FOCUS
STRUCTURE
STRATEGY

UNICEF
INNOVATION
ANNUAL
REPORT
2014

Seven years ago, we spotted a new trend in Senegal, Nepal, Paraguay, and elsewhere: In remote villages without electricity, people had started using mobile phones. This marked the beginning of today's UNICEF Innovation team. It was the beginning of our journey in using emerging technologies to deliver better results for children.

In the 1980s and 1990s, UNICEF had led the child survival revolution raising immunization rates from 15% to 80%, and helping almost 2 billion people gain access to safe drinking water. But in the late 2000s, UNICEF and other international development organizations were not yet using new technologies or new design practices to deliver programmes on the ground.

We saw the incredible growth rates in mobile usage an opportunity to strengthen UNICEF's mandate around the world. But it was not yet clear where to start or how to do it. We knew that we needed to help solve concrete problems experienced by real people, not just building imagined solutions at our New York headquarters and then deploy them. We needed to team up with governments, partners, and end users in countries to come up with meaningful and sustainable solutions. In this annual report you will see a wide variety of projects, because the challenges children face vary from region to region, and country to country.

New approaches require experimentation and an honest evaluation of success and failure. Many of the initiatives you see in the report were failures at the beginning and took many iterations to become meaningful solutions for children.

Through this experience of developing these solutions, we have been able to extract key principles that have been built off the the collective effort of over seven years experience. As you go through this report, you will see how these principles are applied to specific problems in specific places. The UNICEF Innovation team is spread across five continents where we work directly with the people we are serving.

Our team has grown substantially since its humble beginnings in 2007. It is a privilege to work with a team of over 75 talented individuals, and the larger UNICEF family of 12,000 colleagues working in locations that range from Afghanistan to Zambia. It is their work that makes these results possible.

Erica Kochi, Co-Lead UNICEF Innovation,
Office of the Executive Director

Christopher Fabian, Co-Lead UNICEF Innovation,
Office of the Executive Director

Sharad Sapra, Director,
UNICEF Global Innovation Center

Kristoffer Gandrup-Marino, Chief,
UNICEF Innovation Supply Division

HIGHLIGHTS

U-Report a text message based service brought over half a million young people from seven countries into direct dialogue with their governments (pages 14-15)

A partnership with **Disney and Lucasfilm** in collaboration with Bad Robot on Star Wars: Force for Change raised over $4.2 million dollars from 125 countries (page 26)

UNICEF Innovation receives **Fast Company's** '50 most innovative companies' award (page 30)

unicef + **UNICEF Innovation**

UNICEF works to prevent child deaths and improve children's lives, providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more in over 190 countries. UNICEF has the global authority to influence decision-makers, and the variety of partners at both the global and grassroots level to turn the most innovative ideas into reality. Our proven track record on improving the lives of millions of children and families, particularly in resource-limited settings makes us unique among world organizations, and unique among those working with the young. UNICEF combines local understanding with global knowledge to innovate new, scalable solutions.

UNICEF Innovation is an interdisciplinary team of individuals around the world tasked with identifying, prototyping, and scaling technologies and practices that strengthen UNICEF's work.

