

Suggested Projects: White House Innovation Fellows
4 - Visual Displays and Accountable Payments to Accelerate Philanthropy
and UDC Development

I [suggest] a Team that extends this Accountable Payment project to a new, global Making a Difference system that will be available in January 2013 to accelerate global philanthropy and rapid progress in UDCs.

There are two key steps. First, 1.) Add Google Map overlays so that - for every indicator in the US government and/or UN development goals - we can see a USAID Making a Difference map of the world change color as foreign aid, philanthropy, and other resources make progress. This can include villages, regions of countries, and countries where everyone has access to clean drinking water, or protective netting for malaria prevention is available, or there are free, public Internet links at a village school or community center. This kind of visual display system is widely used for fund-raising and it was used by the Internet Society and worked in the early days of the Internet to focus attention, motivate, and celebrate the organization of resources that connected every country to Bit-Net and email, and then to the Internet. Country colors can change with the percentage of the goal that has been achieved (e.g., 10%, 50%, 75%, etc.).

Second, 2.) Add the option of USAID-confirmed accountability for results. If an NGO or UDC government agency says that it will provide access to clean drinking water in a village for a donation of x dollars, they can use the USAID Accountable Payment logo and new system to solicit donations and receive payments if they agree to a USAID-designed system that confirms the result (i.e., before the map changes color).

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