living with HIV in sub-Saharan Africa - around two-thirds of the global total.

Since the beginning of the epidemic, more than 14 million children around the world have lost one or both parents to AIDS.

Average life expectancy in sub-Saharan Africa is now 47 years, when it could have been 62 without AIDS.



Volunteers preparing vegetable gardens. The produce is used to generate income and for the programme to feed severely malnourished children. The project also seeks to help volunteers and their families with growing crops and income-generating activities so that they can better provide for themselves - and even have a surplus to devote to helping others.

important for rural farming families, but in many cases the urban families involved in the project also produce crops on fields that they own or rent. The project aims to help all the families to produce enough food to keep hunger at bay.

The volunteers are entrepreneurs

The implementing partner, Lifeline in Zambia, organises and trains volunteers from the many different local church denominations to work together in unity. Their common mission is to put into practice the teachings of their churches by helping vulnerable and needy families in the local community.

Violet Sitangaika is a good example of a project volunteer. She is 37 years old and has six children of her own, so she would certainly have enough to do just to make ends meet in her own home. But Violet, like the other volunteers, has chosen to give what she has – her time and her care – to orphans and caregivers in her local area. “It pained me to see the orphans suffer – and God gave me a gift to help them,” says Violet Sitangaika. She is one of the 30 volunteers in the village of Muteteshi who reach out to others in need.

As a volunteer, she is responsible for visiting and helping five families with children in Muteteshi. In the village, more than 140 orphans and their caregivers receive help through the project. Every Tuesday and Friday Violet goes on foot to visit families, to talk to orphans and caregivers and to provide encouragement, guidance and assistance with practical things as necessary. Some of the families live as much as 6 km from her own home, and she wishes she had a bicycle. In addition, she participates in various activities for children at the new activity centre in her village, and helps with the income-generating activities run by the project.

The volunteers are often in need themselves

One might expect that the volunteers would be drawn from among the best-off members of the population, but that is not necessarily the case. Some of the volunteers are widows or widowers and many of them are themselves caregivers for orphans and face a daily struggle to put food on the table and find the money to pay school fees, etc. For this reason the project aims to help volunteers and their families with growing crops and income-generating activities so that they can better provide for themselves – and even have a surplus to devote to helping others. In the start-up phase of the project, volunteers received small incentives in the form of food – but in the future, the greater amounts of food produced from their own fields will be the only “pay” for their work.

Compassion and social capacity building

The project can be seen in terms of support for social capacity building. The local community makes a commitment, and is helped, to use its existing human resources

in taking joint responsibility for the weak and vulnerable. It is a form of local philanthropy. Care for those who need it does not come from some Western donor sending gifts: it is provided by the local people themselves, as their responsibility. Their social capital is the glue that holds together the relationships involved, and provides the driving force for development.

The help given is practical and compassionate. Some of the caregivers are grandparents or widows, and they may need practical assistance with cleaning, with bathing the children and with washing the children’s clothes. Other caregivers may have most need for a chance to talk, for a little encouragement, and perhaps for the opportunity to say a prayer with someone. Others still may need help and advice on dealing with and bringing up frustrated teenagers. Training in all these areas forms part of the programme provided for local volunteers.