Our Place in UNICEF

"I believe UNICEF's most important contribution has been innovation. Technical innovation, of course, but also innovation in how we think about development."
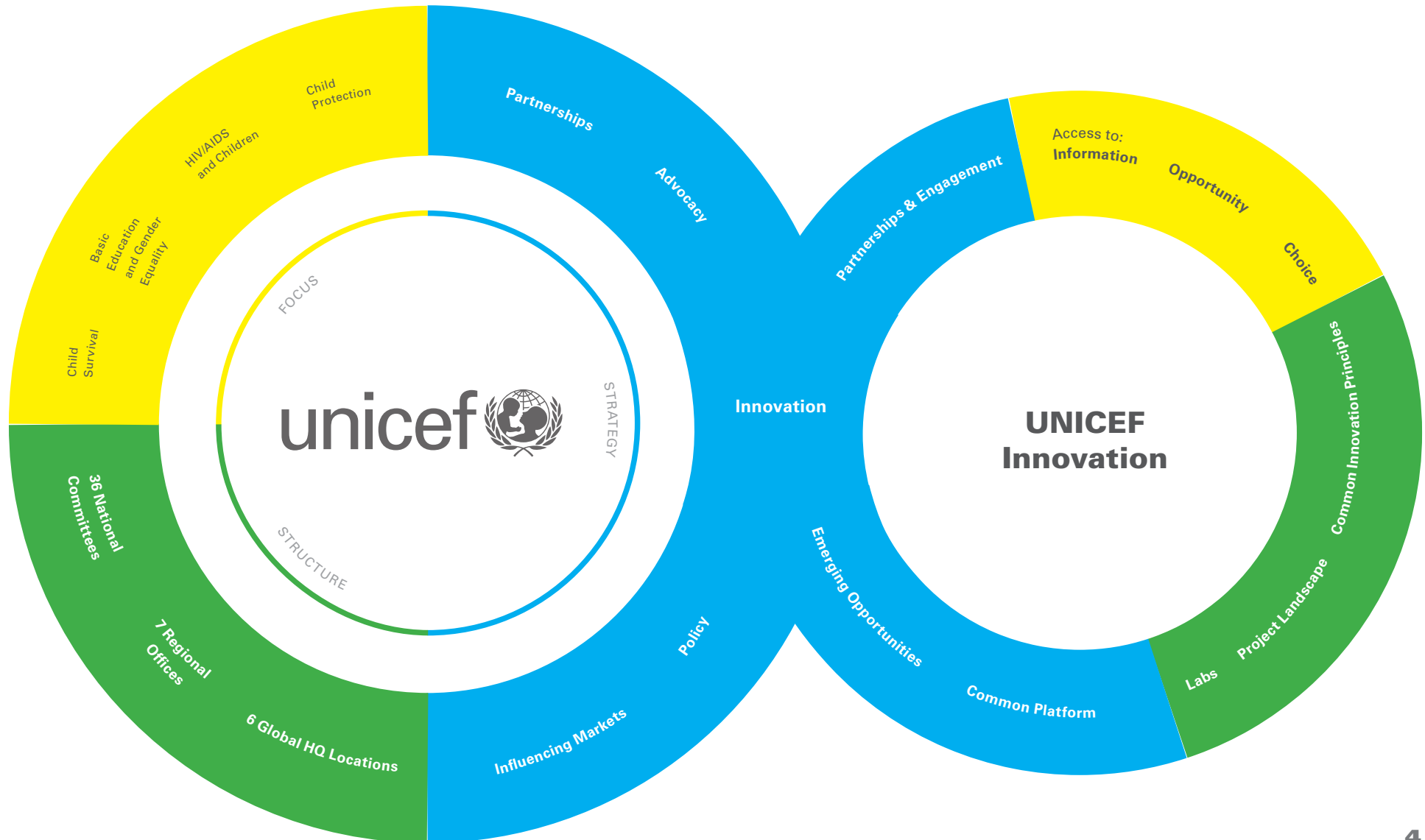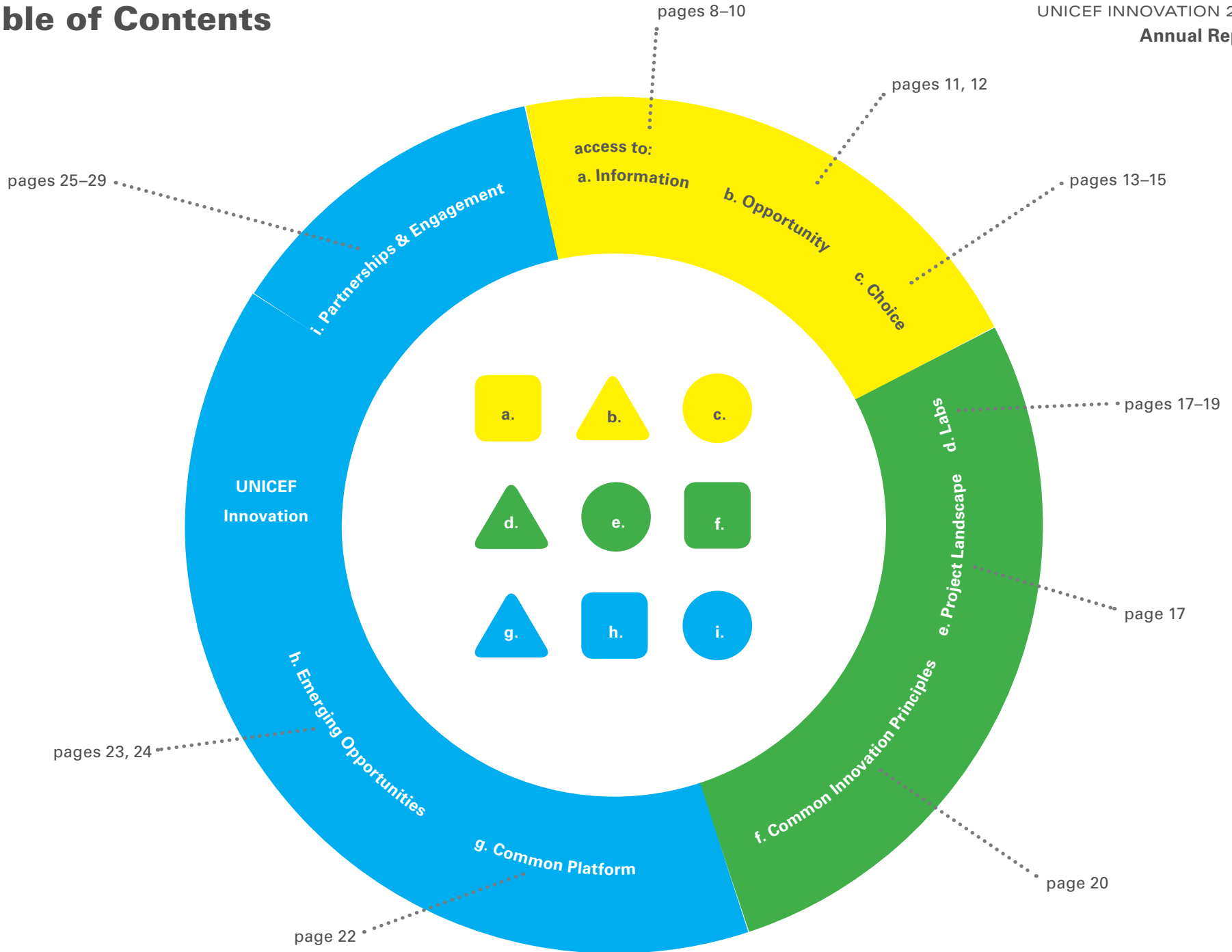
—*Anthony Lake, UNICEF Executive Director*

