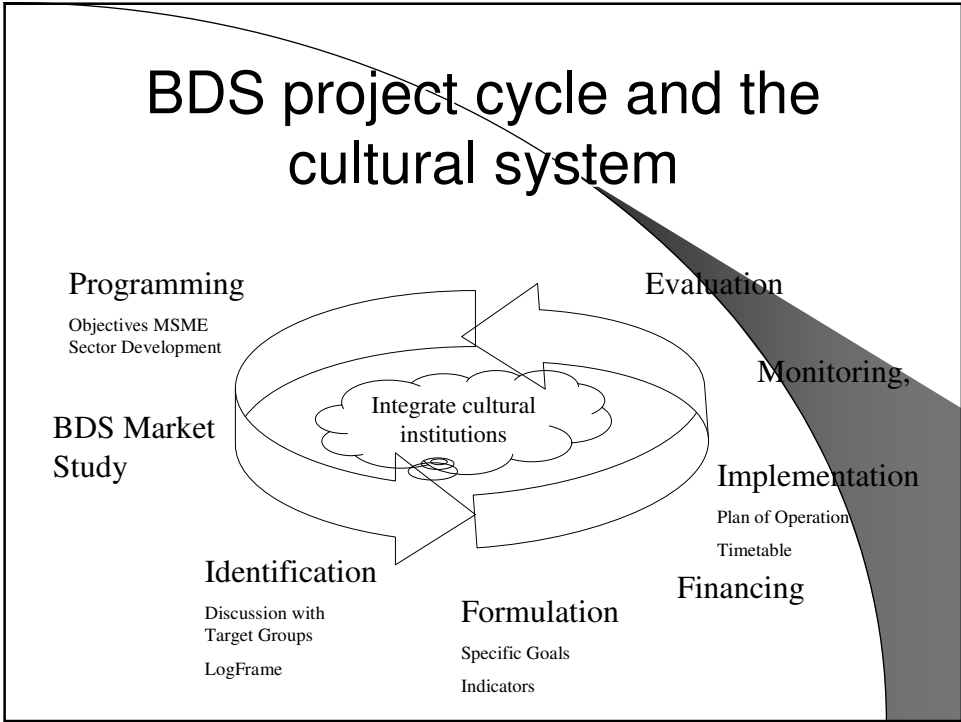
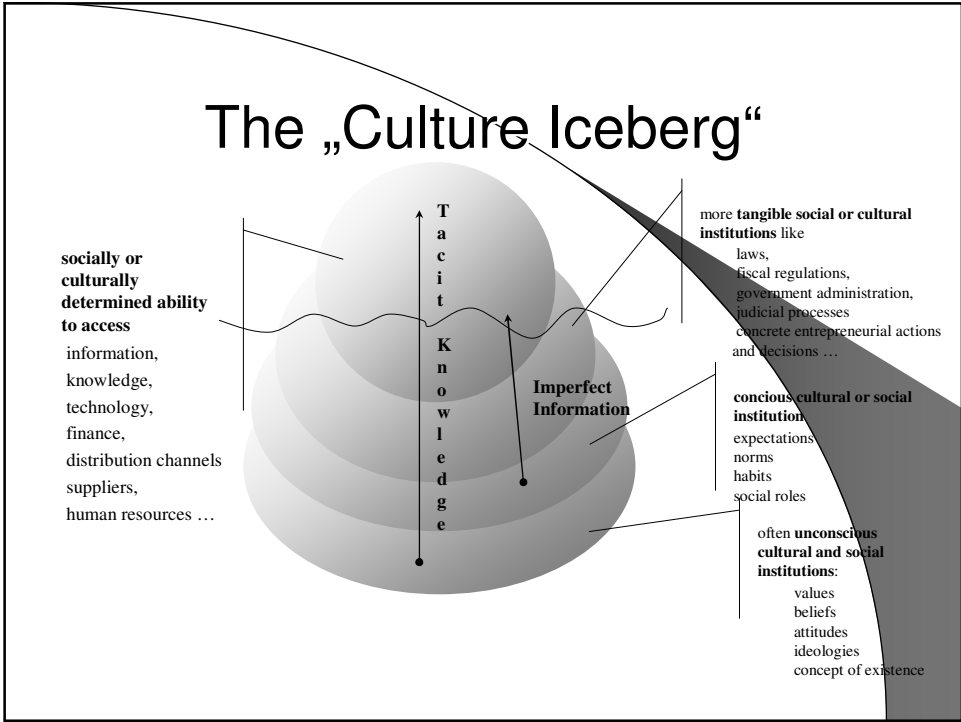


