

EXPANDING KNOWLEDGE

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Annual Report

2010

- During 2010 the Rockwool Foundation Research Unit worked on 34 research projects, 5 of which were completed during the year. Within the area of practical interventions 2010 was also a busy year, with the Rockwool Foundation working on 13 new or continued interventions.

In numerical terms the Rockwool Foundation made donations totalling DKK 32.1 million in 2010, compared with DKK 14.5 million and DKK 61.6 million in the previous two years. Income before donations was DKK 49.1 million. Net financial assets at the end of 2010 totalled DKK 3.7 billion.

The Research Unit

The Rockwool Foundation Research Unit continued in 2010 to provide input to the public debate through a large number of publications, including three books, two study papers and seven issues of the Newsletter. Three press conferences were held to launch publications, with the participation of politicians and experts in the relevant fields.

Within the research area 'Families and children', two new research projects were published. First, the book *Når man anbringer et barn* (When a child is placed in care (page 24)) put the extent to which Denmark places children in care, as well as the problems these children face, on the public agenda. The Research Unit also published a study on health, well-being and overweight (page 37), which highlighted the fact that Denmark is facing an increasing problem of overweight. A research article described how low-income families in Denmark fared during the period of economic growth in 1995-2004 (page 47). Finally, a research project attempted to identify and calculate the costs to society of violence against women in Denmark (page 58).

Within the research area 'Black Activities and the Law of the Land' a major overview of undeclared work was produced. This overview was based on historical data from more than 30,000 interviews going back to 1994. These findings led to debate in Denmark about the widespread nature of undeclared work and the policies that can be employed to reduce it (page 8).

The Research Unit has introduced a new research area, 'Development Economy', which functions to underpin the Foundation's practical interventions in developing countries. The opportunities and challenges that this new research area brings are described on page 18.

Research outside the Research Unit

External research in 2010 produced findings which resulted in the publication of the book *Stoffer og Natteliv* (Drugs and Night Life (page 12)), which gave a more comprehensive picture than ever before available on the drug habits of young people in Denmark.

Social Entrepreneurship - interventional projects

Practical intervention based on social entrepreneurship remains an important activity for the Rockwool Foundation. The projects are aimed at creating solutions for combating poverty in developing countries and for improving living conditions in both developed and developing countries. Intervention activities are increasingly benefitting from the capacity of the Research Unit to acquire knowledge about evaluation and documentation. The relocation of the two parts of the organisation, so that the Research Unit is now located adjacent to the office of the interventions department and the administration in the same building in Copenhagen, has further aided this development, while still maintaining the high data security standards of the Research Unit.

Social Entrepreneurship focuses on four strategic programme areas: 'Food Security and Poverty Alleviation', 'Social Capacity Building', 'International Peace Building' and 'Health Interventions'.

Under 'Food Security and Poverty Alleviation', the Rockwool Foundation is supporting the development of sustainable small-scale farming in Tanzania (page 20) as well as the establishment of Savings and Loans groups in Malawi (page 16). Both projects are aimed at promoting household self-sufficiency and creating the foundation for long-term economic growth. ►

The members of the Board

... are people with extensive knowledge and experience within international business and politics. The Board is crucial for the strategic development of the Foundation, working in collaboration with the Management. Each Board member also actively participates in one of the four Board Committees that cover the intervention projects, giving them the opportunity to contribute their broad expertise.



Tom Kähler

Chairman.
Chairman of the Board of Directors of Rockwool International A/S. Former CEO of Rockwool International A/S.



Lars Nørby Johansen

Deputy-Chairman.
Chairman of the Danish Growth Council. Former CEO of Falck, Group4Falck and G4S. *



Mariann Fischer Boel

Former European Commissioner for Agriculture and Rural Development and Danish Minister for Food, Agriculture and Fisheries. *



Anders Eldrup

CEO of DONG Energy. Former Permanent Secretary of State at the Danish Ministry of Finance. *



Mogens Lykketoft

First Vice-President of the Danish Parliament. Former Minister of Foreign Affairs and Minister of Finance and former chairman of the Social Democratic Party. *



Klaus Franz

Division Managing Director of the West Division within the Rockwool Group.



Bo Kähler

CEO of Fundator A/S.



Lise-lotte Kähler

Head of Administration, Scandinavian Highlands Holding A/S.



Søren Kähler

Graduate Engineer with a former international career with F.L. Smidth & Co. and Rockwool International A/S.



Connie Enghus Theisen

International Segment Manager, Rockwool International A/S. Member of the Board, Rockwool International A/S. Elected by employees.

* Member of the Executive Committee.

In the programme area 'Social Capacity Building', the Foundation is engaged both in providing help to self help for HIV/AIDS-affected families in Zambia (page 30) and in developing a cognitive teaching model to develop social and personal skills among pupils in public schools in Denmark (page 34).

The 'International Peace Building' efforts of the Rockwool Foundation continue to focus on promoting peace through the young generation. In Lebanon we seek to build peace through football activities that cross the many divisions in that society, and through the production of television soap operas conveying messages of peace to children and young people (page 52). Furthermore, the Foundation's involvement in peace building was strengthened in 2010 by the launching of three new peace-building projects in Burundi, Uganda and Nepal (page 57).

The 'Health Interventions' activities of the Rockwool Foundation are probably the most comprehensive. The Healthy Schools Network (page 40), which comprises 180 schools and more than 80,000 pupils, has been promoting health and fitness of Danish children since 2008. In addition, a pilot project on mental health in schools was launched in 2010 (page 45).

Donations for smaller projects

The Rockwool Foundation also supports social entrepreneurship by identifying short-term initiatives which have the potential to lead to new solutions to the challenges of our societies. During the year, the Foundation received and processed around 1,200 applications within the category 'Donations for smaller individual projects'. Of these applications, the Foundation approved a total of eight. Two examples of such initiatives are described on pages 28 and 49.

Thanks from the Board and Management

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

The management



Elin Schmidt
President.

With a former international career with Novo Nordisk A/S. Chairman of the Danish NGO "Mødrehjælpen" and advisor to a number of NGO's operating within the social sector.

The members of the Research Programme Committee

... ensure that high academic standards are maintained and that the use of resources is optimised by being applied only to cutting-edge research. The Research Programme Committee is made up of leading Scandinavian professors within the fields of research that are prioritised by the Foundation and is always consulted before the Board makes its final decision on giving a financial grant to a research project.



Peter Gundelach
Professor, Department of Sociology, Copenhagen University. Former Chairman, the Danish Social Science Research Council.



Poul Christian Matthiessen
Former professor of Demography, Copenhagen University. Former Chairman of the Board, Carlsberg A/S and Chairman of the Board, the Carlsberg Foundation.



Nina Smith
Professor, Department of Economics, Aarhus University. Former Chairman of the Danish Economic Council.



Torben Tranæs
Research Director and Professor at the Rockwool Foundation Research Unit. Former Professor at the Danish National Institute of Social Research.



Eskil Wadensjö
Professor, Swedish Institute for Social Research, Stockholm University. Director of SULCIS. Former Chairman of the Swedish Economic Association and Dean of the Faculty of Social Sciences, Stockholm University.

EXPANDING KNOWLEDGE

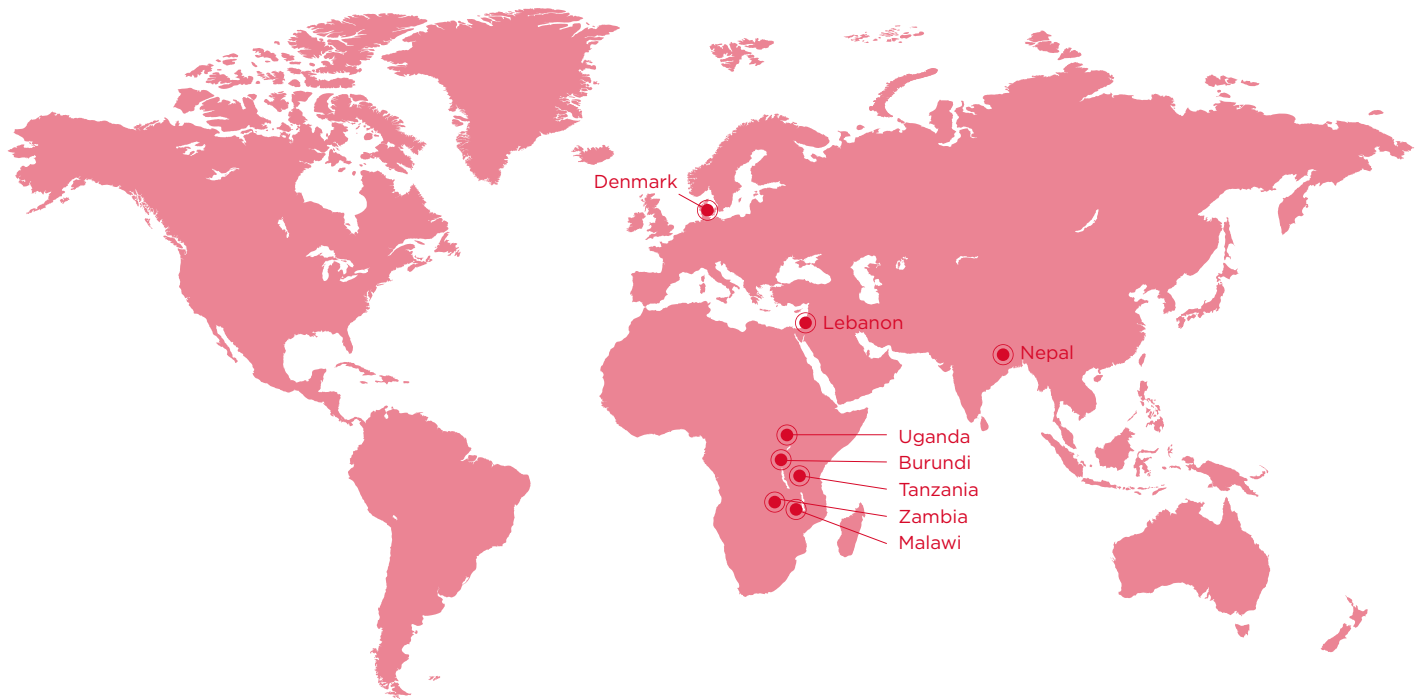
We try to expand knowledge in two ways: through research that enables decision-makers to take informed action, and through trial-and-error-driven practical interventions that inspire and support dedicated social entrepreneurs in their efforts to find and implement lasting solutions to the challenges the world faces.

And those challenges are indeed many. Our goal is to help people in both wealthy and poor societies to improve their lives. Sadly, there are no quick-fix solutions. But we firmly believe that if we plant seeds of knowledge, they might take root, grow and spread across societies – bearing fruit by paving the way for lasting improvements.

Research areas

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

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. ■

Undeclared work

is part of everyday life for Danes

Every second person in Denmark pays for some kind of undeclared work within the course of a year, and one person in four carries out undeclared work themselves. For Danes, undeclared work is an integrated and quite widely accepted part of everyday life, as a new book from the Rockwool Foundation Research Unit clearly shows.



Denmark



Troels Lund Poulsen, Minister for Taxation (right), in discussion at the press conference with his counterpart Nick Hækkerup MP from the Social Democrats.

THE BOOK

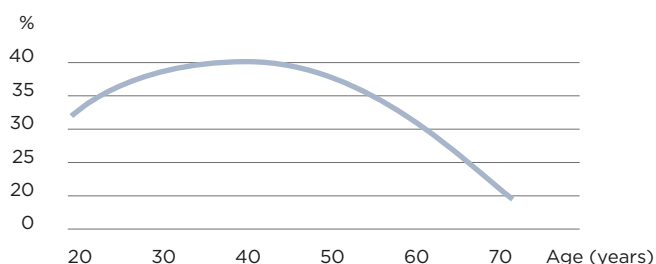
Danskerne og det sorte arbejde (Undeclared work and the Danes), by Camilla Hvidtfeldt, Bent Jensen and Claus Larsen. Published by the University Press of Southern Denmark, 2010.

- Undeclared work is a major problem for Danish society. Such work breaches the law, income distribution policy in general, and taxation policy in particular, all at the same time. It is with good reason, then, that undeclared work receives much attention in the media and in the public debate on taxation. Be that as it may, however, undeclared work continues undiminished in Denmark.

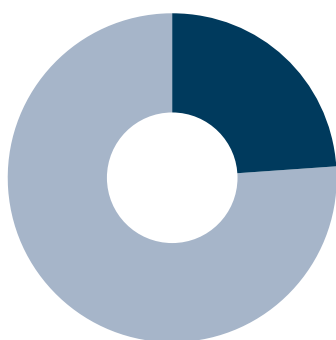
The issue begs numerous questions. Who carries out this undeclared work? Who has their household cleaning done 'off the books'? How high are undeclared wages? What proportion of national production is accounted for by the undeclared sector? And what have been the trends in the levels of taxes and duties from which undeclared work escapes?

In 2010 the Rockwool Foundation Research Unit came up with the answers to a whole gamut of questions of this type in a book that was based on many years of research in the field, entitled *Danskerne og det sorte arbejde* (Undeclared

Demand for undeclared work paid for in cash, Denmark 2010.



Source: Rockwool Foundation Research Unit.



24%
of the Danish
population have
done some
undeclared work.

work and the Danes). Uniquely in Northern Europe, the Research Unit has collected data on the incidence and extent of undeclared work in a modern, tax-financed welfare society over a period of many years. The results of the long years of research in the field were presented at a press conference in June 2010 with the participation of the Danish Minister of Taxation, Troels Lund Poulsen (Venstre, the Danish Liberal Party) and the Social Democrats' parliamentary spokesperson on Taxation, Nick Hækkerup.

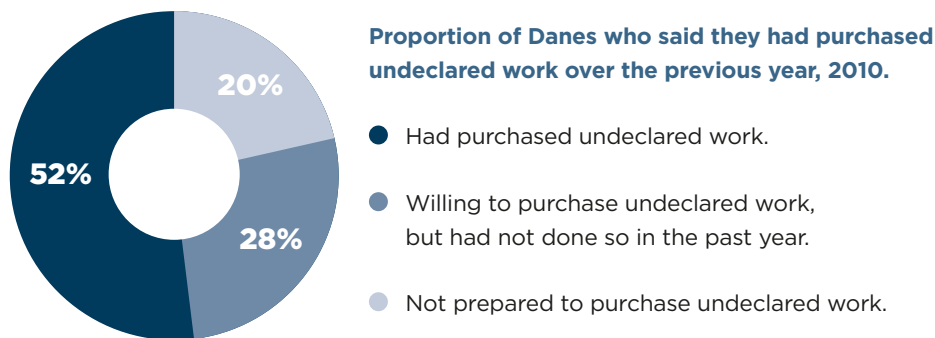
Undeclared work is a part of Danes' lives

Danes carry out much the same amount of undeclared work today as they did fifteen years ago, and the level has remained more or less constant during the intervening period. The figures for 2008-09 show that every fourth adult Dane carries out some undeclared work in the course of a year. Those involved spend around 3 hours per week working on the undeclared labour market. Things were much the same in the 1990s. The most recent estimations of the extent of undeclared work in Denmark show that if it was properly invoiced, its value would be DKK 48 billion per year, equivalent to 2.8% of GDP; in the mid-1990s the corresponding figure was 3.1% of GDP.

An examination of the demand side of the market for undeclared work reveals that many people in the Danish population are very active customers; in 2010, no less than 52% stated that they had made use of undeclared work during the previous 12 months. A further 28% would have been willing to purchase undeclared work if they had had a suitable opportunity. In total, 80% of the Danish population are thus potential customers for undeclared work. This means that we are truly talking of an everyday phenomenon in Denmark. ►

Project researchers Camilla Hvidtfeldt and Claus Larsen, both from the Rockwool Foundation Research Unit, presenting the book at the press conference.