FOCUS

STRATEGY

STRUCTURE

Child Protection

HIV/AIDS and Children

Basic Education and Gender Equality

Child Survival

36 National Committees

7 Regional Offices

6 Global HQ Locations

unicef

Partnerships

Advocacy

Innovation

Influencing Markets

Policy

Partnerships & Engagement

Emerging Opportunities

Common Platform

Access to: Information

Opportunity

Choice

Common Innovation Principles

Project Landscape

Labs

UNICEF Innovation

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access to:
a. Information

b. Opportunity

c. Choice

d. Labs

e. Project Landscape

f. Common Innovation Principles

g. Common Platform

h. Emerging Opportunities

i. Partnerships & Engagement

UNICEF
Innovation

a.

b.

c.

d.

e.

f.

g.

h.

i.

Focus

UNICEF focuses on reaching the poorest and most vulnerable communities around the world, addressing the root causes of inequity so that all children have access to education, healthcare, sanitation, clean water, protection and other services necessary for their survival, growth, and development. The majority of the global population, especially those living in under-served and resource-constrained areas do not have access to the three pillars of global citizenship:
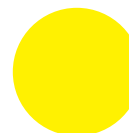
information   **opportunity**   **choice**

In collaboration with a key set of partners, UNICEF Innovation is designing and implementing programs, products and services for underserved communities. The ultimate goal is to strengthen essential services and deliver life-enhancing content that empowers underserved populations to access information and share their voice on matters concerning everything from government policy, health, and sanitation to education, identity, security, and beyond.

Focus

	Information	Opportunity	Choice
WHAT IS OUR FOCUS?	Information	Opportunity	Choice
HOW WE ADDRESS IT	**Real-time Data** — *Two way communication and better service delivery* / **Tracking** — *Ensuring mothers and children receive necessary, lifesaving interventions*	**Equitable Access** — *Giving children an opportunity to survive and thrive*	**Youth Engagement** — *Bring young people closer to government*
EXAMPLE INITIATIVES	mTrac, Birth Reporting / RapidFTR, Primero	Mobistation, Digital Kiosks, Raspberry Pi, ORS/Zinc Co-packaging, Amoxicillin Dispersible Tablets	Real-time Counseling Services, Youth Influencing Decision Making
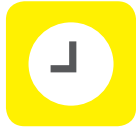
REAL-TIME DATA

Real time data, or real-time user behavior increasingly drives the decisions we make about our programs, our businesses, and our lives. One of the main challenges in international development and poverty reduction work is the ability to know where disparities are the greatest, who we are not reaching, who is not using essential services, and why this is the case. Real time data can immediately shed light on what works and what doesn't. With this information we can act immediately, instead of waiting months for this information to come through paper based systems.