... taking into account cultural  
and social contexts and  
systems

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**BDS Seminar**  
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Are you building your interventions on  
actually existing economic values?

- What is the true *motivation* for someone to become an entrepreneur or a BDS provider?
- Value of *economic success*: how is it defined, by what is it caused according to the targeted society?
- *Work ethic*: how does the society reward hard working people, or not?
- „*Getting the prices right*“: what are the actual „prices“ (things to be given up), what the actual transaction costs involved in a certain economic decision and market transaction?



## Programming and cultural context

- In the **pre-programming studies** find out which programmes for economic development are actually **needed** and **feasible**
  - **Research the values, attitudes and norms of different target groups** in relation to entrepreneurial values as economic success, adherence to contracts, fairness, independent thinking
- How is change taking place? Some ideas of**
- Anthropologists
  - Institutional Economists

## BDS Market Study and cultural system

- Study the existence of and access to services, service providers and client's demand and needs
  - Describe existing **processes** and **real transaction costs** of
    - getting information & decision making
    - reasoning (typical cause : reason analysis)
    - organisation of production of different products and services
    - consumption of these products and services
- Example:**
- anthropological study on **fairness** among peoples with and without interaction with market economies
  - anthropologists diagnosis on **rational decision making**

## Project Identification and the cultural system

Involvement of all interest groups and the potential target group:

- Ask the questions in a way to get the real opinion plus background information
- Ask also the people who are not speaking up
- Ask in a context where people feel free to speak

**Understand existing systems** of economic transaction

Example:

- **Rural economic development** not only involves entrepreneurs and farmers, but their families, villages and the whole cultural context surrounding them
- **Social roles** in Eastern Germany and Latin America

## Project Formulation and the cultural context

When elaborating the **Logical Framework** (and project document) base your goals and activities on clearly formulated **assumptions on**

- cultural and social **values, norms and attitudes**
- **porous elements** of the prevailing culture

Example:

Goal to improve provision of BDS vs. **reluctance to formalise** in some societies

Inuit **successfully integrated foreign economic system** into their traditional systems using traditional communication structures

## Implementation acknowledging culture

- Adapt the **plan of operations, time table** and milestones also to the target region's decision making processes and notion of time
- Support **information exchange** between expatriates and locals on each others expectations (of project and of life), (economic) values etc.
- Use existing, communication systems

Example:

**Flexible production systems and timing** allows Aborigines to continue living traditionally in the money economy

## Monitoring and Evaluation and cultural systems

Integrate the following ideas when evaluating:

- Values
  - incite cultural, social, economic change,
  - determine the direction of change
  - influence the speed and extent of change
- The process of change is an incremental one
- Positive changes achieved by allowing for trial and error

## Cultures change – BDS projects should support this change in a positive way

*“After breakfast our good man settles down to read the news of the day*

- *‘imprinted in characters invented by the ancient **Semites** (Sumer, Egypt?)*
  - *upon a material invented in **China***
  - *by a process invented in **Germany**. As he absorbs the accounts of foreign troubles he will, if he is a good conservative citizen, thank*
  - *a **Hebrew** deity*
  - *in an **Indo-European** tongue*
- that he is 100 percent American.”*