Source: The Rockwool Foundation Research Unit.

Clear tendencies

The analyses in the book provide an insight into the structure of the undeclared labour market. In the case of men, building and construction is and always has been an especially important sector for undeclared employment. Fully 48% of people employed in the building trade say that they have carried out some undeclared work in the course of the previous 12 months.

Agriculture, fishing and mineral extraction is another sector in which the men employed are very active in carrying out undeclared work, with 47% of those in the field having carried out such work in the course of a year. Part of the explanation for this may be that barter economy is fairly prevalent in this sector. However, there are no business sectors where fewer than 26% of the men employed are active on the market for undeclared labour. Overall, one in three male adult Danes in employment carries out undeclared work.

Among women on the labour market, the largest proportion who carry out undeclared work is found in the hotel and restaurant sector, where 30% of female employees do some undeclared work in the course of any given year. This sector is the only one where there is an equal probability of men and women doing undeclared work. In total, 15% of women in employment in Denmark do some undeclared work.

An analysis of the undeclared labour market from the perspective of education shows that people who have education to a higher degree level are much less likely to carry out undeclared work. Only one person in eight with this level of education works without declaring the income. One in five of those Danes who have completed a medium-length course of further education do undeclared work, while the proportion in the remainder of the population is slightly more than one person in four.

PROJECT FACTS

Danskerne og det sorte arbejde (Undeclared work and the Danes) is based on two datasets. The first consists of reports on all the interviews – over 30,000 of them – conducted by the Research Unit between 1994 and 2009 concerning the supply of undeclared work by the Danish population. This dataset enables the analysis of the extent of the supply of undeclared work over time, of the structure of the undeclared labour market, and of trends in undeclared wages. The second dataset consists of around 2,200 interviews conducted in 2010 with the aim of investigating the demand for undeclared work in Denmark. This dataset answers questions such as: How many people purchase undeclared work? Who are they? And what types of services do they purchase?

There is also a clear pattern in relation to age: the younger a person is, the greater the likelihood that he or she does undeclared work. More than one third of Danes aged 18-29 carry out undeclared work, while only around one tenth of those aged 60-74 are active on the undeclared labour market. In all, 54% of those who do undeclared work are between the ages of 18 and 40, even though this age group only makes up 38% of the Danish population of working age.

Friends and family

Among Danes who answered affirmatively when asked if they had carried out undeclared work for cash within the past year, 40% had worked for friends. Similarly, 40% had worked for acquaintances, neighbours or work colleagues, while 32% had carried out work for a member of their family. In comparison, only 14% said they had done undeclared work for strangers, and practically no-one admitted that they had worked in this way for a company or organisation.

The survey also showed that the higher a person's income, the more likely he or she would be to purchase undeclared work. Almost a half – 47% – of households in Denmark with a combined annual income greater than one million Danish kroner had paid cash for undeclared work in the previous

year. By way of comparison, the same was true of 30% of households where the combined household income was less than DKK 600,000 per year.

Unfortunately, undeclared work pays

There's plenty of life in the market for undeclared activities, with a heavy demand for the services it provides. This is clear from the upward trend in the hourly rates of pay over the past decade. After adjustment for inflation to 2008 values, the average earnings for men increased from just under DKK 120 per hour in 1998 to just under DKK 160 in 2009. Average hourly earnings for women increased from just over DKK 80 to just over DKK 120. In relative terms, women have seen their wages increase by a greater amount than men over the period. Women's real undeclared wages increased by 50%, as opposed to 33% for men.

Average wages for undeclared work have risen by 11% more than pay on the normal labour market. This means that the purely financial benefit of working without declaration has increased.

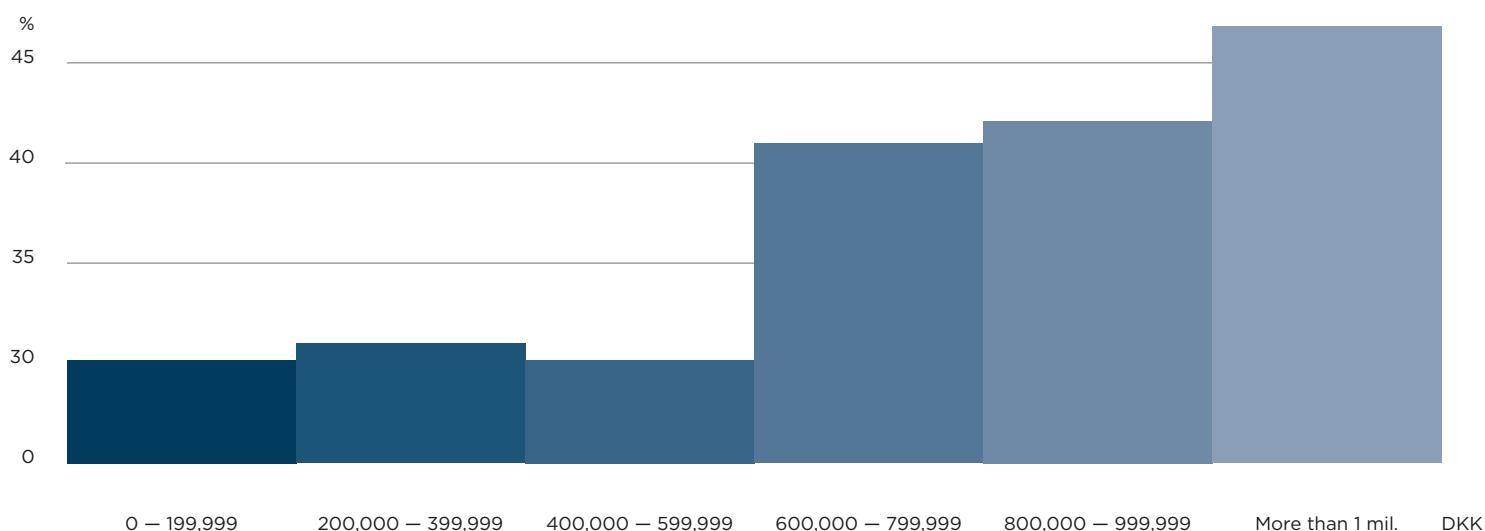
The reactions of the politicians

The Minister of Taxation, Troels Lund Poulsen, said at the press conference that he did not think there was any chance of the authorities eliminating undeclared work altogether in Denmark. However, he emphasised his view that it was possible to achieve progress in reducing it. To this end, he intended to set up a task force that will be charged with putting forward proposals for ways of limiting the amount of undeclared work. The task force will also be asked to examine the question of whether there should be a lower limit in the legislation on undeclared work – for example, whether it is unreasonable to require a declaration of income for tax purposes if someone pays their neighbour's daughter a small amount to cut the grass or for baby-sitting.

Nick Hækkerup pointed out that the Social Democrats have no plans to reduce taxes. Other methods should be used to limit amounts of undeclared work, for example working to influence attitudes amongst Danes.

There was comprehensive Danish media coverage of the book in the immediate wake of the press conference, including coverage of the political comments on the results and of the policy initiatives that were suggested as a result of the press conference and the book publication. Since the summer of 2010, the Danish media have returned to the results at regular intervals, often in connection with a lively public debate on Danes' relaxed attitudes to undeclared work. And while all this talk is going on, Danes continue to apply themselves enthusiastically to their undeclared work. ■

Proportions of Danish households paying cash for undeclared work, broken down by total annual household income. 2010.



Source: Rockwool Foundation Research Unit.



The Minister for Domestic Affairs and Health, Bertel Haarder (Venstre, the Danish Liberal Party).

The Danes and the drugs

LSD, MDMA, Ketamine, Cocaine, Heroin and Fantasy. Drugs are plentiful in Denmark, and many young people are not afraid to experiment. A research study of the world of illicit drug use among Danish young people sheds light on the issue.



Denmark

► Within the last decade, many European countries have registered increasing drug use among young people. This is also the case in Denmark, but up until now there has been no comprehensive overview of both the extent and nature of illicit drug use within this age group. Since this issue is important to lawmakers as well as to parents, educational institutions and social workers, the Rockwool Foundation financed a detailed analysis to aid decision-making in this field.

Experience of tobacco, alcohol and drugs		
	Age 15-16 (2005)	Age 18-19 (2008)
Have been drunk	71%	93%
Have been drunk within the past 30 days	44%	76%
Smoke cigarettes regularly	13%	28%
Have tried smoking hash	14%	43%
Have tried hard drugs	2%	13%

Source: The Rockwool Foundation.

The resulting book, entitled *Stoffer og natteliv* (Drugs and Night Life), is the most comprehensive research project to date on drug use in Denmark. The project involved more than 6,000 respondents and made use of both quantitative and qualitative methods in order to get both an overview of the issue and a more nuanced picture of how the youth of today perceive and assess the attractiveness of different kinds of drugs and the risks associated with them.

The findings of the research were presented at a press conference in November 2010, with the participation in the panel of the Minister for Domestic Affairs and Health, Bertel Haarder (Venstre, the Danish Liberal Party), as well as the spokesperson on health for the Socialist People's Party, Jonas Dahl, MP.

Widespread use

One of the findings which caught the attention of the panellists was the documentation of a high current level of drug use among young adults. Although Denmark is not among the countries with the greatest numbers of regular users, it is in the top three in Europe when it comes to experimentation with hard drugs. The members of the panel were particularly concerned at the relatively high level of drug use among less well educated young people, including those ►



Spokesperson on Health for the Socialist People's Party, Jonas Dahl, MP.

enrolled on courses of vocational training. Students attending university level institutions were less likely to use drugs frequently. Jonas Dahl stressed the apparent link between parental background and drug use; young people whose parents had no education beyond lower secondary school, or only a short course of further education, are 40-60% (depending on the exact level of their parents' education) more likely to experiment with hard drugs than children of parents who have attended a university-level educational institution.

Alcohol and drug use go hand in hand

Another central finding of the report was that drug use in Denmark must be viewed in conjunction with the widespread culture of alcohol abuse and binge drinking. In fact, young people rarely use drugs while they are sober. Starting to drink alcohol at an early age is strongly correlated with later use of hard drugs. These revelations provoked a debate about the 'culture of pleasure' in the Danish population, and whether there is room for such a focus on pleasure in a society which places great demands on the individual with respect to efficiency. In this respect drug use was seen as being not only a health issue for the teenagers in question, but also more broadly a matter that impacts on society as a whole. Bertel Haarder suggested that the high drop-out rate in many educational institutions may be partly due to excessive drug use, and he pointed to the need for early interventions focused on some of the risk behaviours which had been identified, such as starting to smoke cigarettes and drink alcohol at an early age. The panel discussed whether regulation of the supply of alcohol could be a road forward.

Cannabis considered normal by many youngsters

The drug cannabis has long had a special status in Denmark. The widespread use of cannabis among young people has now reached a level where the researchers are convinced that the use of this drug has become 'normalised' – because it is easily accessible, widely accepted, and used by a large share of the population.

Almost half of all Danes aged 15-34 have tried cannabis, which is the highest proportion in the EU. In comparison, the corresponding share of the population in neighbouring Sweden is only 18%. Here the researchers benefitted from data from 2006, which revealed that the acceptance of cannabis use as 'the norm' occurs at ages 16-17.

At the age of 18-19, young people generally consider cannabis to be similar to alcohol in terms of risk and social function.

Furthermore, the study confirmed a strong correlation between using cannabis at the age of 18-19 and the use of harder drugs later on. Although a causal relationship between cannabis and hard drugs has not been proven, it is evident that young people rarely try any hard drugs unless they have tried cannabis first. On the other hand, cannabis also functions as a 'boundary line' between soft and hard drugs; once young people have tried something harder than cannabis, they are likely also to experiment with several other hard drugs.

PROJECT FACTS

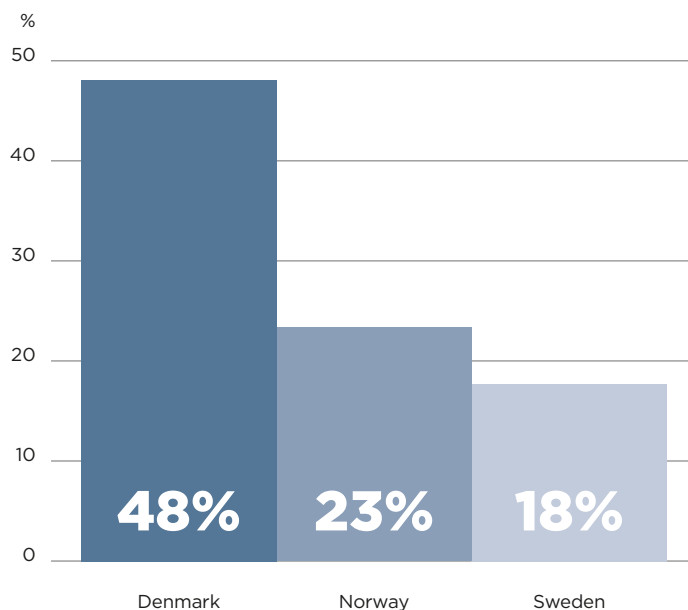
The book 'Drugs and Night Life' builds on an extensive survey of alcohol consumption among young people which was commissioned by the Rockwool Foundation and published by the research team Margaretha Järvinen, Jakob Demant and Jeanette Østergaard in 2005. The two thousand respondents from that survey also participated in the 'Drugs and Night Life' study.

In addition to these respondents, the study involved 2,915 young people aged 17 to 19 years, 1,632 night club guests, and 391 people whose views were surveyed through in-depth internet questionnaires. Furthermore, 53 comprehensive qualitative interviews and 12 focus group interviews were carried out.

THE BOOK

Stoffer og natteliv (Drugs and Night Life), by Margaretha Järvinen, Jakob Demant and Jeanette Østergaard (eds.), Hans Reitzels publishing, 2010.

Shares of 15- to 34-year-olds in Scandinavia who have tried cannabis.



Source: European Monitoring Centre for Drugs and Drug Addiction (EMCDDA).

An integral part of the night life

Most drug use occurs when young people go out to parties at the weekends. The study thus also provided a unique glimpse into Danish youth culture as it is manifested at nightclubs throughout the country. Forty percent of the visitors to these clubs have at some point tried hard drugs such as cocaine, amphetamine or ecstasy. It was also revealed that while cocaine and amphetamine are in frequent use among guests at 'mainstream' nightclubs, a more diverse and extreme range of drugs will be found at the electronic or sub-cultural clubs.

Surprisingly, poly-users (people who have tried several different drugs) constitute the vast majority of those present at the mainstream nightclubs.

For example, of the youngsters at these clubs who have tried cocaine, 26% have also experimented with LSD, and 7% with heroin.

The many qualitative interviews which formed part of the study provided accounts of the intensive drug habits which define night life culture; respondents spoke about starting taking drugs early in the evening and continuing until early the next afternoon – and often even non-stop for a whole weekend of excess.

On the agenda of the media

Several findings were taken up for public debate and discussion in the media in the weeks following the presentation of the study: for example, the discovery that an increasing number of young people now take Ketamine, which is a tranquiliser mainly used for horses. The study concluded

that 1 in 10 night club visitors have tried the drug, and this finding sparked a debate in both newspapers and television about the willingness of young people to experiment with a wide range of drugs. Also widely reported in the Danish media was the finding that cocaine has become a more common part of the country's youth culture, as many youngsters seem to believe that their use of it is 'controllable'.