TRACKING

With the almost ubiquitous availability of the mobile phone, we now have the ability to have a two way conversation with front line workers delivering essential services, and even directly with the people we serve. For example, using mobile, we can ensure that pregnant women and their children get the essential interventions they need, such as immunizations, advice on the best feeding practices, and reminders to come to clinics.

EQUITABLE ACCESS

For UNICEF, giving children 'opportunity' means providing equitable access for all children to survive, develop and reach their full potential without discrimination, bias or favoritism. UNICEF Innovation places particular emphasis on developing products, services and processes that provide this access for children that suffer the worst deprivations in society— from products that save lives to tools that help adolescents interface with their future.

YOUTH ENGAGEMENT

The new ability for young people to connect to each other and counsel each other (through technology and increasing popularity of social networks) that allows them to share and scale their own solutions, without "top down" or more traditional information flows. This impacts how UNICEF and our partners disseminate information - and, importantly, shows us the need for being an agent of transfer, moving ideas from one geography to another.

INITIATIVE
mTrac
www.mtrac.ug

What is it? mTrac addresses the challenge of timeliness, completeness and accuracy of disease surveillance reporting and drug stock monitoring at the health facility as well as community feedback on health service delivery. **What does it do?** mTrac addresses these challenges through an SMS and web-based data collection system, built on RapidSMS. It enables health facility workers to submit Disease Surveillance and drug stock information. **What's next?** Expansion of indicators reported and tracked through mTrac to provide more information and registration of all Health Workers and Community Health Workers into the mTrac database, to improve communication and reporting.

2011
Introduced

2012
Used in 1% of
health facilities

2014
Used in 100% of
health facilities

INITIATIVE
Birth Reporting / Nigeria
rapidsmsnigeria.org/br

What is it? In Nigeria, every birth is reported using text messages and the data is gathered at a national level. For a child, formal identity in the form of a birth certificate can mean the difference between sickness and health, safety and danger, and even life and death. **What does it do?** Birth reporting, and the subsequent issuing of a birth certificate, is central to ensuring that children are counted and can access to basic services such as health, social security and education. Over 19 million births have been reported since this technology's inception. **What's next?** The Government of Nigeria use this real time data to pinpoint teams that are not performing and identify and solve important bottlenecks.

2010
No local government
areas reporting births

2014
100% of local government
areas reporting births

9
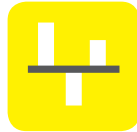
INITIATIVE
RapidFTR

www.rapidftr.com

2011
Started as
'Design for UNICEF"
class project

2014
Has been deployed in
Uganda, South Sudan,
and the Phillipines

What is it? RapidFTR (Rapid Family Tracing and Reunification) helps humanitarian action workers to quickly collect vital information from children who have been separated from caregivers in disasters. **What does it do?** This open source mobile application is used to record key information about the child's identity, which is then shared in a central database for family members to look for a missing child. **What's next?** RapidFTR was first piloted in a Congolese transit refugee camp in Uganda in 2012, then was used during the South Sudan Internally Displaced Person(s) (IDP) crisis of 2013, and, most recently, deployed in the Philippines after typhoon Yolanda and in South Sudan to support FTR efforts in the current crisis.

The longer children are separated from their families in emergencies, the more vulnerable they are to violence, exploitation, and trafficking.

UPCOMING: PRIMERO

2014 | *pilot phase*

Primero is a next generation case management and incident monitoring application designed to strengthen protection-related information management for improved service delivery and programming for children and affected populations. Primero provides a secure and flexible open-source platform and API for data collection and sharing.

INITIATIVE

MobiStation

unicefinnovation.org/projects/mobistation

What is it? The MobiStation was developed to address the need for mobile and low cost IT tools to improve interaction and access to information, particularly educational material, in rural and under-served areas. **What does it do?** Built into a portable suitcase, it is equipped with a solar-powered laptop, a low-power pico-projector and an audio system. It is pre-loaded with primary education and health information. **What's next?** The MobiStation is currently being piloted in Uganda, where it is being tested for use in the training of healthcare workers, in community health outreach programs, in schools and in emergency settings.