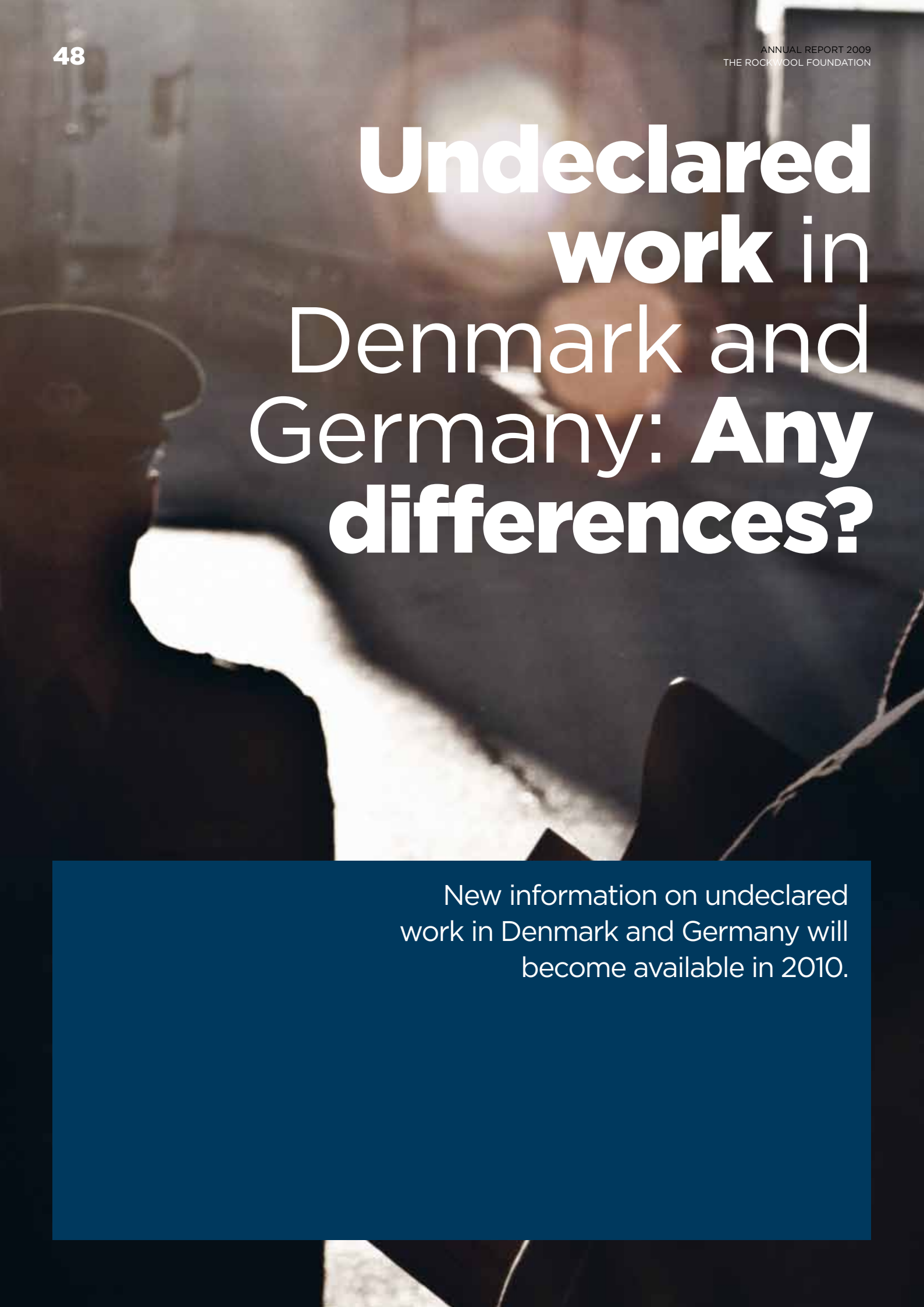
Care for those who need it does not come from some Western donor sending gifts: it is provided by the local people themselves, as their responsibility.

“I dream of education – of going to school and one day becoming a secretary,” says 16-year-old Ones Mufwempapa, one of the orphans being helped by the project in Muteteshi. The project helps her with school fees, and she has just completed the 7th grade. Pupils in Zambia must pass their 7th grade exams before they can continue with their education, and Ones is delighted that she and all the other Muteteshi orphans in the project have passed the exam. This is a fine result; 7 of the other children in her class did not get through.

Belita Sailas Mulenga is a volunteer in urban Chipulukusu. She is a widow – her husband died in 1997 and left her with six children. Even in her situation she has managed to be a volunteer and to help others. She explains: “I want to help others who have gone through the same difficulties as I have. I know what a widow goes through when she loses her husband. But it is not the end of life. I help them to overcome their grief, to get on with their lives and take good care of their children. I also help to ensure that the children become responsible young people, avoiding AIDS and teenage pregnancy.” Belita is responsible for visiting five families in her neighbourhood, helping to provide care for 16 orphans in Chipulukusu.