Meet young people on their own terms

All in all, the research gives the relevant stakeholders a framework for discussing public policy on drug use. The picture of drug use is a complex one in a society where a culture of pleasure prevails. But the conclusions of the study are not alarmist warnings about a national drug use spiralling out of control – most young people are still very cautious about using hard drugs. One of the researchers, Jakob Demant, offers his own thoughts on the implications of the new knowledge:

"One of the things that the politicians need to think about is that they should treat this problem in a more focused and nuanced manner. There are a lot of cultural considerations to be taken into account, and anyone who wants to reach these young people has to be careful to speak to them on their own terms. If young people today are convinced that they are in full control of their drug use, maybe it is a bad idea to keep talking to them about addiction and health risks. You have to meet them where they are." ■

Saving to survive, **saving to prosper**

Saving and borrowing money are difficult for villagers in rural Africa. But for 3,000 poor households in northern Malawi, the 'bank' is now just few huts away. A project initiated in 2009 by the Rockwool Foundation has given these Malawians a means of improving the economy of their households.



Malawi

One of the village banks established in Malawi.



► In rural Africa, banks and microfinance institutions are mostly found in urban areas. This means that an entrepreneur in a village in Malawi who wants to save to expand his business, or a farmer who needs to save profits from the harvest for bad times, are forced to put their money 'under their mattresses'. This is not only unsafe and unproductive, but also makes it harder for them not to spend the capital at hand.

To help the Malawians save their hard-earned cash, the Rockwool Foundation, working together with DanChurchAid, is currently implementing a village bank project in Malawi specifically for poor villagers. The village banks, also known as Village Savings and Loan (VSL) groups, are sustainable low-cost alternatives to formal microfinance institutions. Instead of concentrating on loans – which for years was the main approach used in microfinance projects in developing countries – VSL focuses on people's own savings. And even poor people in the rural areas are able to put aside some money. In fact, saving is a service even more in demand among the poor than borrowing.

The point of the VSL project is sustainability. Beneficiaries have to prove their ability to save before they are allowed to borrow. And they can only borrow three times the amount they have saved. This helps ensure that borrowers avoid getting stuck in a cycle of debt, as unfortunately has been the case in many microfinance projects.

Expanding our knowledge about VSL

The VSL concept has now been implemented in 33 African countries and has spread to South America and Asia, with about 3 million beneficiaries worldwide. This popularity and demand-driven spread indicates that the model works. There are strong indications that the access to saving facilities and to loans resulting from VSL projects has a positive impact on

a range of poverty indicators, such as better access to food and health services and affordability of schooling. But in spite of its popularity, comprehensive research evidence on the impact of the VSL model is still not available.

The Rockwool Foundation is therefore conducting a research project specifically designed to expand our knowledge about VSL. The impact of the VSL model is currently being assessed by the Foundation working in collaboration with researchers from the University of Oxford and the University of Southern Denmark. The aim is to deepen our understanding of how poor and vulnerable households are able to make ends meet when income is irregular, and what prevents these households from engaging in new and profitable income-generating activities. A study is also being made of how personality traits affects the decision to participate in new programmes, such as the VSL groups.

The project is a combination of practical implementation of VSL in villages and scientific research on the functioning and impact of the intervention. Hopefully, the result of this research will enable future projects to be implemented in a way that is even more beneficial to poor households. ■

The VSL concept in brief

A VSL group is a self-selected group of 10-25 people who pool their surplus money in a fund from which members can borrow. The VSL groups run in cycles of about one year, after which the accumulated savings and profits are distributed among the members according to how much they have saved. All the funds come from the members themselves. The borrowed money is repaid with interest, causing the fund to grow.

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 the group members are present, which ensures transparency and mutual trust. Records are kept in members' passbooks using stamps that even illiterate people can easily count, and all outstanding balances on loans are memorised by the members who are sitting next to the borrower at meetings.

THE PROJECT IN BRIEF

Programme area

Food Security and Poverty Alleviation.

Project dates

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

Aim and strategy

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.

Status

So far 70 VSL groups have been established with around 1,200 members in total, 70% of whom are women. The attendance rate in the groups is 79%, and average saving per group member is around USD 20.

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.



Researcher Helene Bie Lilleør (centre) from the Rockwool Foundation Research Unit after a household interview session.

From ivory tower to research in the field

Patience is an essential virtue for the researchers from the Rockwool Foundation when they arrive in remote rural Africa to assemble new knowledge generated as an outcome of development interventions. But the knowledge is worth the time and effort; it could save a great deal of money from being wasted.



Malawi

The Rockwool Foundation has entered into a long-term partnership with researchers from Oxford University and from the University of Southern Denmark: a partnership which started with the development of the first tentative research ideas in 2009 and which will only end once those ideas have finally been tested through analysis of the data from three rounds of data collection.

- Economics researchers are often popularly thought of – if they are thought of at all – as spending their working lives in ivory towers with huge databases, powerful computers, and shelves of books. But in fact some modern economics researchers have moved out of their ivory towers and joined the anthropologists in the field in their quest for high quality data.

The Rockwool Foundation is increasingly engaged in practical interventions in developing countries, and development research has been added as a new focal area for the Foundation's Research Unit. However, collecting accurate, high-quality data is a challenging exercise in developing countries. In Malawi, there are no digital registers of people's addresses or even their names. The only way to get good data is the hard way: by collecting it in the field.

Good data means hard work

For the Rockwool Foundation researchers in Malawi, manual data collection means embarking on a 3-day journey to reach the research population, training a large team of interviewers, and sending the interviewers into the 50 or so villages involved to make hand-written lists of the population. The interviewers need first to be equipped with printers and thousands of sheets of paper for the questionnaires, along with GPS units and satellite phones. Then the interviewers – helped by local scouts – begin the process of locating the selected households. And one day, when all the chosen households have been visited, a new team can take over: the data entry clerks, who will type all the answers into a computer, twice over to ensure accuracy. Not until twelve months after the start of the process can the actual analysis of the results begin.

This is a research process that is both cumbersome and costly. But the knowledge it yields has the potential to prevent the expenditure of vast amounts of money on ill-advised development projects. In particular, research into practical interventions reveals how they affect the people, the socio-economic structures and the societies in which they are implemented. When a practical project is implemented, it can provide an invaluable source of new knowledge to researchers, practitioners and policy makers.

Deciding cause and effect

The implementation design of the project in Malawi is such an example. Here, half of the villages were randomly selected to participate in the project in the first two years (the 'treatment group'), while the remaining villages, which function as the 'control group' during the initial period, will receive the project treatment in the third year.

Here practice and research go hand in hand; a careful impact evaluation has been designed to reveal the mechanisms underlying the expected impact.

If, for instance, participants have more food in their households after two years than their counterparts in the control villages, it is important to understand why this is the case – both for policy purposes and for the design of future interventions. There could be several reasons for any improvement to food availability. It might be because the project activities have resulted in better opportunities for saving money between the harvest seasons; because the harvest has improved due to increased credit access that allows participants to buy fertiliser when it is needed; or because participants have obtained better business skills through their involvement in the project – and in addition, exogenous factors could very well play a role in any change.

Only through careful scrutiny of the data will the researchers be able to uncover the mechanisms creating any impact, and thus be able to advise practitioners and policy makers on how to fine-tune the intervention according to the desired outcome. ■

Did you know that ...

... in many places in Africa a standard measurement unit for, say, maize is not the kilogram, but a Sado? And yes, it is literally a Danish Sadolin paint can, a container which has proved to be robust enough to function as a measuring device for repeated use in local markets.

Collecting research data in a household interview conducted in a maize field in Malawi.



Planting seeds of knowledge

Since 2006 four RIPAT (Rockwool Initiatives for Poverty Alleviation in Tanzania) projects have been initiated in northern Tanzania, targeting 34 villages and around 2,200 families. The goal is to alleviate rural poverty and hunger through the spreading of agricultural knowledge.



Tanzania

- “Your project is doing wonders in a short time,” says the Regional Commissioner, the Hon. Isidore Leka Shirima, who is the administrative head of Arusha Region. Arusha is one of Tanzania’s 26 administrative areas and, with an area of 34,526 km², is almost as big as the whole of Denmark.

“I have seen that the modern agriculture promoted through RIPAT can produce good yields and I have heard farmers testify how the higher income has enabled them to send their children to school and even to enable them to construct better houses. I believe in RIPAT – I have seen it work,” he says.

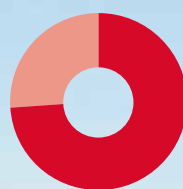
Wonders are certainly needed in Tanzania, where around one third of the population is undernourished. Due to hunger, individuals, families and communities never achieve their full potential. Ensuring household food security is therefore

one of the most important steps in development. But it is a difficult task to eradicate hunger and poverty in rural Africa.

There are multiple theoretical and technological options available to increase agricultural production. But improvements do not come from theory alone. Theory is not knowledge until it has proved to work in practice, and all too often the options available are neither tested nor validated under rural farming conditions. As for the technology, the farmers often do not have the capacity to make the necessary investments.

Sustainability is the key

Research has shown that much of the development aid sent to Africa over the past decades has not produced the intended results. In particular, large agricultural programmes using top-down approaches have failed too often. An important reason is the lack of incentives and of willingness to take responsibility for one’s own development that often



74%

of the population in Tanzania
are living in rural areas.

follows if aid is provided in the form of free handouts, and if projects do not ensure a proper sense of ownership among the participants.

Finding and developing approaches that lead to tangible and sustainable improvements is the starting point for the RIPAT project. The farmers are offered a whole range of improved farming methods and technologies, and they decide themselves what to try on their own farms.

“The RIPAT project is special because of the entry point of the project. The project belongs to the people, and that aspect is very important,” says the Regional Commissioner. He explains how other agricultural development projects in his region initially led to good yields, but later failed to continue on their own simply because seeds, tools and fertilisers were given to the farmers as free handouts.

“Once the flow of free inputs stopped, farmers went back to the old traditional way of farming. Such projects are unsustainable,” he says. In contrast, the Regional Commissioner explains how many RIPAT farmers are able to produce crops and fruits entirely through their own effort and hard work.

“Such farmers are able to continue on their own after project completion – and that is the sustainable way of doing things. It is all about promoting help to self-help. Introducing good and sound agro technologies is important. But it is even more important to apply a set-up that ensures project ownership and continuation.”

Role models and banana marketing

The Regional Commissioner emphasises the importance of including local leaders in development interventions at all stages. When leaders are included and succeed in implementing good agricultural methods in their own fields, the other farmers will follow suit. An example is the commissioner’s own promotion of cassava years ago in a dry area of Tanzania. There this drought-resistant crop was not common among farmers, and in the beginning farmers were sceptical. But when they saw the successful crops in Isidore Shirima’s field they became convinced.

“It is important to ensure good and persuasive demonstrations, because when farmers see the tangible results they will adopt new crops and technologies,” he explains.

A move from subsistence farming to commercial farming is also needed, the Commissioner continues. “Farmers should be able to market and sell their produce and generate income so they can buy inputs such as fertilisers and improved seeds themselves.”

In fact, one of the most successful technologies promoted in the RIPAT project is the introduction of improved banana. In areas with adequate soil and rainfall conditions the crop can significantly increase household food production and income. The crop has now been adopted by RIPAT farmers, and the acreage is expanding through spreading from RIPAT farmers to non-RIPAT farmers. The marketing aspect of banana ▶



The Regional Commissioner of Arusha, the Hon. Isidore Leka Shirima.

received special attention at a 2010 workshop for a range of stakeholders, including farmers, middlemen, transporters, processors and marketing institutions.

Kilimo Kwanza

The ultimate responsibility for poverty alleviation lies with the African governments. Isidore Shirima explains: “What you are doing, we are in fact supposed to do as the responsible government. But we do not have the resources in terms of funding and human resources.”

Action is being taken, though, the Regional Commissioner continues. The government of Tanzania has applied a policy framework called Kilimo Kwanza, meaning ‘Agriculture First’, because agriculture is the starting point for prosperity and growth. “In time, government funding is expected to become available under this policy framework for spreading RIPAT,” the commissioner concludes with a hopeful smile.

Spreading knowledge

A thorough impact assessment of the RIPAT projects was initiated in 2010 by the Rockwool Foundation Research Unit. The study focuses on changes in household food security, poverty indicators and child nutrition as well as on the spreading of the technology. The assessment will be completed in 2011. The trial and error approach has resulted in identification and development of a number of ‘best practices’ which will be further researched, documented and described. The technical description will be presented to policy-makers and organisations implementing development aid together with results of the impact studies during 2012. ■

THE PROJECT IN BRIEF

Programme area

Food Security & Poverty Alleviation.

the use of the government agricultural extension system and project-educated ‘super-farmers’ who function as local paraprofessional agricultural advisors.

Project dates

RIPAT (Rockwool Initiatives for Poverty Alleviation in Tanzania) was started in 2006. So far, a series of four projects has been initiated in 3 districts, reaching around 2,200 farming families in 34 villages.

Marketing will continue to receive attention in the RIPAT implementation. Moreover, a need has been identified for providing a micro finance service to the RIPAT groups, and consequently the Village Savings and Loan approach will be introduced in the RIPAT projects.

Aim and strategy

To combat 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 used (the field is the ‘classroom’). The project concept and technologies are spread to other interested farmers in targeted villages – and to additional villages through

Local partners

All projects are coordinated with the local government authorities and the agricultural extension system. The Tanzanian NGO RECODA implements the projects. The Danish NGO PULS developed important elements of the intervention and continues to give assistance.

Passing the torch to RIPAT

In 2010 the hard and fruitful work of a RIPAT group was recognised at a national level as an important contribution to development. The Amani group in Tanzania received the Uhuru Torch.



Tanzania

- The Uhuru Torch symbolises freedom and light. It was created in 1961 by Julius Nyerere, the first President after Tanzanian independence. That year he had a torch lit on the top of Mount Kilimanjaro and spoke the famous words: “We, the people of Tanganyika, would like to light a candle on top of Mount Kilimanjaro which would shine beyond our borders giving hope where there was despair, love where there was hate, and dignity where before there was only humiliation”.

Since then, the Uhuru Torch has been celebrated each year in a rally which tours through each of the 126 districts of Tanzania to shine hope and light on the people where it passes and bring unity to all Tanzanians irrespective of political party, race and ideology. The government uses this opportunity to communicate important messages on development and to recognise projects or groups of people that have made significant contributions to development in their communities.

This year, one of the RIPAT groups supported by the Rockwool Foundation was honoured to be one of the projects selected to receive the Uhuru Torch.

An example to remember

On 4 June 2010 the Torch stopped at the Amani group in Ayalaliyo village in Karatu District. Hundreds of people had

The District Commissioner of Karatu, Mathew Sedoyeka.



The Uhuru Torch at the award ceremony in front of the group banana field.

gathered for the ceremony, at which the RIPAT group was awarded a certificate for their good example in putting knowledge of banana production into practice. The National Torch Race Leader addressed the crowds, congratulated the RIPAT group for their achievement, and argued that other farmers should copy its example.

The District Commissioner of Karatu, Mathew Sedoyeka, who has visited the RIPAT projects on several occasions and was involved in the selection of the RIPAT group for the award, explains why the Amani group was chosen: “It is unusual but encouraging to see the good performance of the banana promoted through RIPAT. The project has had a strong impact on the community, and other people can see and learn from the group. Banana is not common in this area, but the group farmers have proved that it can grow well and increase food production and income.”