2013	2014

pilot phase:
number of MobiStation locations

● ● ● ●   ● ● ● ● ● ● ● ● ● ● ● ●
● ● ● ●   ● ● ● ● ● ● ● ● ● ● ● ●
● ● ● ●   ● ● ● ● ● ● ● ● ● ● ● ●

The MobiStation is a portable technology platform which can be powered by solar, generator, or grid.

INITIATIVE
Digital Kiosks

*unicefinnovation.org/
projects/digital-drum-0*

2011
First digital
drum deployed

2014
Fifty digital
kiosk locations

What is it? UNICEF Innovation Lab Uganda is working with partners to develop and install solar-powered rugged computer kiosks in accessible youth centers located in rural settings. What does it do? Each digital drum is preloaded with an off-line Content Portal, an interactive web application used to deliver multi-media information on education, life skills, financial literacy and micro-business management. What's next? UNICEF Global Innovation Lab Uganda has been working with Design without Borders in Norway throughout the year to develop the next generation of the Digital Kiosk, specifically aiming at scaling the system and preparing it for global roll-out.


INITIATIVE
Raspberry Pi For Learning/Lebanon
http://goo.gl/C46fZF

What is it? Lebanon has over 400,000 out of school children, many have little or no access to basic learning. UNICEF Lebanon is working with readily available, low cost, open source software and hardware to create solutions to this problem. What does it do? With our partner, International Education Association, we are rolling out e-learning interventions using the Raspberry Pi as a versatile platform for teaching basic core and technology skills. What's next? We hope to create a paradigm shift in how technology is used to increase learning opportunities and reach to some of the worlds most venerable children.

2014 | *pilot phase*
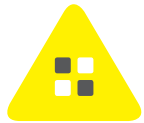
PRODUCT
Oral Rehydration Salts/Zinc Co-Packaging

http://goo.gl/narJTQ

What is it? Oral Rehydration Salts (ORS), dissolved in clean water, have long been available as an effective treatment for diarrhoea—the second largest treatable cause of death of children. More recently, studies showed that adding zinc to the treatment significantly reduces the severity and frequency of diarrhoea in children. Co-packaging is a breakthrough that makes the two products available together. **What does it do?** Chemically, ORS and zinc cannot be simply integrated into a single formulation. Zinc is a separate medicine that must be given to sick children in conjunction with water-soluble ORS therapy. This product makes ORS and zinc available together in the same package. **What's next?** On a practical level, it means that ORS and zinc can be ordered as a single supply item, so that clinics and hospitals reduce the risk of stocking-out of one or the other.

PRODUCT
Amoxicillin Dispersible Tablets

www.unicef.org/supply/index_69800.html

What is it? An envelope that offers a more reliable way for health workers and parents to keep track of the dosage and duration of antibiotic treatment of children with pneumonia— a treatable disease that kills 1.1 million children a year in developing countries. **What does it do?** It addresses a major reason why children don't recover from pneumonia – when caregivers don't give the correct dosage or stop treatment before the full course of antibiotics is complete. **What's next?** The dispensing package is now available for countries and partners to procure through UNICEF.
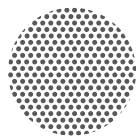
CONNECTING YOUNG PEOPLE TO GOVERNMENT
U-Report/Uganda

www.ureport.ug

2011
U-Report begins

2014
260,000 U-reporters, every district participating

What is it? Weekly SMS messages and polls are sent out to and from the ever-growing community of U-Reporters, who respond to the polls and exchange views on a wide range of subjects, including unsolicited ones. **What does it do?** The platform maps these responses and has expanded to include regular radio programs broadcasting U-Report stories, as well as published print articles relaying news and features from the U-Report community. **What's next?** Every parliamentarian uses U-Report to know their constituents, and the U-Report community in Uganda is growing fast, with 250,000 young people currently registered and active on the network.