Having fun together

The volunteers and their day-to-day involvement with the caregivers and the children are the backbone of the project. This is why it is important to promote the relationships of volunteers with one another and with the children. Lifeline arranges social events where volunteers and children play, eat, sing and laugh together. ■



Undeclared work in Denmark and Germany: **Any differences?**

New information on undeclared
work in Denmark and Germany will
become available in 2010.



undeclared work, corresponding studies have been conducted in the neighbouring countries of Norway, the UK, Sweden and, in particular, Germany.

These studies were carried out using directly comparable methods, making it possible to put the Danish results into perspective by comparing them with results from the four neighbouring countries. This enabled the Research Unit to address questions such as whether undeclared work was more or less prevalent in Denmark than in the other countries, and whether the structure of the undeclared labour market was the same in all the countries studied.

During 2010 a number of books will be published which will update our knowledge of the undeclared sectors in Denmark and Germany. Who carries out this form of work? How high are undeclared wages? What proportion of national production is accounted for by the undeclared sector? And what have been the trends in the levels of taxes and duties, which constitute the driving force behind undeclared work?

New developments in methodology and questioning techniques

The results for Denmark for the most recent years are to be published in a book

intended for the general public and written by three of the Research Unit staff, Camilla Hvidtfeldt, Bent Jensen and Claus Larsen. These results are based on new methodological developments.

In the development work the researchers have experimented with new question formulations, and these have been systematically trialled. In addition, there are results from a separate study of the demand side of undeclared work which has investigated who it is that buys undeclared goods and services.

Who carries out this form of work? How high are undeclared wages? What proportion of national production is accounted for by the undeclared sector? And what have been the trends in the levels of taxes and duties, which constitute the driving force behind undeclared work?

Publications in Germany are based on work carried out in collaboration with Professor Lars P. Feld of Ruprecht-Karls-Universität Heidelberg. A book aimed at the general public is planned, as in Denmark, as well as a book containing more detailed documentation, both of these to be written by Lars P. Feld and Claus Larsen and published by Springer Verlag.

In the case of Denmark our knowledge about the undeclared sector will be updated to 2009, and with respect to some information, even to 2010. In Germany the newest data will be from 2008. This work all forms part of the continued coverage of this special sector of the economy in welfare states in Northern Europe. ■

The Rockwool Foundation Research Unit is the only research institution in the whole of Northern Europe that has regularly collected interview data over a long period and used these data to study the incidence and extent of undeclared work in a modern tax-financed society.

During the 1990s, the focus of this work was on Denmark. But since the year 2000, with solid experience having been built up from conducting interviews with Danes about their behaviour with respect to

Healthy children in healthy schools should lead to a healthy society

The Healthy Schools Network in Denmark was set up as a Rockwool Foundation initiative in 2008. The aim is to improve the health of the coming generations by focusing on lifestyles among school children.

How can we improve the health of coming generations? This is a major question for the Western world today, and in 2008 the Rockwool Foundation decided to place special focus on this key issue. The result was the launch of the Healthy Schools Network, an initiative aimed at improving the health of Danish schoolchildren. The initiative was undertaken in close cooperation with professors and academics at several Danish universities, school personnel, and managers from local authorities. The aim was to develop practical tools for the measurement of indicators related to children's health, and at the same time to promote the establishment of new ways in which the children themselves and their families could make an ongoing contribution to the goal of better health during school years.

A widely based network that has sharpened the focus on health

What started as an initiative by the Rockwool Foundation has today become a regional-based scheme driven by enthusiasts in the country's primary and lower secondary schools. At the time of writing, the Healthy Schools Network has spread to 185 schools in 36 local authorities across Denmark, with 80,000 school pupils being actively involved in the scheme.

The fact that the network covers all interested public schools has given it a nationwide base and thus ensured

that it gains the long-term commitment that is essential to its success. While the Rockwool Foundation funds the website, the measuring equipment, the necessary expertise and the secretariat, it is the schools themselves that carry out the practical work with the children and through their own initiatives make the scheme an integral part of the children's everyday lives.

What started as an initiative by the Rockwool Foundation has today become a regional-based scheme driven by enthusiasts in the country's primary and lower secondary schools.