Hopefully the recognition will help to spread the principle of help to self-help that is applied in the RIPAT projects, and give poor farming families in Tanzania tools for improving their livelihood. ■

The following criteria were used to select the recipients of the Uhuru Torch in Karatu district:

- Projects should comply with the national policy of poverty eradication in Tanzania.
 - Projects should demonstrate a strong impact on the community of a particular intervention whereby other people can see and learn.
 - Groups should demonstrate good planning, implementation and cohesion (unity).
 - Interventions should be sustainable.
-



So many children are placed in care

Denmark removes more children and young people from their homes for placement in care than any other country in the Nordic region. The Rockwool Foundation Research Unit has investigated why this is and what the consequences are for the children involved through the most comprehensive analysis to date of the relevant register data.



Denmark



From the left: Mette Frederiksen MP, spokesperson on Social Affairs for the Social Democrats; Benedikte Kiær, Minister for Social Affairs; Signe Hald Andersen, Senior Researcher; and Torben Tranæs, Research Director.

- Removal from home and placement in care is one of the most radical interventions to which a child or young person can be subjected. Consequently, it is very important to establish why children and young people are placed in care, what happens during their placements, and what the long-term effects are on their future lives.

In recent years, the Rockwool Foundation has prioritised research within the area 'Families and Children'. In 2009, the Research Unit mapped general conditions of life for families with children in Denmark in *Forældres brug af tid og penge på deres børn* (Parents' expenditure of time and money on their children). This was followed in May 2010 by a study of the backgrounds and current circumstances of children and young people placed in care in Denmark.

The conclusions of the study are based on the most comprehensive analysis conducted in Denmark to date of the relevant register data.

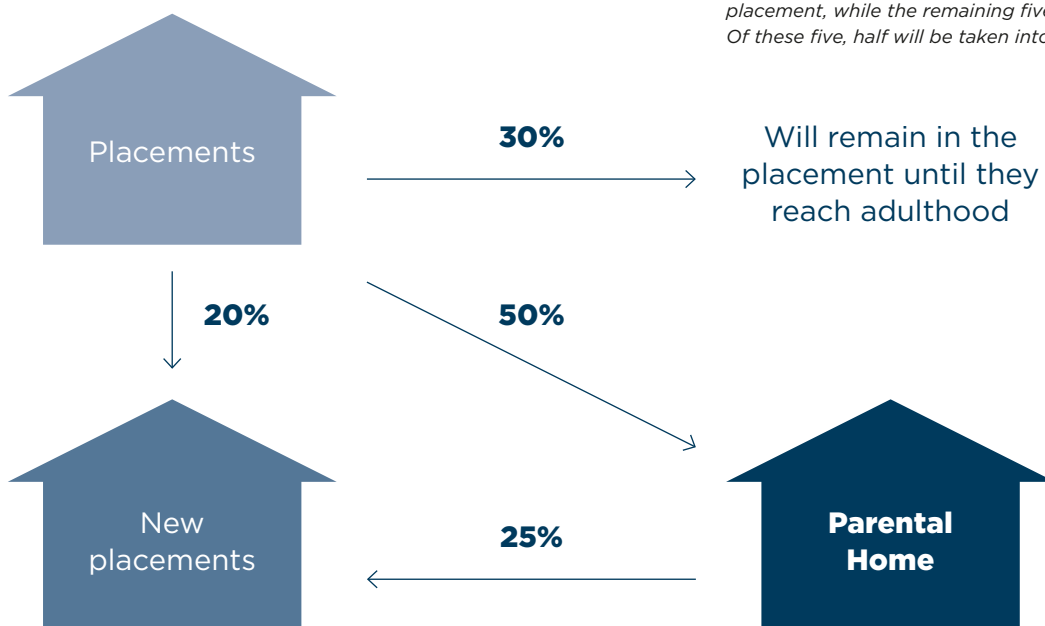
Information was examined about more than 100,000 people who were placed in care as children or young people during the period 1982-2005.

The research results were published in a book, *Når man anbringer et barn – baggrund, stabilitet i anbringelsen og det videre liv* (When a child is placed in care. The background to and stability of care placements, and the long-term future prospects of children placed in care). The book was launched at a press conference, with the participation of Benedikte Kiær, the Minister for Social Affairs, and Mette Frederiksen MP, the Social Democrats' spokesperson on Social Affairs. In addition to journalists, the audience included experts and practitioners in the field from ministries, local authorities, relevant organisations and NGOs; everyone was able to take part in the discussion that followed the presentation.

More placements in care than in neighbouring countries

The audience at the press conference were amazed to hear that Denmark places more children and young people in care than any of the neighbouring countries with which Denmark is normally compared. At any given time, one child or young person in a hundred is in care in Denmark. That is the situation in 2010, and that is how it has been for the past 100 years. In the course of their upbringing, around one in twenty of children and young people aged 0-17 will be placed in care at some point. By way of comparison, Sweden places only half as many children in care. ►

The cycle of placement in care for Danish children.



For every ten children who are placed in care, three will remain in the placement until they reach adulthood. Two will be moved to a new placement, while the remaining five will return home to their parents. Of these five, half will be taken into care again at a later date.

Source: The Rockwool Foundation Research Unit.

In contrast to the widespread general belief in Denmark, it was reported that expenditure by local authorities on placement of children in care has remained relatively stable over time; this finding greatly surprised those present at the press conference, and gave rise to considerable discussion.

Population mix makes a difference

The study also revealed great differences in the frequency with which children are placed in care by different local authorities. In some local authorities, 3.5% of all children and young people aged 0-18 years are in care at any one time, equivalent to one child in 28. In others the figure is only 0.25% or one child in 400. The survey shows that the proportion of children placed in care has no relationship to the degree of urbanisation of the local authority area, or to whether the area is one of Denmark's 'peripheral' local authorities. There are also great differences in the expenditures of local authorities in this area. The differences are mainly due to variations in the population mix from one local authority to another. The most significant identifiable factors are the proportion of people in the population receiving incapacity benefit and social welfare payments, the levels of income and education in the population, and the amount of crime against property in the area.

However, these demographic and socioeconomic differences account for only 52% of the variation in the expenditures on placement in care. The other half of the differences must be sought in variations in priorities and practice.

Life after placement in care

The survey sheds light on the future course of the lives of children placed in care, and the findings are alarming. Children

who have been placed in care at some point are clearly disadvantaged in their later lives compared to other children. Most importantly, they fare less well in the education system. They leave education earlier, and are less likely to complete courses. Only 15% of men who were in care and 21% of women complete high school or vocational college by the age of 21, while the corresponding percentages for other young people are 50% and 58% respectively. Similarly, young people who have been in care have worse health profiles than others, and face twice as great a risk of early death.

However, the differences between children placed in care and others cannot be directly ascribed to the placement itself. The study indicates that the social backgrounds in which the children grow up constitute the critical factor. Children placed in care come largely from broken families with social problems and poor resources, and these factors create poor conditions in which to grow up.

Consequently, it is expected that placement in care actually contributes to reducing the differences between these children and others, and that the children do better in their foster families than they would have done in their original homes.

More research is needed

The press conference provided fertile ground for a debate on the political initiatives which might help to reduce the high number of placements in care. Benedikte Kiær, the Minister for Social Affairs, made clear that a number of initiatives aimed at reducing the problem are already in the pipeline. She is giving

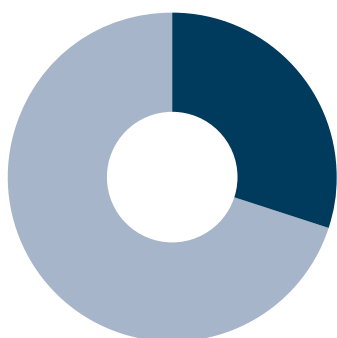
People in Denmark who were placed in care as children are **twice as likely to die prematurely** than the rest of the population.

particular attention to the issue of 'revolving door children' who move frequently in and out of care. The Minister stated that a 'Children's Reform' will be implemented in 2011. One of the results of this will be that if consideration is being given to moving a child back to his or her own family, the foster parents will have a right to be heard – as will the child, if he or she is 12 years old or more.

It became clear at the press conference that there are many possible solutions to the problem. However, everyone was agreed on one point: more research in the field is necessary in order to make the decisions which will substantially improve the situation for children placed in care. ■

30%

of children in Denmark who are placed in care never return to their parents' homes.



PROJECT FACTS

In Denmark, 11-15,000 children and young people are placed in care annually, and a further 3% are the subject of some kind of preventive measure. Many of the children placed in care – 25% – are removed from their parents' custody more than once. Annual expenditure on care placements and preventive measures has amounted to just under 1% of Danish GDP since the mid-1990s.

PRACTICAL OUTCOMES FROM THE PROJECT

As a result of the press conference discussion, and in recognition of the importance of some of the key results from the project regarding stability of placement in care, the Minister for Social Affairs, Benedikte Kiær, decided to give priority to developing concrete methods of ensuring increased stability. In line with this decision, the Danish Parliament has now authorised funds for a trial based on special family centres in selected local authority districts. One of the functions of these centres is to provide to single mothers who are at risk of having their children placed in care both preventive, holistic support and counselling.

THE BOOK

Når man anbringer et barn – baggrund, stabilitet i anbringelsen og det videre liv (When a child is placed in care. The background to and stability of care placements, and the long-term future prospects of children placed in care) by Signe Hald Andersen (ed.), Frank Ebsen, Mette Ejrnæs, Morten Ejrnæs and Peter Fallesen. Published by The University Press of Southern Denmark, 2010.

Two cultures + Two hours = **Better integration**

The Rockwool Foundation is constantly looking for social entrepreneurs with ideas as to what can change society for the better. In Vollsmose, a suburb of Odense, Denmark, a new approach to integrating children of immigrants has shown potential for success. The key is spreading cultural knowledge through friendship.



Denmark



Six-year-old Abudi enjoys his weekly play-dates with volunteer Tove.

- ▶ Abudi, a six-year-old boy with distinctly Arab features, is sitting by the window at home in Vollsmose, eagerly looking out to see if anyone is approaching the front door. Thursday is a special day; today his friend Tove will pick him up for their weekly play-date. Maybe they will go to the local Hans Christian Andersen theme park? Or maybe they will sing Danish carols? Abudi cannot wait to find out.

The Vollsmose neighbourhood in Odense, Denmark is generally thought of by the public as an infamous immigrant ghetto – although ‘ghetto’ is actually a misnomer, given that 80 different nationalities are represented here. Many of the children living in Vollsmose, like Abudi, speak Arab or Urdu at home, and most of their contacts are with other immigrants or second-generation immigrants. Therefore they often lack Danish language skills and have little acquaintance with

Danish history, values and society in general. This lack of familiarity with Danish culture creates major problems for their later education and integration into society, and could also increase the risk of social isolation, poverty or criminal activity.

Two hours is a good start

However, a simple new initiative called ‘Two Hours per Week’ is showing a way forward on how to help children from immigrant families develop a much-needed familiarity with Danish society. Two Hours per Week, an organisation supported by the Rockwool Foundation, mobilises ethnically Danish volunteers to spend a weekly afternoon with a child from an immigrant family. The goal is to introduce the children to Danish culture and language through playing, reading and going on small trips around town.

Pia Sigmund, initiator of the project, had the idea for the project while she was working as a local storyteller.

“I was telling fairy tales at the local library when it struck me that fairy tales are truly universal and can capture the imagination of children from all cultures,” she explains.

“From then on I started spending an afternoon per week with an Iraqi girl, reading fairy tales for her and taking her to cultural events. Her development was marvellous, so I started looking for partners who could help me organise such activities on a larger scale.”

Pia Sigmund, initiator of the project, together with project manager Alaa Abdol-Hamid.

THE PROJECT IN BRIEF

Programme area

Small Donations.

Project dates

2010, one year.

The Rockwool Foundation is in dialogue with the organisation about an expansion of the project.

Partner

Two Hours per Week.



It's all about trust

At present, more than forty volunteers have signed on to spending an afternoon each week with one of the children. For the volunteers, the task is much more than an act of duty – the relationship often develops into a lasting friendship with the child as well as the family, a friendship where both parties benefit from the cultural exchange. As the volunteer Tove, herself a grandmother, puts it, “Integration is really a two-way street. I have lived abroad myself and I know how cut off you can feel from the society you live in, so it is important that someone reaches out.”

But for immigrant families it is not always easy to grab the hand that reaches out. In the beginning, the organisation had a hard time convincing immigrant families to leave their children alone with a Danish stranger.

“It is essentially a matter of trust,” says Alaa Abdol-Hamid, the project manager of Two Hours per Week, who herself has a Palestinian background. “Immigrant families often have a deeply rooted distrust of authorities, partly because of what they have experienced in their home countries.

They think that anyone approaching them about their family represents the Danish authorities and that they therefore will be punished somehow.

As someone who grew up in this neighbourhood I can convince people that we are an independent organisation and that there is no pressure involved. This has really been the key to our success.”

Like ripples in the water

The reactions from participating families have been positive, especially when they realise how much their children benefit from the exchange. The word about the project is therefore beginning to spread like ripples in the water throughout Vollsmose, and many families now contact the organisation on their own initiative to establish a connection with a volunteer. They have even received inquiries from other Danish cities like Copenhagen and Aarhus, and an independent chapter of Two Hours per Week has in fact recently started up in the town of Kerteminde. Consequently, the organisation is now making plans about how to spread the concept to cover the whole country.

Meanwhile, back in Vollsmose, Tove has taken Abudi to the local library to read and play. “Can you show me the magic trick that we practised the other day?” Tove asks. Abudi sticks a small piece of paper on each index finger, makes a quick movement with his hand and, as if by magic, makes the paper slips disappear. He smiles and looks at Tove, gleaming with pride. ■

It takes medicine to survive, but **better knowledge** to thrive

The HIV/AIDS epidemic seems to be slowing down in Zambia. But a sustained local effort is needed as much as ever to help the sick and their families. The Rockwool Foundation supports the organisation Lifeline in Zambia in their efforts to develop a model for sustainable care for families affected by HIV/AIDS.



Zambia

- Zambia reflects at national level the enormous challenges that the whole African continent is facing. Not only is poverty widespread, with 64% of the population living in extreme poverty (i.e. living on less than USD 1.25 per day), but in addition the country has endured an AIDS epidemic, which has had a catastrophic impact both socially and economically. But there are some slivers of hope: in parts of Zambia the yearly number of new HIV infections is dropping. Furthermore, both the availability and the efficiency of treatments for HIV have improved, and the drugs are now handed out free of charge at health clinics.

Nevertheless, 45,000 AIDS patients in Zambia succumbed to their disease in 2009, mostly due to lack of proper treatment or care; and the number of children orphaned by AIDS is still increasing. Globally, the number of AIDS orphans has reached a staggering 16.6 million, putting a burden on millions of carer families. These sobering facts raise a number of difficult challenges, such as how to ensure that the sick are actually treated, and how to enable the many families affected by HIV/AIDS to get by on their own.

Complex problems require integrated solutions

These challenges are the reasons for the existence of Lifeline in Zambia, an organisation dedicated to bringing care to the people affected by HIV/AIDS – the sick themselves, the orphans of parents who have succumbed to AIDS, and the families who care for all these people. Lene Petersen, who was raised in the Zambian city of Ndola by Danish parents, is a co-founder of the organisation. She has seen how the AIDS epidemic has developed.

“When we started our work ten years ago, it was really a matter of preparing the sick for a dignified death. AIDS patients are often left to themselves to die because of the stigma surrounding AIDS, and because the burden of caring for an AIDS patient is too big for their families. Now, the sick can potentially live for decades, and we can do a lot more,” she explains.

During their work with caring for the sick, Lifeline became increasingly attentive to the plight of the orphans who were left behind in the household when their parents died, and the consequences that this had for other households. Newly orphaned children are often sent to live with aunts and uncles in the villages, who in many cases already have a hard time providing enough food for their own children.