JAN. 2014
0
U-Reporters

AUG. 2014
22,114
U-Reporters

CONNECTING YOUNG PEOPLE TO GOVERNMENT
U-Report/Nigeria

www.nigeria.ureport.in

What is it? The U-Report Nigeria platform was designed to address the issues communities care about by giving them a voice to influence decision making processes in the sectors of health, education, and accelerate government commitment to improved service delivery. **What does it do?** Weekly polls are sent to thousands of U-Reporters. The results received are then shared back to the U-reporters and media for their voices to be amplified, and to inspire action as well as raise awareness. **What's next?** With a target of 5 million registered U-Reporters by the end of the year, UNICEF Nigeria is working closely with the media, national and religious leaders, and various community groups to scale up U-Report .
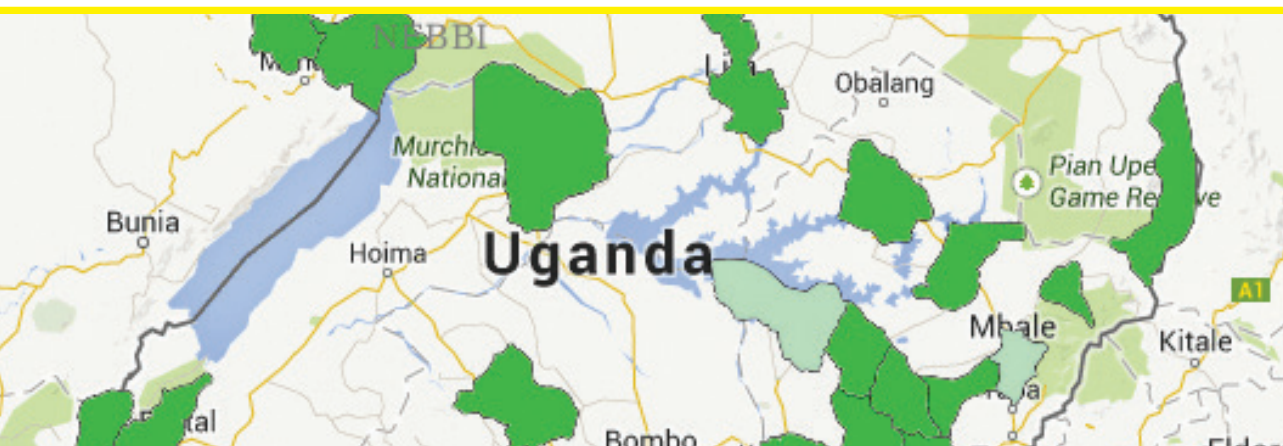
REAL TIME COUNSELING SERVICES
U-Report/Zambia

2012 ● **2014**
0   50,000
U-Reporters   U-Reporters

What is it? Each year, there are 27,000 new cases of HIV in adolescents (15–24 years) in Zambia. Lack of comprehensive knowledge about HIV cause the disease's spread. U-Report increases this knowledge among adolescents and youth through an individualized two-way interactive SMS. **What does it do?** U-Report connects adolescents and young people to trained counselors who provide answers to questions received by SMS, 24/7, free of charge to increase comprehensive knowledge about HIV. **What's next?** U-Report will expand to other areas of interest for adolescents and young people, like entrepreneurship and employability, drug and alcohol abuse, teenage pregnancy, support for adolescents living with HIV, disabilities, and online safety, etc.

"Before, we have not had HIV information specifically packaged for young people. Zambia U-Report gives us a platform to ask questions that we normally would not ask and get information that is relevant to a young person. Because of U-Report and the messages I got through SMS, I was able to get the courage to go for an HIV test." —Josephine Namakau Pumulo, U-Reporter
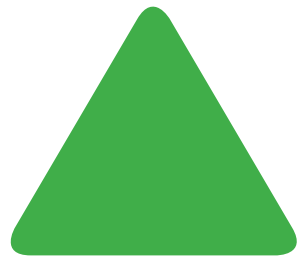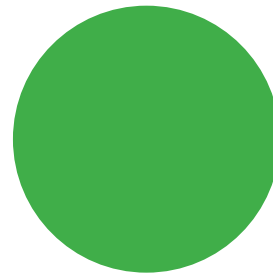
Project Landscape

Labs

Global Innovation Center

Product Innovation

Common Innovation Principles

Global Locations

UNICEF Innovation projects span the globe and focus on developing and implementing solutions for children across a variety of areas. This data allows UNICEF to be more data driven in its innovation investments and helps in identifying commonalities, difficulties, gaps and trends.

More than 80% of all innovations cross-cut at least two programmatic areas. These innovations amplify the power and voice of individuals, and take into account the "whole child". More than 30% of innovations involve software, and more than half of these involve mobile technology.