Communication at the children's own level

The Healthy Schools Network is built on the principle that reward is more effective than admonition. The scheme places a special focus on the least active 20% of schoolchildren in particular, and emphasises communication and motivation. This involves holding regular competitions, for example. The website, which is the cornerstone of the project, makes a special effort to communicate with children on their own level. ■



The first winner of the Healthy Schools Network step-counting competition was Espergærde School in Helsingør. The school's pupils averaged 97,253 steps each in a week. The prize, which was presented to the school to the great delight of the winners on 11 August 2009, was a 40" flat-screen TV and an interactive exercise game Wii.

THE PROJECT IN DETAIL

What is measured?

There is an obligatory series of measurements: height, weight, waist measurement, vertical jump measurement, and fitness rating. Measurements are taken once or twice per year, typically in Physical Education classes.

Ongoing step counting: Each class is issued with pedometers, which the pupils take turns in carrying for a week at a time.

Voluntary supplementary measurements after the 7th grade: Peak flow, resting pulse and blood pressure.

The choice of measurement parameters has been made

in cooperation with academics from a number of Danish universities.

Results are available online

Measurements can be viewed on www.sundskolenettet.dk.

Measurements are always shown anonymously. Figures for individuals are handled with discretion and can only be seen online by the pupil concerned and his/her parents.

The availability of measurement results to individual children and their parents via the website means that parents can follow the pro-

gress of their children, and the children can work to improve their performance and can involve their families in focusing on better lifestyle habits.

A voluntary network with few requirements

The Healthy Schools Network makes available a number of aids free of charge, including access to the website, measuring equipment, educational material and expert assistance.

The few requirements of membership involve each member school setting up a health committee headed by a person reporting to the headmaster.

All schools commit themselves to taking a series of measurements of pupils at least once a year, and to writing an annual report at the same time on the actions they have taken to promote good health.

Putting a positive spin on health

At Pedersborg School in Sorø, Denmark, 24 spinning bikes help all the children to exercise and keep fit. The Healthy Schools Network has helped to put exercise and health on the agenda at the school, explains Henrik Madsen, the school Head.



"To my mind, spinning for children is close to being a miracle cure," says Henrik Madsen unhesitatingly. As Head of Pedersborg school, he sees the daily evidence of how the 24 spinning bikes are making a noticeable difference for the pupils. "Children need many different types of exercise, but we see that when they play volleyball or football, for example, there are quite a few pupils who just never work up a sweat at all. They hold back from the game because they are frightened that they'll look bad at it," he explains. "On a spinning bike, however, individual pupils are responsible only to themselves. This means that they participate on their own terms. We find that pupils who have previously dropped out of sports activities are now rushing to join in once more!"

"I think it's great, because I get to work out. I burn off energy and get stronger!" 13-year-old pupil from Pedersborg School.

The Healthy Schools Network provides a firm foundation

Henrik Madsen and everyone else at Pedersborg School have seen the same effect from the Healthy Schools Net-

work measurement programme. The pupils have thrown themselves into it with great enthusiasm. Henrik Madsen explains that "the Healthy Schools Network has helped to put health and exercise on the agenda at the school," and goes on to say that the measurement programme together with the school's own health initiatives such as the spinning bikes make a perfect combination. "The measurements themselves are of little value if we don't do anything with them," he continues. He believes that the Healthy Schools Network has created a strong basis for ongoing work on health by providing a long-term infrastructure.

"We find that pupils who have previously dropped out of sports activities are now rushing to join in once more!"

"We at Pedersborg School are particularly pleased that the Healthy Schools Network does not attempt to dictate how we as a school should help our pupils to achieve a better state of health. One of the basic principles of the Healthy Schools Network is that the organisers believe in each school producing its own creative ideas. This helps to motivate the teachers to make an even greater difference for the pupils," concludes Henrik Madsen. ■

The baton was handed on

Lisbeth Thaulow, Deputy Head at Nyrupskolen in Kalundborg, Denmark, was involved in setting up the Healthy Schools Network in the Municipality of Kalundborg. A single meeting was sufficient to secure the involvement of 15 schools. What sealed the deal?