Lifeline, with support from the Rockwool Foundation, has been developing an integrated approach to meet these complex challenges, and is moving from an aid-based approach towards focusing on more sustainable long-term development. The first phase of the project has been to build activity centres and organise volunteers to care for the vulnerable in their own local communities by helping out families that have little capacity for farming, household tasks and other necessary activities to sustain the family. But most of the assistance consists of help to self-help by providing counselling on health and education issues. Lene Petersen explains:

“Some of the HIV patients have been sick for a long time, but they have not been to a hospital and they do not know what is wrong, and maybe they are afraid to find out. So it is a long process for our volunteers to get them to seek the proper care that they need to survive and to take responsibility for creating a better life for themselves. Many of the people who we have helped are now receiving retroviral treatment and are back to work.”

A call to help

The local volunteers mobilised by Lifeline are trained and then assigned to a vulnerable family who they visit twice a week, in some cases having to walk up to 12 km to reach the families they work with. Often these volunteers have orphans of their own relatives to provide for, but they still find the time and resources to help others. For them, being a part of the ►



THE PROJECT IN BRIEF

Programme area

Social capacity building.

Project dates

The first phase of the project started in 2008. The current phase will end in 2011, and a third phase is currently being planned.



Lene Petersen, co-founder of Lifeline, grew up in Zambia and has lived there for most of her life.

Aim and strategy

To assist, and to improve the capacity of, three AIDS-affected communities. Volunteers are organised through local churches and trained to help orphaned children, patients and carers achieve a sustainable existence. The support includes 1) limited material assistance, such as payment of school fees and provision of medicine; 2) social assistance, such as encouragement and parental guidance; 3) capacity building in areas such as life skills, prevention of HIV, care, and hygiene; and 4) training in improved agricultural and horticultural practices. From 2011, all projects will have a holistic, family-focused approach which will include health, education and family empowerment.

Status

84 volunteers have been trained in the rural and urban project sites. 414 orphans and their families have been assisted.

Local partners

"Lifeline in Zambia".

New farming methods should increase the yield of maize from this field at the harvest season in the spring of 2011.

1,000,000 people in Zambia live with HIV. **283,000** of them receive treatment.

Lifeline team is something that gives them a positive role in the community, and they benefit from the training that they are given. Lifeline's volunteers also find great motivation in their faith. Religion is pervasive for all aspects of Zambian social life, and therefore an enormous resource for social cohesiveness. Lifeline has managed to persuade a wide variety of different Christian denominations in Zambia to work together to mobilise volunteers by focusing on religion as expressed through practical good deeds.

"Lifeline gathers the church leaders together, and then we argue that they themselves should take responsibility for the orphans, the weak and the sick. It is nice if foreign donors can help out, but the responsibility is really their own. And they cannot sit around and wait for the Government to do it, because the Government does not have the capacity," says Lene Petersen.

No hidden agenda, no handouts

However, it has not always been easy to persuade rural families to participate in the programme. Many are sceptical, thinking that there must be some hidden agenda when volunteers suddenly come by to do their washing or help them out in other ways.

"There is a lot of superstition in the villages, and in some cases the people even suspected us of performing witchcraft. But we are always determined to stay, and to let our actions speak for themselves. And the attitude shifts completely when the villagers see what the voluntary care can do to help their communities. After a while, the neighbouring communities usually become interested in implementing what we are doing as well," Lene continues.

The fact that there are no significant payments from Lifeline to the volunteers or the families can also make it difficult to convince people to participate at first. In areas where people have simply been given food and money by foreign NGOs the

people are often less inclined to make an effort to improve their own lives – the so-called donor syndrome. Despite the obstacles to their work, however, the volunteers who have started to work with Lifeline rarely leave the organisation again.


Nutrition to survive

Rabson Sikombe, a Zambian agronomist who is working for Lifeline, is helping to implement the newest component of the project called Family Empowerment. This consists of teaching village families improved farming methods. Implementing these methods can mean the difference between surviving and thriving. Rabson himself knows all about the challenges that the farmers face; he and his wife are providing for eight children, three of whom have been adopted from deceased relatives.

"My experiences with caring for a large family was actually what prompted me to come and work for Lifeline," says Rabson. "When I go to the rural areas, I see so many families providing for orphans who do not have food. So if we empower them and give them useful knowledge, they will do better. They will be able to pay school fees and buy other things they need."

The efforts to improve how rural HIV-affected families cultivate their land have been developed jointly by Lifeline and the Rockwool Foundation – although they are based on already existing farming techniques. These techniques, which can increase yields of maize and other crops, are not well known among rural farmers in this area. The project is thereby aiming at turning existing knowledge into practices which can improve people's lives. Since many rural families on small farms barely survive from what they harvest in their fields, increased efficiency could even save lives.

"By learning these improved farming techniques, farmers can increase their yield without using any additional machines," explains Rabson. "I know, because I have done it myself."



Rabson Sikombe, a Zambian agronomist working for Lifeline, is a key person for success in the project's aim of achieving food security for AIDS-affected families.

A holistic solution

In the village areas, Lifeline has started demonstration fields and organised farming groups who learn from one another's experiences. Farmers in the countryside also receive the tools from Lifeline to start up rabbit rearing, plant improved strains of fruit trees and take other steps to improve their food security.

The goal is that the poor farmers in the project should make a profit from their agriculture so that their family finances become really sustainable.

Early indications are promising: in one village, 64 rabbits which were distributed to farmers by Lifeline a year ago have now multiplied to become more than 500 in number, providing a much needed source of nutrition and protein for the villagers – and the rabbits can also be sold or traded for other commodities. The spring harvest of 2011 will indicate just how much more food these new activities will bring to the tables of the families involved.

In future, all of Lifeline's HIV/AIDS projects will include this family empowerment component, which focuses on helping the families not only to survive, but also to build up a sustainable livelihood for themselves. In this way, the projects being developed could provide both a way to confront the local AIDS epidemic in a holistic way and a way to overcome food shortages and rural underdevelopment in northern Zambia. ■

Less conflict, less noise, **more learning**

Training schoolchildren in cognitive skills seems to be a promising tool for reducing conflicts, diminishing disturbances in the classroom and improving learning. The Rockwool Foundation is supporting the development of a new teaching programme that could prove useful in many Danish schools.



Denmark

- What is assertive behaviour? This question would probably mystify most 10-year-olds, not to mention many adults. But when it is posed to the pupils in class 4B at Gadehave School in the Danish town of Høje Taastrup, a dozen hands go up immediately. This school class has been selected to participate in the pilot programme 'Perspekt', which teaches the pupils personal and social skills otherwise absent from the national curriculum, such as empathy, interpreting body language and distinguishing between fact and opinion.

Restoring calm

Perspekt was initiated in 2006 and now consists of targeted teaching programmes to cover all class levels at primary and lower secondary school.

The name 'Perspekt' is a combination of the two Danish words for perspective and respect. It aims to give children an ability to reflect on their own thought processes, and at the same time to teach them that differing points of view are a natural part of our society.

It also provides an early analytical basis for distinguishing between what people know for a fact, what they assume to be the case, and what is a matter of opinion.

At a time when unrest and conflict are common in many state schools, when pupils often seem to lack the ability to pay attention, and when the academic skills of European pupils are coming into question, this programme has been developed with a focus on improving the pupils' capacity ►

THE PROJECT IN BRIEF

Programme area

Social Capacity Building.

Project dates

The project started in 2007 and will run until 2011. Perspekt levels 3 and 4 (for ages 12-13 and 14-16) were developed and tested at Abildgaard School, Vollsmose in spring 2007. Perspekt level 1 (age 6-8) was tested at Gurrevej School, Helsingør in the school year 2008-2009.

Aim and strategy

To develop the social and personal skills of school pupils through cognitive teaching materials in order to improve their schooling experience on both personal and academic levels. The Perspekt 1 course is mostly focused on school readiness, while Perspekt materials for older pupils aim at improving grades and making informed career choices.

The material is tested in ordinary school classes, and the effect on grades, well-being, number of conflicts etc. is evaluated by the Rockwool Foundation Research Unit.

Current status

The last of the material to be produced, level 2 (ages 9-11), is being developed during 2011 at two schools in Høje Taastrup. There will then be a full teaching programme for all age groups at primary and lower secondary school (preschool to 9th grade). The Rockwool Foundation is working on developing methods for comprehensively documenting the effects of cognitive programmes such as Perspekt.

Partners

Knægt & Vinther aps., as well as participating schools.



At Gadehave School, pupils in the fourth grade are engaging in adapted cognitive skills training which is aimed at improving personal and social skills, and thereby also at improving the environment for teaching.

to learn. The pilot classes which have participated in the programme so far comprise too small a sample to state conclusively whether or not Perspekt actually improves school grades. But the reactions of both the teachers and the schoolchildren make it clear that Perspekt is really making a difference. Estrid Strube Østergaard, who teaches a class of 20 at times unruly fourth graders in Høje Taastrup, was amazed to see how the children have taken on board the techniques that they are being taught.

“There is one exercise in the teaching material where the children analyse the relationship between actions and consequences. The children have come and told me, days after the lesson, that they have even used the technique to solve conflicts with their siblings at home,” she says.

Be aware of your thoughts

For the age level 9-11 years, the Perspekt learning programme is specifically focused on increasing pupils' awareness of their own thinking and behaviour. This is also where the concept of assertive behaviour is introduced, as a middle road between being aggressive and being passive. The pupils take part in role-playing, acting out different ways to return an imaginary faulty DVD to a shop, thereby demonstrating to the children that neither hostility nor passivity are suitable behaviours for getting what you want – in this case, a new DVD. In general, the course is based on a high level of participation by the pupils. In one exercise, the children learn to be assertive by communicating what they want in three different steps. To stand up to bullying classmates in a way that is aimed at solution rather than conflict, for example, a pupil might say: 1. You are teasing me, 2. It makes me unhappy, 3. I want you to stop!

“When this method is presented to the children, it makes sense to them to stop and think before they react – and often to refrain from shouting or hitting out,” says Estrid Østergaard. She even recalls that one time when she was in a hurry and inadvertently went in front of the line where her pupils were standing waiting to get lunch, one of them said to her very earnestly “1. You jumped the queue 2. It makes me angry 3. You must get back in line!”

A model with potential

The Perspekt programme uses knowledge about cognitive skills to tailor programmes for different age groups. While Perspekt 4, designed for grades 8-9, is aimed at equipping pupils to make relevant career choices, Perspekt 1, for the youngest, focuses on preparing children for school by developing thinking skills and improving the social environment of the classroom. In the future, schools who can find the necessary means to have enough of their teachers trained in teaching the programme will be able to implement it in all classes from preschool to 9th grade, so that pupils will be exposed to all the different levels of the Perspekt material in the course of their schooling. Such integration of the material into the school curriculum could be very valuable

for the pupils' development, not only on personal and social levels, but also academically in terms of learning abilities, leading to the achievement of higher school grades.

Also for the youngest

About 45 kilometres from Høje Taastrup, at Gurrevej School in Helsingør, Lone Petersen teaches Perspekt 1 for preschool children; she can confirm that this method has the potential to be used more widely. She calls Perspekt an ‘eye-opener’ for the youngest pupils.

“The children really enjoy the challenges of the Perspekt classes, and they are quick to understand the message about being considerate towards one another. Since we introduced the Perspekt programme we have seen a clear reduction in the number of classroom conflicts,” she says.

Gurrevej School was a pilot school for Perspekt in 2007, and the school staff became so convinced of its value that they have continued with the programme, now being run for the third year in a row.

“Now we don't have as many conflicts in the classroom, and consequently it is easier for the pupils to concentrate. And if the children are happy, they learn better,” concludes Lone Petersen. ■

A METHOD WITH MANY POSSIBILITIES

Cognitive training generally involves reflecting on one's own thoughts and actions, and is aimed at developing certain personal and social skills such as being able to plan ahead, seeing the consequences of your own actions, and considering alternative options.

Cognitive training has in recent years been used with increasing success, mostly to target a wide range of specific behavioural or psychological problems. For example, cognitive therapy is now used worldwide to rehabilitate criminals, treat children with ADHD and reduce phobias.

The basic premise behind Perspekt is that cognitive training is a way of strengthening a range of the skills that help all individuals function successfully in everyday situations and overcome many of the challenges met in school, at work and in personal relationships.

More Danes are **obese** than ever before

The proportion of Danes who are seriously overweight has increased dramatically over the past two decades; the percentage of obese men in the population has doubled, and that of obese women quadrupled during that period. A new report by the Rockwool Foundation Research Unit focuses on the extent of overweight in the population and on Danes' well-being in general.



Denmark



From the left: Peter Madsen MP (Venstre, the Danish Liberal Party), Sophie Hæstorp Andersen MP, spokesperson on Health for the Social Democrats, and Mette Wier, Executive Director of AKF, the Danish Institute of Governmental Research.

- The issues of health, well-being and overweight are attracting increasing attention in Denmark and in other welfare societies. This is because there are still people with poor health and poor levels of well-being in these societies, despite the fact that overall prosperity has increased greatly over the past 50 years. And in recent years, the increase in the number of overweight people in the population has been dramatic.

In view of this situation, and as a natural continuation of the work of the Rockwool Foundation in the field of research into family life and behaviour, the Rockwool Foundation Research Unit undertook an interview survey of a representative sample of 4,000 households in Denmark. The aim was to obtain new information about the health and well-being of the population, and to find out more about the spread of the phenomenon of overweight.

Disseminating the information

The results of the study have been made available in book form with the publication of *Helbred, trivsel og overvægt*

blandt danskere (Health, well-being and overweight among Danes). The book was launched at a press conference in December 2010, at which the results were discussed by a panel. In addition to the two researchers who had worked on the project and Torben Tranæs, the Research Director at the Rockwool Foundation Research Unit, the panel comprised Peter Madsen, who represents Venstre (The Liberal Party of Denmark) on the Danish parliamentary committee for Health; Sophie Hæstorp Andersen, who is the Danish Social Democrats' spokesperson on Health; and Mette Wier, Chair of the Danish Commission on Preventive Medicine and Executive Director of the Danish Institute of Governmental Research.

The meeting was attended by journalists representing a wide cross-section of the press, together with researchers from a number of different organisations and groups with an interest in health research. Among these was Professor Thorkild I. A. Sørensen M.D., of the Danish Institute of Preventive Medicine and the Department of Public Health, University of Copenhagen. Professor Sørensen had contributed to the ►

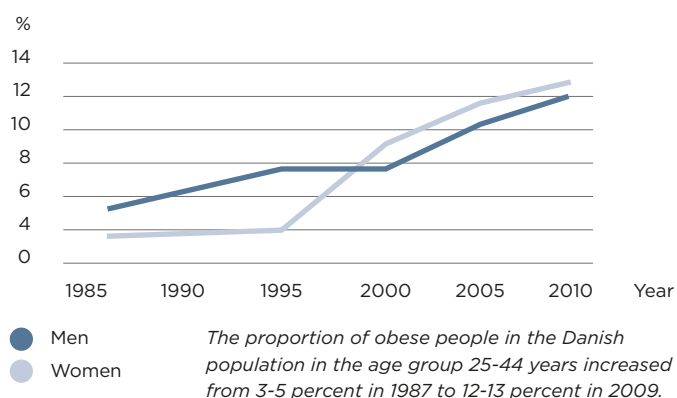
book by commenting on the draft text. Those present at the press conference heard both good and bad news.

The bad news: The trend in overweight is ever upward

The analyses by the Research Unit confirm that the problem of overweight in the Danish population is growing ever greater, and is reaching alarming proportions. In just two decades, the proportion of obese men in the population has doubled, and that of obese women quadrupled. For example, today 12-13% of Danish men and women aged 25-44 are classed as obese. The proportions are even greater among older age groups.