NY INNOVATION UNIT

PARTNERSHIPS AND FUTURE METHODOLOGIES UNIT

SUPPLY DIVISION INNOVATION UNIT

GLOBAL INNOVATION CENTER

COUNTRY INNOVATION LABS

HEALTH
HIV/AIDS
NUTRITION
WASH
EDUCATION
CHILD PROTECTION
MONITORING & EVALUATION
SUPPLY
SOCIAL INCLUSION
EMERGENCY
C4D

UNICEF Innovation is an interdisciplinary team of over 75 individuals around the world tasked with identifying, prototyping, and scaling technologies and practices that strengthen UNICEF's work. We build and scale innovations that improve children's lives around the world.

Some countries have established Innovation Labs, which bring together Government, private sector, academia, and young people to develop and implement solutions specific to the particular challenges of that country. Labs share learnings and failures with each other.

STRUCTURE HIGHLIGHT:
Global Innovation Center

The vision of the UNICEF Innovation Centre is to enable exponential change in reducing inequities and achieving program effectiveness and results for children. The center concentrates on innovations that benefit the most deprived people, and the areas with the highest levels of inequity. The Innovation Center based out of Nairobi, Kenya focuses on south-south collaborations with academia, research labs, private sector companies and international development partners.

The Innovation Center:

- *Takes proven, existing innovative solutions to global scale.*
- *Incubates new and emerging innovations*
- *Documents, and creates technical resources and support for scale.*

STRUCTURE HIGHLIGHT:

Supply Division

UNICEF's work in product innovation is based in its international supply hub in Copenhagen. UNICEF Supply Division, also a headquarter location, is home to an innovation unit focusing on enabling procurement of new innovative products that better suit the needs of children.

Product innovation:

- Enables development of new innovative products for children within UNICEF's focus areas of water and sanitation, essential medicines, nutrition, diagnostics devices, supplies, logistics and education.

- Brings together companies, academia and NGOs around a deeper understanding of barriers such as poverty, geography and social exclusion that prevent children, their parents, teachers, and health workers from accessing or using supply items that enable all children to realise their right to health, education and protection.

- Delivers practical, high impact results through a step-by-step process of nurturing concepts into prototypes that are field trialed by people who use them in their everyday lives.

1. DESIGN WITH THE USER

Develop context-appropriate solutions informed by user needs.

Include all user groups in planning, development, implementation, and assessment.

Develop projects in an incremental and iterative manner.

Design solutions that learn from and enhance existing workflows, and plan for organizational adaptation.

Ensure solutions are sensitive to, and useful for, the most marginalized populations: women, children, those with disabilities, and those affected by conflict and disaster.

2. UNDERSTAND THE EXISTING ECOSYSTEM

Participate in networks and communities of like-minded practitioners.

Align to existing technological, legal, and regulatory policies.

3. DESIGN FOR SCALE

Design for scale from the start, and assess and mitigate dependencies that might limit ability to scale.

Employ a "systems" approach to design, considering implications of design beyond an immediate project.

Be replicable and customizable in other countries and contexts.

Demonstrate impact before scaling a solution.

Analyze all technology choices through the lens of national and regional scale.

Factor in partnerships from the beginning, and start early negotiations.

4. BUILD FOR SUSTAINABILITY

Plan for sustainability from the start, including planning for long-term financial health, e.g., assessing total cost of ownership.

Utilize and invest in local communities and developers by default and help catalyze their growth.

Engage with local governments to ensure integration into national strategy, and identify high-level government advocates.

5. BE DATA DRIVEN

Design projects so that impact can be measured at discrete milestones with a focus on outcomes rather than outputs.

Evaluate innovative solutions and areas where there are gaps in data and evidence.

Use real-time information to monitor and inform management decisions at all levels.

When possible, leverage data as a by-product of user actions and transactions for assessments.

6. USE OPEN STANDARDS, OPEN DATA, OPEN SOURCE, AND OPEN INNOVATION

Adopt and expand existing open standards.

Use open data and functionalities and expose them in documented APIs (Application Programming Interfaces) where use by a larger community is possible.

Invest in software as a public good.

Develop software to be open source by default with the code made available in public repositories and supported through developer communities.

7. REUSE AND IMPROVE

Use, modify and extend existing tools, platforms, and frameworks when possible.

Develop in modular ways, favoring approaches that are interoperable over those that are monolithic by design.

8. DO NO HARM

Assess and mitigate risks to the security of users and their data.

Consider the context and needs for privacy of personally identifiable information when designing solutions and mitigate accordingly.

Ensure equity and fairness in co-creation, and protect the best interests of the end-users.

