

strategies appropriate to Ghanaian society that would address these concerns.

- Demonstrate the role of business associations in promoting ethical business practices. The program would analyze the concept of corporate responsibility and examine the activities of corporate internal consumer affairs units in addressing consumer needs.
- Analyze the role of government in promoting business ethics and stimulating business development.
- Establish linkages between Ghanaian and U.S. institutions to open a dialogue on key business issues affected by the evolving economic and political liberalization underway in Ghana.

#### Participants

The project should be designed for 8–10 leading members of Ghanaian business and professional organizations. USIS personnel in Ghana will select the participants from among the organizations named in the Background section above. Recommendations from the grantee institution are also welcome. For program activities in Ghana, the grantee institution will select the American presenters in consultation with USIA.

USIS offices will facilitate the issuance of visas for the Ghanaian participants and can help with the distribution of program-related materials in Ghana.

#### Programmatic Considerations

USIA will give careful consideration to proposals which demonstrate:

- (1) in-depth, substantive knowledge of the structure, functions and activities of American business and professional organizations;
- (2) first-hand connections with a variety of American organizations that represent business and professional interests in the formulation of public policy and the direction of private enterprise development;
- (3) the capacity to organize and manage international exchange programs, including the handling of pre-departure arrangements, orientation activities, monitoring and problem-solving involved in such programs.

USIA is especially interested in multi-phase programs in which the phases build on one another and lay the groundwork for new and long-term relationships between American and African professionals. Proposals which are overly ambitious and those which are very general in nature will not be competitive. The Office of Citizen Exchanges does not award grants to

support projects whose focus is limited to technical matters, or to support scholarly research projects, development of publications for dissemination in the United States, individual student exchanges, film festivals and exhibits. The Office of Citizen Exchange does not provide scholarships or support for long-term (one semester or more) academic studies. Competitions sponsored by other Bureau offices also are announced in the Federal Register and may have different application requirements as well as different objectives.

#### Program Suggestions

The proposed project should include at least one phase for Ghanaian participants in the United States and at least one phase for American specialists in Ghana. Programming elements might include in-country workshops or seminars led by American experts, specialized consultancies developed for Ghanaian organizations, a study tour in the United States for selected Ghanaian participants and U.S.-based professional attachments for Ghanaians. A planning visit overseas by the American organizer also could be considered if crucial to successful development and implementation of the program.

The project should include formats which maximize interaction between the Ghanaian participants and the program presenters. Participants should observe the full range of activities on the part of business and professional organizations. They should observe the interaction of such groups with public and private sector officials involved in formulating and implementing policies that affect private enterprise, such as business owners, trade unionists, legislators, federal regulators, local government officials and educators. The program design should provide adequate time for participants to meet individually with American professionals who have similar interests and specializations. While not required, the presenters' familiarity with private enterprise development in Ghana is desirable.

#### Program Responsibilities

The grantee institution's responsibilities include: selecting presenters, themes and topics for discussion; organizing a coherent progression of activities; providing any support materials; providing all travel arrangements, lodging and other logistical arrangements for the visiting Ghanaian participants and the U.S. presenters who travel to Ghana; and overseeing the project on a daily basis to achieve maximum program

effectiveness. The grantee institution is responsible for coordinating plans and project implementation with E/P, USIS officers in Ghana, and Ghanaian collaborating institutions.

At the start of each phase, the grantee institution will conduct an orientation session and, at the conclusion, conduct participant evaluations. The institution will submit a report at the conclusion of each program phase, including a final program report summarizing the entire project and resulting organizational links. The institution must also submit a final financial report. To prepare the participants for their U.S. experience, E/P encourages the grantee organization to forward a set of preliminary materials which might include an introduction to the U.S. system of government, American notions of free enterprise, the practices of U.S. business and professional organizations and other background information about the project. E/P will ask the Ghanaian participants to prepare brief outlines describing their own particular interests in these areas. The grantee institution should brief the American presenters on the Ghanaian participants' backgrounds, interests and concerns.

#### Other Program Considerations

Consultation with USIS officers in Ghana in the development of the project proposal is encouraged. Letters of commitment from participating U.S. and Ghanaian institutions and individuals would enhance a proposal.

USIA also encourages the development of specialized written materials to enhance this professional development program. USIA is interested in organizations' ideas on how to "reuse" specialized materials by providing them to universities, libraries or other institutions for use by a larger audience. If not already available, glossaries of specialized terms might be developed. However, please note that, according to current USIA regulations, materials developed with USIA funds may not be distributed in the United States.

The grantee institution should maximize cost-sharing in all elements of the project and seek to stimulate U.S. private sector support, including from foundations and corporations.

All participants will be covered under the terms of a USIA-sponsored health insurance policy. The premium is paid by USIA directly to the insurance company.

#### Funding

Competition of USIA funding support is keen. Selection of a grantee institution is based on the substantive