The study shows that it is not just the proportion of obese people in the population that is on the increase in Denmark; the same is true of the overweight.

Proportion of people in Denmark who are obese in the age range 25-44 years. Percent.



Sources: The Danish National Institute for Public Health and the Rockwool Foundation Research Unit.

Twenty years ago, every third man and every seventh woman in Denmark aged 25-44 was overweight or obese. Today, the same can be said of half the men and a third of the women in this age group.

In the same period, the proportion of men aged 45-64 who are of above normal weight has increased from a half to two-thirds, while among women in this age group the increase has been from one third to nearly a half.

At the same time, the survey showed clearly that obesity is linked to education and income: the lower a person's level of education and income, the greater the likelihood that that person will be overweight. Fifteen percent of adult Danes with no education beyond compulsory schooling are obese. By way of comparison, only four percent of Danes who have completed a Master's degree or equivalent suffer from obesity. Similarly, the survey revealed a link between income and obesity among Danes: the higher the level of income, the fewer people there are who are seriously overweight.

The good news: Danes are contented

A survey of Danes' sense of their own well-being and health formed a separate part of the study. It was found that the overwhelming majority of Danes say that they are in good health, and are contented with their everyday lives. For example, almost nine out of ten of the respondents described their health as good, very good or even excellent. In the case of both men and women, 86% expressed themselves in positive terms regarding their state of health.

Danes are satisfied not only with their state of health, but also with their well-being. In the case of both men and women, around 90% of respondents said that in the course of the previous weeks they had to a great or lesser degree felt that they were in good form, relaxed, at ease, and full of energy; and also that they had felt happy and contented.

PROJECT FACTS

The study

Data were collected through the Danish Time Use Survey, 2008-09, which was conducted by the Rockwool Foundation Research Unit using a representative random sample of the Danish population aged 18 and over. The survey provided information about Danes' consumption and time use. The data were subsequently supplemented by re-interviewing the same group of people in 2009 about their health and well-being. Children and young people who were members of the households were included in the second interview round.

The information about health and well-being was based on respondents' own assessments, and data on respondents' height, weight and waist circumference were obtained through their own measurements. A total of 4,000 families participated in the survey.

Overweight measured in BMI values

A person is considered obese when his or her Body Mass Index (BMI) value is 30 or over. A BMI value of between 18.5 and 25 indicates normal weight, while people who are overweight have BMI scores of between 25 and 30. The index value is calculated by taking a person's weight in kilograms, and dividing this figure by the square of the person's height in metres.

This means, for example, that a person who weighs 70 kg and is 1.75 m tall has a BMI score of 23:

$$\text{BMI} = \frac{70 \text{ kg}}{(1.75 \text{ m})^2} \approx 23$$

The book

Helbred, trivsel og overvægt blandt danskere (Health, well-being and overweight among Danes), by Jens Bonke and Jane Greve. Published by Gyldendal, 2010.

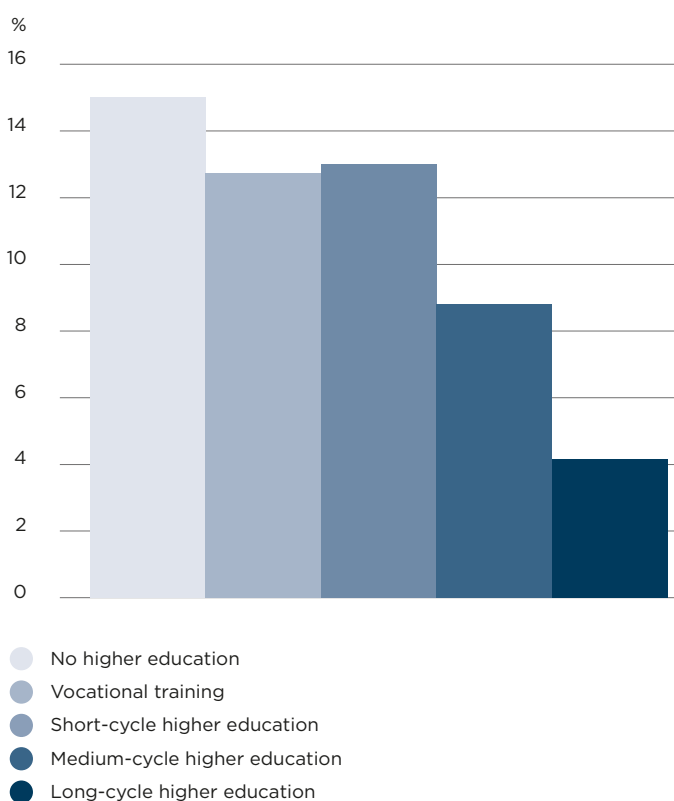
The figures were even higher among the young. Over 1,000 children and young people aged 7-17 were asked about their health and well-being; 95% of them described their health as good, very good or excellent.

At the same time, around eight out of ten of both boys and girls said that during the previous month they had felt fit, happy and contented for most or all of the time. They stated that they had rarely or never felt tense, depressed, miserable, scared or distressed. However, the survey did show that the older children become, the greater the tendency they have to be unhappy. Around 20% of respondents aged 15-17 reported a poor sense of well-being. Evidently the lives of teenagers are more complicated than those of young children!

Does overweight make people feel unhappy?

The survey revealed that in Denmark, overweight women have a poorer sense of well-being than other women, and that their own evaluations of their state of health are not as good. Even women who were only overweight reported feeling less cheerful and more tense, tired and run down than other women. Among Danish women of normal weight, fewer than one in ten expressed a poor sense of well-being. Among overweight women, there were twice as many – two out of every ten – who reported feeling less than contented. However, the analysis cannot show which is cause, and which effect, in the relationship between weight and sense of well-being.

Proportions of obese people in the Danish population, by education. 2009.



Source: The Rockwool Foundation Research Unit.

The situation is rather different in the case of Danish men. Overweight men are just as contented as those of normal weight, while obese men have only a slightly greater tendency to feel discontented than others. In general, there may be a risk that Danes who say that they have a good sense of well-being despite being overweight are ignoring potential health problems.

A constructive debate

The journalists, researchers and health practitioners present at the book launch participated in a lively and knowledgeable debate on the report. A number of constructive suggestions for further research were made, for which Torben Tranæs expressed his gratitude in his summing up of the event.

The panel put forward a variety of suggestions. According to Peter Madsen of the Danish Liberal Party, the family should be central to health policy. Families should be given the opportunity to take responsibility for themselves. Sophie Hæstorp Andersen of the Social Democrats thought that part of the solution would be to encourage more young people to take higher education, and that more money should be put into preventive measures – paid for by higher duties on unhealthy foods. She also drew attention to the proposal by the Social Democrats and the Socialist People's Party in their policy document *En Fair Løsning* (A fair solution) that health checks should be instituted for everyone in the population over the age of forty-five.

Mette Wier stated in her conclusion that Danes were continuing to go in the wrong direction, and that social inheritance played a substantial role in this: children inherited problems of overweight from their parents. But the trend must be broken, and consequently strategy has to be changed. She advocated more initiatives focusing on active preventive measures, and making more concrete help available to at-risk groups to enable them to change their behaviour. In addition, she felt that the use of the pricing mechanism should be strengthened, with differentials in duties being used to greater effect than at present. Healthy choices should be made easier, for example through providing fruit in schools, while unhealthy sweet food items should be placed in less prominent positions in stores. ■



Denmark

A focus on health **pays off**

The Rockwool Foundation's huge health project, the Healthy Schools Network, was launched in 2008 with the goal of improving the health of school pupils in Denmark. Nordvestskolen in Helsingør has been part of the project from the start, and the results speak for themselves.



THE PROJECT IN BRIEF

Programme area

Health Interventions.

Project dates

The project started in August 2008.

Objectives

To improve the state of health of Danish children through a focus on information and activities in primary/lower secondary schools. The regular measurements emphasise the focus on pupils' fitness and also provide an opportunity for the collection of data and for the evaluation of the effects of the initiative.

Strategy

The project supports initiatives intended to promote sustained improvements to children's health. As many children as possible, ideally all children, should achieve better health and fitness and thus a better quality of life. The Rockwool Foundation has chosen to focus on primary/lower secondary schools, where most children spend a large amount of their time over a period of 10-11 important years.



Children from the school Nordvestskolen, which is participating in the Healthy School Network project.

- At Nordvestskolen (North-west School) in Helsingør, Denmark, health issues are given high priority. The school has participated in the Healthy Schools Network for two successive years. Each year, measurements have been taken of pupils' BMI, waist circumference, fitness rating and vertical jump height. In addition, all the pupils have taken part in step-counting competitions. According to Lars Bo Andersen, Professor of Physiology at the University of Southern Denmark, the results show that in the course of the past two years the pupils have succeeded in improving their average measurements for a number of physiological parameters.

"If we consider the school's overall results for waist circumference, we see that the proportion of pupils categorised as having 'poor' or 'less good' waist measurements has fallen by 41%, while the proportion of pupils with normal waist measurements has risen by 13%. In terms of overall fitness, the proportion of pupils with a fitness rating in the categories 'poor' or 'less good' has shrunk by 58%, and the proportion of pupils whose overall fitness rating is 'excellent' has increased by 36%," says Professor Andersen. He continues, "The results show that the school has been working very seriously on the pupils' health, and they have succeeded in improving their figures in a number of respects. These are really astonishing results. A large proportion of the pupils have worked themselves out of the 'at risk' group, and in the long run this should help them to achieve better general

health and avoid illness. The Healthy Schools Network has documented that focusing on health really pays off."

The Healthy Schools project

The pupils at Nordvestskolen generally represent the population mix in the local area. However, the school has a disproportionately large number of pupils from backgrounds that disadvantage them in some way – 27% are not native speakers of Danish, and more than 50% come from low-income families. Tommy Sørensen, the school Head, explains that this pupil mix was one factor that prompted the school's management team to start thinking about using health and exercise as a consistent theme in all teaching, advice and counselling at the school.

"We were losing the attention of many of the pupils with our traditional style of classroom teaching. We had to start thinking creatively in order to find new ways of reaching as many of the pupils as possible.

We have high levels of ambition for our pupils and high ideals, and our vision is to be professional in all that we do. And so we felt that we had our backs to the wall, and we had to do something for the sake of our pupils. The notion of linking teaching and physical exercise showed us a way forward, and gave us the impetus to set up our own 'Healthy School Project' that focuses 100% on health.

Screen dump from the website of the Healthy Schools Network.

Pupils as well as parents and teachers are able to access and compare measurement results, to access health tips, and to learn about new initiatives.

Visit the website at www.sundskolenettet.dk



THE PROJECT IN BRIEF CONTINUED

Measurements

There is an obligatory series of measurements; height, weight, waist measurement, vertical jump measurement, fitness rating and step counting. Measurements are taken once per year. Optional supplementary measurements after the 7th grade are peak flow, resting pulse and blood pressure.

The choice of measurement parameters has been made in collaboration with academics from a number of Danish universities.

All the measurements can be viewed on www.sundskolenettet.dk, and they are always shown anonymously. The individual data are handled with discretion and can only be

seen online by the pupil concerned and his/her parents.

Status

At the end of 2010, 189 schools and around 80,000 pupils were participating in the Healthy Schools Network.

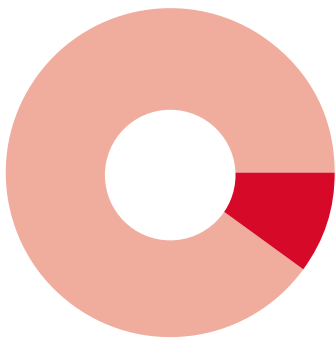
Partners

Members of the National Board of the Healthy Schools Network include school teachers, school heads, and representatives of Danish municipalities. In addition, an expert panel of researchers has been set up to act as advisors.

So now we incorporate the concept of movement and exercise into all our teaching,” says Tommy Sørensen. He goes on, “It was an obvious thing for us to join the Healthy Schools Network, as the programme is intended to help build up schools which are health-oriented through and through. The annual measurements place health issues firmly on the agenda, and make our teachers and our pupils very aware of the importance of exercise. The Healthy Schools Network measurements and the results obtained have inspired us to set up other health initiatives. Participation in the project has demonstrated to us that our decision to focus on health and exercise has been absolutely correct. When we can see in black and white that our pupils have improved, it strengthens our enthusiasm and motivation for our goal of having a healthy school.”

Success despite tough odds

Nordvestskolen is situated in a socially deprived area of the Danish town of Helsingør. Focusing on fitness, health and exercise does not rank high on the agendas of many of the school pupils who live there, or of their families. It comes as a real ray of sunshine, then, that the measurements taken for the Healthy Schools Network have shown that the pupils at the school have improved along several physiological parameters. According to Anders Pilgaard, who is responsible for the junior classes at the school, this positive development is due to a combination of factors. ►



Children who cycle to school are on average **10% fitter** than those who do not.



*Anders Pilgaard,
teacher at Nordvestskolen.*

"First and foremost, we have worked very determinedly on improving relations between teachers and pupils. Our teachers are now very much aware of their communication with the pupils, and they go to great lengths to establish relationships based on mutual trust. This makes it much easier to talk to individual pupils about sensitive topics such as overweight or lack of exercise. The class teacher functions as a role model for the pupils, and gets involved in their leisure activities by, for example, being part of a local sports association and encouraging pupils to join. We have also set up a youth centre, open every day of the week, for the pupils of the school and young people in the area. The centre provides opportunities to participate in organised sports activities outside school time, and there is round-the-clock access to the school's sports facilities," says Anders Pilgaard.

The whole school is a communal arena

The school management team at Nordvestskolen is convinced that an exercise-based approach to teaching has come to stay, and so the school is settling the last details of the drawings for an outdoor learning and play area. Here, pupils will be able to experiment, investigate, play and move around, and, at the same time, acquire new knowledge in the fields of nature study, technical studies, biology, mathematics and general science.

This holistic plan for a play, learning and exercise area includes mazes, climbing frames, play areas, and a measured running track. According to Tommy Sørensen, the new activity area will provide a framework for the integration of play and exercise into the whole school programme, including the academic subjects.

"Many of our pupils are not members of sports clubs, and do no physical exercise of any kind in their free time. The school is a communal arena in which we can influence the children and ensure that they engage in physical activity – and not just in physical education classes – and it's important to make use of the opportunities this presents. We find that the children are happier and more enthusiastic as a result of our exercise-based approach to learning. At the same time as the children get some physical exercise, they also become more motivated for and receptive to new learning, which of course is just as important as improving their fitness ratings or their waist measurements. And so we foresee integrating the results from the Healthy Schools Network measurements into our teaching programme in the future, underlining the fact that we take a whole-person view of our pupils, in which academic learning and physical exercise go hand in hand," Tommy Sørensen concludes. ■

Broadening the concept of health



Denmark

There is more to good health than keeping fit and eating properly. The Rockwool Foundation and the Healthy Schools Network have initiated a two-year pilot project aimed at adding mental health and well-being to the narrower understanding of health as a purely physical phenomenon.

► In October 2010, a new pilot project was launched under the aegis of the Healthy Schools Network. The aim of the project is to broaden the physically-oriented concept of good health to encompass mental health and well-being, and to give these elements a place in everyday teaching at the schools involved.

