

Innovation in Uganda

Programme starts

13 September 2010



Pepal brings its Innovation series to sub-Saharan Africa.

The Pepal Innovation in Uganda Programme pairs professionals with Ugandan non-profit organisations to devise new, market-driven approaches to HIV, malaria, environmental protection and women's health in Uganda.

The programme starts on 13 September 2010 in Uganda's capital Kampala, with an intensive, hands-on, three day workshop delivered by LSE's Professor of Innovation and Management, Harry Barkema. During the workshop, participants will explore how to build economically sustainable and scalable business models that address the needs of women, children and marginalized communities in Uganda. Participants will then work together, remotely and face-to-face, over six months to refine, test and implement their projects before coming together again in Kampala in March 2011.

Pepal was established in 2009 with the support of Fondation Hoffmann in order to bring business skills into NGOs in developing and emerging markets. Pepal also has programmes with INSEAD and Gallup.

Uganda:

Uganda, described by Churchill as the pearl of East Africa, has a population of 31 million. Its economy is growing rapidly, but an increasing population is putting a strain on the country's resources. One third of Uganda's population lives in poverty without access to basic healthcare and life expectancy is still only around 51 years. Malaria and HIV/AIDS are amongst the country's biggest killers.

The NGOs:

Marie Stopes Uganda (MSU) focuses on family planning and sexual and reproductive health. MSU's goal is to dramatically improve access to and use of family planning and other reproductive health services in Uganda.

The National Community of Women living with HIV/AIDS (NACWOLA), with a membership of over 40,000, promotes positive living for women with HIV/AIDS through psycho-socio support and economic empowerment.

PACE Uganda implements programmes in malaria, reproductive health, safe water, child-survival and HIV/AIDS.

The Projects:

Develop models to improve the distribution chain for life-saving anti-malarial combination treatment.

Create a business model and communications strategy for the introduction of the first reproductive health voucher scheme for family planning in Uganda.

Explore ways of introducing mobile phone technology to support the delivery of health services.

Develop and pilot market based mechanisms to generate income for rural women living with HIV.

Develop and document an environmentally friendly model programme initiative in the Nile Basin.

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We would like to see true models of partnership between the NGO and private sectors as opposed to profit-driven philanthropy...the Pepal programme presents an exciting new concept and opportunity."

Richard Ssewakiryanga, Executive Director of Uganda National NGO Forum

The programme at a glance

Programme benefits:

Bring about change in some of Uganda's poorest communities.

Cutting-edge leadership and business model innovation training

Practical experience of building new business models at the base of the pyramid

Develop new business/market intelligence into a focus region/sector

Engage in an experimental, challenging and highly motivational development programme



Thank you for opening this world to me... it's all thanks to Pepal's vision that we are going through this amazing journey."

Banu Golesorkhi, Pepal participant on the Innovation in India Programme

Fee: £3000 to include the selection of non-profit organisations, two-training modules, accommodation during the training and on-going support by the Pepal team.

Selection and Orientation: Participants should be professionals, ideally with at least five years experience. They should be passionate, committed and open to working with new people in different environments. Applicants are matched with NGO projects according to their skills and interest, creating project teams which combine a range of personality types and experiences. Prior to the start of the programme, Pepal provides participants with in-country information, a security briefing, a pre-course assignment and background reading.

Innovation Workshop and Initial In-Country Visit: International and NGO participants meet in Kampala, Uganda, in September 2010. This initial trip combines field visits to the NGO projects, intensive project work, and a three day innovation workshop delivered by the LSE's Professor Harry Barkema. During the workshop, project teams will be expected to identify and develop their new value propositions and build low-cost business models.

Developing the Innovation Projects: The programme is flexible and has been specifically designed to allow participants to be actively involved in conjunction with their existing work commitments. Participants should expect to provide a minimum of two weeks support between the workshops, remotely and/or through visits to their Ugandan partners. All participants should communicate regularly with their partners and co-ordinate with their team-mates.

Final Innovation Workshop: The programme will conclude in March 2011 with Professor Harry Barkema's second innovation workshop in Uganda. Participants will reconvene in Uganda to finalize their projects, to continue their interactive learning and to share results.

Pepal Support: Pepal will provide ongoing support to the project teams during the course of the assignment. All participants become members of the Uganda Innovation Community and the International Pepal Community.