Lisbeth Thaulow, Deputy Head at Nyrupskolen in Kalundborg, received an e-mail from the Rockwool Foundation over a year ago. In it, the Foundation presented the Healthy Schools Network, and encouraged schools all over Denmark to participate in the project. "We were already working on a scheme of our own," explains Lisbeth Thaulow, and she describes the proposal from the Rockwool Foundation as representing a happy coincidence of interests. "Our staff had suggested that we should focus more strongly on health in the school, since we had noticed a steady decline in the general health and fitness of our pupils."

15 schools in at the start

Lisbeth Thaulow decided to call a meeting of representatives from schools all over the district served by her local authority. Twenty-five people came to the meeting, including heads of

schools, experts on health from the local authority, and Henrik Madsen, Head of Pedersborg School in Sorø, who gave an account of his experience with the Healthy Schools Network. "There was widespread enthusiasm over the initiative, and it transpired that many of the schools represented had actually already been thinking about starting their own projects related to health and exercise," says Lisbeth Thaulow. She believes that a combination of the local base and general curiosity to see what would happen sealed the deal; 15 schools enrolled in the Healthy Schools Network on the spot.

The secret baton

The 15 schools immediately decided to mark their enrolment in the Healthy Schools Network with a baton to be passed from one to the next. Each school undertook the task of organising a surprise event for a neighbouring school that would draw attention to the Healthy Schools Network. One school went to visit their neighbouring school *en masse* with the Healthy Schools Network baton. At another school, all the pupils were assembled for a communal event at

which teachers and pupils from the school and from the neighbouring school talked about the project and about new initiatives in the pipeline. A third school presented their neighbours with a CD with good ideas for exercise and other health-promoting activities. "Then, at Nyrupskolen, we got hold of a map of the local authority area, so that the children could see which other schools were members of the Healthy Schools Network," explains Lisbeth Thaulow, and relates how membership of the network gave both pupils and staff a sense of belonging to a new and dynamic group.

Healthy competition and visibility

Nearly all the schools in Kalundborg are now members

of the Healthy Schools Network, and Lisbeth Thaulow, who is the leader of local network, hopes that the last few schools will join before long. "We have a very strong local base, and the schools and the local authority have a fine, close working relationship," she explains, and adds that the Healthy Schools Network website makes the whole project more visible. "On the website, we can see what other schools are up to. We can share knowledge and gain inspiration for new initiatives. At the same time we never stop comparing ourselves with the other schools – a little healthy competition never does any harm!" ■

BEYOND THE HEALTHY SCHOOLS NETWORK

Nyrupskolen in Kalundborg operates its own health concept that includes exercise, diet, indoor working environment and well-being.

Other projects related to exercise and health have developed in the wake of the launch of the Healthy

Schools Network. For example, a course will shortly be run through the local authority that will show how exercise can be integrated into classes in all school subjects. 111 teachers and 40 teaching assistants have already enrolled!



THE NEW WEBSITE

At the end of 2009 the Rockwool Foundation launched a new website that covers all its activities. The website is the cornerstone of the Foundation's communication with the world at large. Information about the Foundation's commitments, values and goals is readily available to everyone at www.rockwoolfonden.dk.

The website presents descriptions of the Foundation's projects, including information about focus, strategy, external researchers and local partners, as well as details about the Foundation's publications. The website can also be used to find the contact details of people who can an-

swer questions and provide additional information about specific areas.

In future, all applications for funding by the Foundation are to be submitted in electronic format via the new website. The application form can be completed online, and the associated guidelines are available for download. ■

www.rockwoolfonden.dk
www.rockwoolfoundation.com

Colophon

Photography

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Ole Dahl Rasmussen, pages 10, 12

Kurt Johansen, page 50

Lifeline in Zambia, page 44

Search for Common Ground, pages 28, 30-31

The Rockwool Foundation, pages, 16, 18-19, 43-44

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The annual accounts of the Rockwool Foundation – summary

Statement of income 2009	Danish kroner
Interest and dividends	57,087,979
Administration costs	-6,167,297
Profit before donations	50,920,682
Allocated donations	-14,517,013
Result year-end	36,403,669

Capital as at December 31, 2009	Danish kroner
Tied up capital	3,022,734,241
Available capital	68,200,043
Capital and reserves	3,090,934,284