Over the coming two years, five seventh-grade classes spread across two very different schools will form small, innovative workshops for the development of ideas and methods for working on the psychological aspects of pupils' health and well-being. The schools selected are Pedersborg Skole, situated in the picturesque town of Sorø in central Zealand, and Rådmandsgade Skole in the Nørrebro district of Copenhagen – an area which is often described

as a 'ghetto', and a school where over 70% of the pupils speak Danish as their second language. At the outset of the project, a baseline mapping of the pupils' well-being was carried out at both schools to enable the results of the project to be analysed later on.

Equipped to face the challenges of life

Seventeen percent of Danish schoolchildren aged 11-15 experience symptoms of psychological problems, including depression, anxiety and mood swings, on a daily basis. However, it can be difficult for schoolteachers to communicate with their pupils about issues such as these. Consequently, the project is also intended to increase teachers' awareness and understanding of mental health, both with regard to the well-situated, well-

adjusted pupils and those who face more difficult conditions of life or have a harder time coping. The aims are to promote and improve pupils' mental health so that they are better able to understand and to have consideration for one another, and to tackle the challenges that they face in their everyday lives.

The pupils themselves are deeply involved in shaping the project – for example, they have participated by defining what they understand by well-being. The teachers, too, are throwing themselves enthusiastically into the project, since it gives them a welcome opportunity to focus on issues that relate to their pupils' welfare, including bullying, self-esteem, and how one learns to avoid involvement in ►

THE PROJECT IN BRIEF

Programme area

Health Interventions.

Project dates

The project started in October 2010 and will be completed in July 2012.

Objectives

To support the development of knowledge and skills which can promote mental health among school pupils. The result of this two-year pilot phase will be the development of a health manual that can inspire schools by suggesting how to promote mental health among pupils.

Strategy

This project is based on an experimental process whereby the participating schools will engage in a participatory process to try out different approaches to work related to mental health, under close counselling and supervision by experts. The process as well as the results will be evaluated and will form the basis for the concrete outputs from the project.



*Lise Egholm, the Head
at Rådmandsgade Skole*

various difficult situations. Educational experts in mental health give the teachers guidance and advice in developing new methods of improving pupils' well-being, whether this be in the reorganisation of the school timetable or in the introduction of exercises in social relations.

Lise Egholm, the Head at Rådmandsgade Skole, volunteered the school to participate in the pilot project. She feels that mental health and well-being are often ignored, forgotten or given low priority in schools.

"We at Rådmandsgade Skole are very pleased to have the opportunity to work on mental health, since a very large number of our pupils experience many difficulties in the course of their upbringing," she explains. "The problems children have with well-being stay with them in their future lives, and can give rise to major difficulties in adulthood. When I look at the challenges pupils face in their school lives, where well-being is crucial for what children get out of going to school, then I think it is indeed high time that we started to concentrate on this area."

The pilot project is intended to lead to the production of a manual that will provide inspiration to other schools and to show teachers how they can work on the promotion of their pupils' mental health. Results will therefore also be regularly reported to all the schools participating in the Healthy Schools Network, encouraging them to work with all aspects of their pupils' well-being. ■

THE PROJECT IN BRIEF CONTINUED

Status

The project is ongoing, and preliminary results will be communicated on a regular basis to the schools participating in the SSN network.

Partners

Aarhus University (the Danish School of Education, or DPU); the Healthy Schools Network; and Rådmandsgade School and Pedersborg School.

The boom years did not benefit everyone in Denmark



Denmark

- Since the beginning of the 1990s, successive Danish governments have worked hard to reduce the number of people living on welfare payments. Often, their initiatives have been directed towards people on low incomes and with a somewhat tenuous attachment to the labour market, such as young single mothers.

The commitment of the Rockwool Foundation to research in the area of 'Families and Children' made it a logical step to carry out analyses that would show how the changes in social and labour market policies have affected the conditions of life of the most disadvantaged families.

Every instrument used

Over the past decades, Denmark's politicians have used a great many of the administrative and legislative instruments at their disposal in developing their social and labour market policies. Welfare incomes from the state have been reduced relative to wages. Checks on claimants have been increased in number and stringency, and requirements that claimants are available for work have been tightened up. The periods during which people without work can claim unemployment benefit have been shortened, and efforts to train and activate the unemployed have been intensified. But how has all this affected Danish families with children?

In a study published at the turn of the year 2009-10, the Research Unit analysed the changes in the financial circumstances of the most disadvantaged families in Denmark with children under the age of 16 for the period 1995-2004, and examined the effects of the changes on child welfare during this period.

Specifically, a study was made of the changes experienced by the least well-off 25% of families with children in Denmark in terms of their incomes, as measured both in terms of fixed prices and in relation to the situation of better-off families. In addition, an examination was made of changes in the patterns of consumption in the worst-off and the best-placed Danish families during this period of economic upturn.

The most disadvantaged families fell further behind

The analysis showed clearly that the least well-off families with children experienced less of an increase in prosperity

From 1995 to 2004, the upturn in the economic cycle put more money into the hands of the Danish population. But did the most disadvantaged families with children share in the general prosperity? The Rockwool Foundation Research Unit has investigated this issue.

during the period than the most affluent families. The average disposable income for the lowest income group increased from around DKK 118,000 per year to DKK 135,000, while that for the group with the highest income rose from DKK 202,000 to DKK 250,000 (all figures in 2005 values). In percentage terms, this represented an increase in spending power of 14% for low-income families with children, as opposed to 24% for their wealthiest counterparts.

Viewed as annual increases in disposable income, the low-income families with children increased their spending power by DKK 1,900 per year, while the highest income families saw their incomes grow on average by DKK 5,040 annually.

However, the picture is more complex among low income families than these averages suggest. For those low-income families who succeeded in improving their position in terms of employment, the proportional increase in disposable income was comparable with that in the high-income group. In contrast, there was virtually no increase in real spending power for the families where nobody succeeded in obtaining new employment.

Despite the fact that the level of employment among the worst-off families rose during the period, then, the 25% lowest-income families in Denmark, taken overall as a group, still saw a deterioration in their conditions of life relative to those of the wealthiest families between 1995 and 2004. In other words, the increase in the number of families in this group in which there were family members in employment was not sufficient to bring the average percentage increase in family income of the group as a whole up to the level of the general increase in income experienced by Danish society.

Increased housing costs meant less money to spend

There is a general assumption in economic theory that consumption of food will take up relatively less of the overall ►

household budget as income increases. This allows for increased consumption of goods that go beyond the most basic needs of the family.

During the period 1995-2004 there was a slightly falling trend in the money spent on food in both the best-off and worst-off families in Denmark, and this was interpreted as being a result of the generally good economic situation.

However, relative to the best-off families, the low income group experienced a large increase in their spending on housing, while their consumption of items such as household furnishings and appliances, leisure activities, travel and personal items all fell.

The increase in spending on housing did not necessarily reflect any improvement in standards of accommodation, since increases during the period in rents and other housing-related expenses were greater than the overall average increase in prices.

we consider specifically spending related to children, we find that there was a fall in consumption with respect to children's clothes, but this decrease was no greater proportionally in the poorest families than in the richest. In general, then, there was no change in the relative spending of low income families on their children during the period 1995-2004, even though the economic boom years gave the average Dane more money to spend.

The conclusion of the study by the Research Unit was thus that the financial benefits of any switch from welfare income to wage earnings among some families were not sufficient to pull the average consumption for the whole group of the 25% least well-off families in Denmark higher in relation to the consumption of the high-income families, or even to maintain the average relative level of consumption in comparison with the richest families. Furthermore, despite the general upward trend in the economy, there were large elements in families' consumption for their children where there were no increases, either in high-income or in low-income families. ■



In this way, the most disadvantaged families with children experienced both a relative and an absolute fall in their consumption of a range of goods and services, while at the same time those who were unemployed in particular were obliged to spend an increased proportion of their disposable income on housing.

No improvements for the children

The results indicate that the overall level of consumption in low-income families fell relative to the consumption of those families which were best off, despite the economic upturn. If

PUBLICATION

The study was published in the Danish journal *Nationaløkonomisk tidsskrift* in December 2009 in an article entitled "Child well-being during a period with welfare reform – did children in poor families gain?" by Jens Bonke.

Out in **the open**

Half of all Danish families at some point experience contact with the psychiatric system. Even so, taboos about and fear of social contact with the psychologically vulnerable remain common in Danish society. In 2010 the Rockwool Foundation once again sponsored Denmark's annual Psychiatric Summit Conference, which focused on openness on the labour market in relation to the psychologically vulnerable.



Denmark

- It was on 2 October 2010 that the red carpet was rolled out for more than 1,000 delegates at the Danish Psychiatric Summit Conference 2010.

A large number of the guests were psychologically vulnerable people and their families, but key decision-makers in the field were also present.

With the participation of the Minister of Employment, spokespersons on labour market policy from various Danish political parties, and representatives of the Confederation of Danish Industry (DI), the Confederation of Danish Employers (DA), the Danish Confederation of Trade Unions (LO) and the Danish Metalworkers' Union, it was a day when the inclusiveness of the labour market was set high on the agenda.

A tolerant labour market

The representatives at the meeting displayed great interest in making a contribution in the area. The labour market parties and the Employment Minister, Inger Støjberg (Venstre, the Danish Liberal Party), were agreed that there was a need for greater openness in workplaces in order to create a more tolerant labour market with the capacity to accommodate the psychologically vulnerable.

"Management, colleagues, friends, families and job centres need to become better at recognising when people need special consideration. It is also necessary that both work colleagues and managers should be able to speak openly about these issues. We should never simply turn a blind eye to these challenges," said Inger Støjberg.

The responsibility of employers for providing better working conditions was one of the issues in focus during the day. In addition, Hans Skov Christensen, the outgoing President of the Confederation of Danish Industry, laid emphasis in his

presentation on the reciprocal responsibilities of employers and employees.

"While workplaces are not required to be social institutions, they do have a responsibility to show each individual employee that he or she is valued, and to convey the message that 'Without you we would be worse off than we are with you'. It is also the task of the employer to make demands of all employees that are in line with their particular abilities."

Heavy costs

Mental illness has huge consequences both for the people affected and for society as a whole. Poul Nyrup Rasmussen, Chair of the organisation The Social Network, which arranged the Summit Conference, explained the necessity of putting psychological vulnerability on the agenda in relation to the labour market. ►



Hans Skov Christensen in dialogue with the audience on the need for establishing an inclusive labour market.



The Employment Minister, Inger Støjberg, talking with a Summit Conference participant.

“First and foremost, it is vital from a purely humanitarian viewpoint that the psychologically vulnerable are able to have access to the labour market without encountering discrimination and stigmatisation. It is also vital for society. As things stand at present, only 49% of the Danish labour force will be active on the labour market in ten years’ time.

“Today, mental illness costs society 55 billion Danish kroner annually, according to the National Research Centre for the Working Environment. This amount includes costs that can be reduced if we intervene with better and earlier treatment and with appropriate input in relation to employment.”

A summit conference that pays dividends

The Employment Minister and the representatives of the Danish Confederation of Industry and The Danish Metalworkers’ Union all indicated that they would like to see more initiatives aimed at promoting inclusion on the labour market. In addition, the Social Network made a commitment

to work on ten specific initiatives, including the promotion of mentor systems, the promotion of systems of subsidies in connection with employing handicapped members of staff, and increased application of the social provisions laid down in collective bargaining agreements.

For the 1,000 delegates at the Psychiatric Summit Conference, the day also offered opportunities to exchange accounts of experiences with people in the same positions as themselves, to talk about their dealings with, for example, the mental health services, and to hear evocative music performed by the singers Dicte and Tina Dickow, who had volunteered their time to support this worthy cause.

As a follow-up to the Psychiatric Summit Conference, the Social Network launched a national campaign in December 2010 in which well-known Danes made New Year appeals to boost awareness, openness and tolerance with respect to psychological vulnerability. ■

“It has given me back my enthusiasm for life”



Denmark



Helle Wedel Mønster Larsen

Psychological disorders often mean a life of isolation and loneliness. The Social Network, the organisation behind the Psychiatric Summit Conference 2010, makes use of keep-fit and social activities to help improve the lives of psychologically vulnerable people in Denmark.

- ▶ When Helle Wedel Mønster Larsen was discharged from a psychiatric ward 18 months ago, she found herself once more facing a world of emptiness. There was no follow-up after her discharge, and she still did not dare to go out of her house without her husband. Her life had been just the same for the previous fourteen years.

“I had the feeling that nothing mattered one way or another. I just didn’t care any more. When I was in hospital, I tried to ask if I could have some cognitive therapy, which might help me to dare to go out on my own, but instead I was given music therapy – which made little sense to me. And I was supposed to learn to water plants and prepare food – things that had never given me any difficulty,” she says.

She and her husband began to look for help on the Internet, and when they stumbled upon the Psychiatric Summit Conference 2009, it caught their interest. They enrolled immediately, and it turned out to be a very good move.

“It was a real eye-opener. I was overwhelmed by how many people came along and showed an interest in promoting better psychiatric care and working to change attitudes to people with mental illnesses. It gave me hope. And I found out about the running club.”

Running, networking and courage

The Social Network meets every Sunday at 11:00 – professional running coaches, the psychologically vulnerable, members of their families and anyone else who fancies a run or a walk in Fælledparken, a large park in Copenhagen. The former Prime Minister and Chair of the Social Network Poul Nyrup Rasmussen is also a frequent participant. Ever since attending the Summit Conference in 2009, Helle Larsen and her husband have been among those coming along on a regular basis.

A personal and a political struggle

Helle Larsen has no doubt that The Social Network is fighting for a worthwhile cause. She believes that there are far too many prejudices among the staff in psychiatric care and the health services in general. For example, she was almost taken back into the psychiatric ward because she told her doctor that she went running with the former prime minister of Denmark every Sunday.

“My doctor immediately looked very concerned, and he said I was psychotic and suffering from delusions. It was only because my husband was there and could confirm what I said that I wasn’t sent straight back into hospital. That speaks volumes about how difficult it is to be allowed to get better, and also how much there is that needs fighting for,” she says.

For Helle Larsen, the next goal is to occupy her days in a meaningful way. Participation in the 2010 Summit Conference has opened her eyes to the prospects of entering the labour market. Before her illness, Helle worked at a crisis centre, and she is still enthusiastic about working in the field of care.

“When I am able to go out on my own, I would really like to work with people again,” she concludes, with a hopeful smile. ■

THE PROJECT IN BRIEF

The Psychiatric Summit Conference, 2010

Since 2009, the Rockwool Foundation has been in partnership with the organisation *Det Sociale Netværk* (The Social Network) to promote awareness of psychological vulnerability.

Programme area
Small Donations.

Project dates

December 2010, main sponsor. In 2009 the Rockwool Foundation funded the development of the website www.psykisksaarbar.dk, a site where the psychologically vulnerable and their relatives can share their experiences.

Partner
The Social Network.



Open Fun Football School in Tripoli, where children of old enemies meet on the football pitch.

Aiming for Peace in Lebanon

In recent years, car bombs, military invasions, terrorist attacks and internal strife have all contributed to making Lebanon one of the least peaceful countries in the world. Judging from the newspaper headlines, Lebanon seems to be constantly on the verge of another civil war. The fear and tension affect everybody, in particular Lebanon's children, who too often have been unwillingly involved in shootings and unrest.

The Rockwool Foundation has since 2008 supported two different projects in Lebanon with one common goal: promoting peace through the young generation. One uses football as its means, the other television production. These two projects are now combining each other's strengths in an all-new initiative.

The football field is neutral ground

Can sports really contribute to peaceful co-existence? For children in Lebanon, it looks as if there is no doubt: when they play, boundaries are crossed, and friendships are made.

- Twelve-year-old Firas from Tripoli, a city in the north of Lebanon, still remembers how he felt when fighting marred his neighbourhood two years ago: "It was very scary. We could hear the shooting and screaming from the street. I hope it won't happen again. I hate weapons and shooting!"

Today, Firas' life involves a different kind of shooting. He has joined a local sports club where he plays football and meets new friends from neighbourhoods and backgrounds other than his own. Firas' club is supported by the Rockwool Foundation through the organisation Cross Cultures Project Association (CCPA) as part of an initiative to make the lives of Lebanese children better and to avoid the passing on of sectarian hostilities and mistrust to the young generation.

Sport unites

Together with more than 300 other children, Firas takes part in one of CCPA's Open Fun Football Schools. The participants include girls and boys, Palestinians and Lebanese, Shiites



and Sunnis – even children from an area of Tripoli, Jebel Mohsen, which has a long history of sectarian conflict and animosity with the neighbourhood where Firas lives. The two communities live strictly segregated from one another, with often violent clashes as the only form of communication between them.

In 2010, local football coaches invited parents, community leaders, media representatives and neighbours to visit the stadium of Jebel Mohsen and see for themselves how the children of the two conflicting communities were playing together. Here the children are divided into mixed teams to overcome tensions and prejudices, and encouraged to forget about their backgrounds and make new friends. For many of the participants, this was their first visit to Jebel Mohsen.

Youssef, a coach from the other part of town, was relieved. "I never in my life imagined that I would come here. I didn't want to tell my parents that I was going to Jebel Mohsen to train children. They say that it is dangerous here," he says.

But Youssef also learned that events like these can help ease the tensions in the city and prove that it is possible for the inhabitants of conflict-torn areas to meet on a neutral ground to have fun. He continues: "It is not dangerous, and we have to teach the parents that it is important that we bring the children together and let them play and become friends with children from other areas. I never experienced that when I was a child!"

Since the beginning of this project CCPA has trained more than 300 coaches, parents and club volunteers, and has established around 90 Popular Clubs all over Lebanon. The Popular Clubs have taken part in educational seminars, received sports equipment, and organised Open Fun Football Schools; now they conduct regular activities for around 2,000 children every week. More importantly, the most unlikely friendships are being made, and the idea of teamwork is being expanded among the children of Lebanon. ■

THE PROJECT IN BRIEF

Children's football for peace

place for children, coaches and parents from different sects and groupings.

Programme area

International Peace Building.

Project dates

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

Aim and strategy

Children's football to build peaceful coexistence and tolerance between various conflicting groups. The project sets up lasting Popular Clubs for children that are firmly anchored in local society. The Popular Clubs provide a fun meeting

Status

Ongoing. Around 90 Popular Clubs have been established, catering for around 2,000 children (15% girls). More than 300 volunteers have been educated as trainers and board members in the Popular Clubs. In 2010 nearly 2,000 children participated in various activities such as Open Fun Football Schools.

Local partners

The NGO Cross Cultures Project Association (CCPA).



As member of the Rockwool Foundation Board, Mogens Lykketoft, former Danish Minister of Foreign Affairs, was invited for an interview about the Rockwool initiatives by a number of Lebanese television stations when he visited the project in 2010.

Teaming up for peace

What do children's television and football have in common? Well, in Lebanon both have the ability to spread the word of peace. With the support of the Rockwool Foundation, a new project combines the strengths of the two in a new peace-promoting television series.



Lebanon

- The Rockwool Foundation currently supports two different organisations in Lebanon. Both of them are involved in peace-building, and both focus on children and teenagers. However, their methods are quite different. While CCPA promotes peace through cross-culture football, Search for Common Ground (SFCG) largely works through the media, targeting children and young people with messages about peace-building. Now, the two have developed an interesting partnership. In a joint project, the two organisations will use each other's strengths to spread the idea of peaceful coexistence in Lebanon. The new project is called *The Team*.

On the same team

Kilna Bil Hayy – which is Arabic for ‘All of Us in the Neighbourhood’ – is a television series aimed at children of between 10 and 15 years old, as well as at their parents and teachers. The episodes take place in and around a house where six children from different sectarian backgrounds live together with their families. The hope is to show children that religion, ethnicity or political background should not decide whom we want to befriend. The first 13 episodes were created by SFCG in cooperation with the Rockwool Foundation, and currently another donor is funding a follow-up series of the TV episodes in the hope of transforming the young generation’s attitudes to conflicts.

With support from the Rockwool Foundation, SFCG and CCPA will now use football to spread the message of peace and bring people together across boundaries in an all-new television series. *The Team* is based on a football team representing the various communities making up Lebanon. Like *Kilna Bil Hayy*, *The Team* is a soap opera with social messages, but this time the show will focus on an older audience, 14- to 15-year-olds, with a story line that is deeper and closer to real life.

Inspired by reality

Roy Boecker from SFCG explains that the idea of *The Team* is essentially to dramatise CCPA’s peace-promoting football activities. Boecker will meet with coaches and children from the football project to develop their stories into TV drama, which will deal with issues that strengthen relationships among young people in Lebanon across political, religious and socio-economic divides.

“We want to influence attitudes and behaviours. Our basic premise is that well crafted, entertaining programmes can have a profound impact on how people think about themselves, their neighbours and their society,” explains Roy Boecker.

The Team will feature characters who overcome significant problems on as well as off the football field to achieve shared goals. They will demonstrate that violent conflict is not inevitable, and that peaceful solutions are possible. Roy Boecker explains: “If the characters in the story do not play together, they will not score goals. In other words, they will demonstrate cooperative behaviour, which is essential both to winning at football and to peacefully resolving the pressing problems that their country faces.”

Dialogue in schools

Using popular culture as the medium to communicate these messages guarantees a broad and diverse audience that is otherwise hard to reach. But *The Team* is not just a TV programme, Roy Boecker says. “After each episode of the story, it will be possible to go deeper into some of the issues. There will be discussion guides on the website, and we will bring the project into schools.”

This will happen through an inter-school sports tournament, which will be associated with the broadcasts of *The Team* and will facilitate interaction between members of different communities across Lebanon. This activity will create a platform for young people from all over the country with different backgrounds to come together and communicate in a peaceful and constructive way. By role-modelling positive behaviour and spreading the messages of acceptance, cooperation and sportsmanship, the project will hopefully contribute to changing attitudes among young people and improving cooperation in the future. ■

THE PROJECT IN BRIEF

Children’s television for peace: *The Team*

Programme area

International Peace Building.

Project dates

The project was approved in 2010. Activities will start in 2011 and are scheduled to run for two years.

Aim and strategy

Children’s TV drama series for peace, with social messages on collaboration and problem-solving among groupings intended to influence attitudes and behaviours.

The Team will feature characters that overcome significant problems on as well as off the football field to achieve shared goals. An inter-school sports tournament will be organised in association with *The Team* and will facilitate interaction between members of different communities across Lebanon.

Status

In the start-up phase.

Local partners

Search for Common Ground (SFCG) in collaboration with Cross Cultures Project Association (CCPA).

Through the eyes of an ambassador

During their 2010 visit to Lebanon, the delegation from the Rockwool Foundation met up with the Danish Ambassador – a man who sees great potential in the peace projects that have been initiated and in their ability to bring people together.

- In 2010 the two organisations behind *The Team*, CCPA and SFCG, were visited by a Rockwool Foundation delegation that included two Board members, Mogens Lykketoft and Søren Kähler, together with the President of the Foundation and the Programme Manager. The trip included a visit to the Open Fun Football School at the stadium of Jebel Mohsen in Tripoli, where they saw 300 children of old enemies meeting on the football pitch. But there was also time to have a talk with the Danish Ambassador to Lebanon, Jan Top Christensen.

Mutual understanding through football

The projects financed by the Rockwool Foundation have benefited from support and feedback from the Danish Ambassador. He has visited the CCPA project on several occasions, and he informed the visitors of how the two projects have contributed to Lebanese society so far.

“The fact that in the football project you have been able to bring people together who used to look upon each other with suspicion is part of the great success the project has had in Lebanon. Palestinian refugees, who are generally marginalised, have also been invited to participate. Lebanon has for too long been too marked by conflict and differences, so when you are able to show that it is possible to be together in a peaceful way, then you achieve success with your activities,” the Ambassador told the delegation.

According to the Danish Ambassador, the project not only brings people together, it also brings Danish ideas about sports and associations to Lebanon.



Lebanon



The Danish Ambassador to Lebanon, Jan Top Christensen

“The project has been very successful in demonstrating a different approach to sport than the elitist model, which has been the typical model in Lebanon for years. The Danish sport-for-all model, where many more people actually do sports and are involved in organising sport, is an eye-opener for the Lebanese. Through the project, participants, politicians and other important stakeholders learn that things can be done in a different way, and maybe in a better way,” he explains.

From otherness to togetherness

The Ambassador sees potential in the close cooperation between the two organisations involved in *The Team* project and agrees that TV programmes can contribute to peaceful coexistence as well.

“The TV programmes can inspire young people to respect ‘otherness’ and show that differences among people do not have to lead to conflict, but can instead be the basis for a creative togetherness, which can help in the development of society in a more peaceful direction.”

The work of the Rockwool Foundation has not gone unnoticed in Lebanon, and the Danish Ambassador hopes that it will continue. “We constantly receive lots of positive responses, from the public authorities and from the private sector. It is my hope that other foundations will learn from the Rockwool Foundation’s positive experiences in Lebanon, as Lebanon needs inspirational assistance from outside in a number of key areas,” concludes Jan Top Christensen. ■

A Call for Peace

Peaceful co-existence is a prerequisite for development and prosperity in any society. But for millions of people peace is only a dream. In 2010 the Rockwool Foundation invited international organisations to submit ideas for peace-building projects focusing on using children and young people as catalysts.

- Millions of people around the world are affected by armed conflicts, which not only harm social and economic development but also deprive people of hope and a belief in a better future. In developing countries generally, and particularly in nations emerging from conflict and disaster, young people account for a large proportion of the national population – giving them considerable influence on public opinion as they grow up. Since young people and children are still open to being influenced and susceptible to changing their attitudes, they have particularly great potential for promoting lasting peaceful co-existence.

An invitation to make a difference

Based on this reasoning and on positive experience from our peace-building projects supported in Lebanon, the Rockwool Foundation Board decided to announce an open Call for Proposals in the summer of 2010 to invite all competent and experienced organisations to present their best and most innovative ideas.

It was announced that priority would be given to projects which: i) focused on the identification and development of 'best practice'; ii) included new ideas and innovative approaches; and iii) used young people and children as catalysts. The call for proposals was publicised widely, and a total of 30 proposals were submitted. After a careful selection procedure, three projects, in Burundi, Uganda and Nepal, were chosen.

In all three projects, children and young people are the entry point for promoting lasting peaceful co-existence. The projects were initiated in late 2010 and will run for 24 months.

Documenting best practice

The goal is to find and develop sustainable and constructive solutions to the peace problems faced in the targeted areas. This involves experimenting with possible solutions using a 'trial and error' approach. The evaluation of the new peace projects will therefore largely be based on lessons learned through practitioners' experience and on feedback from participants and targeted communities in the form of individuals' testimony and information gathered from focus group discussions. Through the projects, evidence-based best practice will be documented for subsequent spreading and scaling up. ■



Burundi

Youth for Unity in Burundi, implemented by the NGO ADRA – Denmark



Uganda

Youth Against Conflict in Uganda, implemented by the NGO Caritas – Denmark



Nepal

Youth and Creative Conflict Transformation in Nepal, implemented by the NGO Responding to Conflict – United Kingdom

Did you know that ...

- Worldwide, more than 15 million people have been killed in conflicts involving ethnic violence since World War II
 - Worldwide, there are 195 countries – but around 5,000 ethnic groups
 - Worldwide, of the 39 armed conflicts that became active in the last 10 years, 31 were conflict recurrences.
-

The costs of violence



Denmark

By definition, violence against people has a direct human cost. But does society at large also suffer consequences from violent assaults, as the victims do? The Rockwool Foundation has examined the consequences of violence against women to the individuals concerned and to society at large.

- Every year in Denmark, around 70,000 women are the victims of violent assaults. Of these women, some 20,000 are assaulted by their own partners. Most of the attacks go unreported, but 7,500 cases of violence against women result each year in contact being made with the police, the health service or a crisis centre. Over and above the personal consequences for the women concerned, this violence has significant costs to society from the use of public resources as well as from losses to production as a result of the victims' reduced capacity to work.

In a research project financed by the Rockwool Foundation, a number of researchers made estimates of the costs to society arising as a result of violence against women. One of the aims of the project was to gather relevant information about such costs as an element in the battle to prevent violent attacks on women.

In November 2010 the researchers presented their report, entitled *Voldens pris – Samfundsmæssige omkostninger ved vold mod kvinder* (The price of violence: Costs to society of violence against women) at a meeting of professionals in Copenhagen, attended by interested parties from Danish government ministries, public administrative authorities, the academic world and relevant NGOs. The aim of the meeting was to disseminate the new knowledge acquired through the project to relevant parties in order to generate debate and promote action, and at the same time to receive suggestions and input for further research.

Poorer health and shorter lives

One of the central conclusions of the report was that women who are victims of violence suffer from worse health and have shorter lives than others, and that they also suffer numerous psychological problems. However, the report could not indicate the extent to which these problems are actually the result of the violence to which these women are subjected.

The report did document that violence against women has a high financial cost for society at large. In part this is because the victims often take sick leave from work as a result of the violence to which they have been subjected. In addition, significant costs are generated at crisis centres and in the judicial system.

In the Danish judicial system alone, the costs amount to around DKK 170 million annually, including the costs associated with rapes reported to the police (DKK 31 million). The annual cost of running crisis centres was calculated at close to DKK 150 million. These figures are indeed alarming.

In the final analysis, however, the financial costs count for little in comparison with the suffering that the victims of the violence must endure. ■

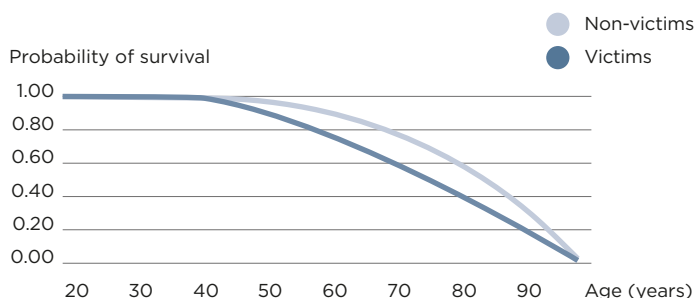
PROJECT FACTS

It is estimated that roughly 70,000 women are victims of violence in Denmark every year on one or more occasions – in other words, that ten times as many women are assaulted than register data show. Of these attacks, each year only 3,200 result in reports to the police, 4,800 in contacts with hospitals, and 2,000 in periods of residence in a crisis centre.

THE BOOK

Voldens pris. Samfundsmæssige omkostninger ved vold mod kvinder (The price of violence: Costs to society of violence against women), by Karin Helweg-Larsen, Marie Kruse, Jan Sørensen and Henrik Brønnum-Hansen. Published by the Danish National Institute for Public Health, the University of Southern Denmark and the Rockwool Foundation, 2010.

Survival curves for victims and non-victims of violence, Danish women



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Association,
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The Rockwool Foundation,
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The annual accounts of the Rockwool Foundation - summary

Statement of income 2010	Danish kroner
Interest and dividends	55,872,393
Administration costs	-6,728,341
Profit before donations	49,144,052
Allocated donations	-32,132,025
Result year-end	17,012,027

Capital as at December 31, 2010	Danish Kroner
Tied up capital	3,589,035,933
Available capital	85,212,070
Capital and reserves	3,674,248,003