9. BE COLLABORATIVE
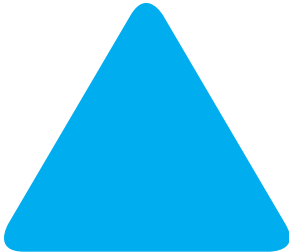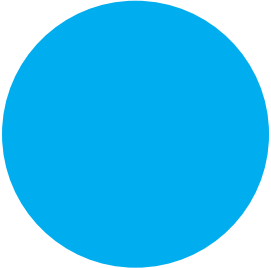
Engage diverse expertise across disciplines and industries at all stages.

Work across sector silos to create coordinated and more holistic approaches.

Document work, results, processes, and best practices, and share them widely.

Publish materials under a Creative Commons license by default, with strong rationale if another licensing approach is taken.

	Common Platform	Emerging Opportunities	Partnerships & Engagement
STRATEGY			
EMPHASIS	RapidPro	Innovation Fund Growth Areas	Private Sector Partners Engaging the Next Generation

Rapid**Pro**

MTRAC

Disease surveillance and medicine tracking system

1000 DAYS

Supports essential interventions for mother and child

EDUTRAC

Ensures accountability and strengthens the role of government education officers

RAPIDFTR

Family tracing and reunification during times of disaster

UREPORT

Direct real time feedback and youth engagement tool

RapidPro is a platform that allows the international development community to visually build nationally scalable mobile-based applications from anywhere in the world. RapidPro can power 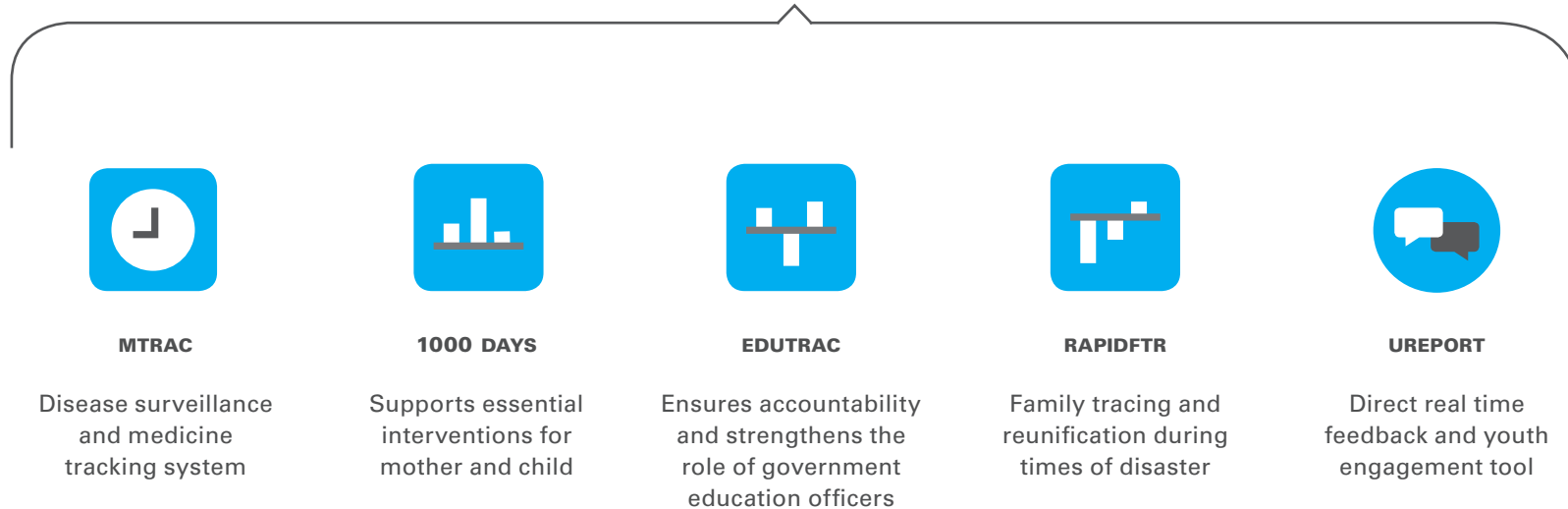the connection between government leaders and the most important voices in their countries, while allowing organizations to connect those voices across borders and geographies.

RapidPro is designed to allow the easy creation of SMS-based workflows to monitor programmes, track activities, or engage with beneficiaries. The platform includes tools for quick graphing and data analysis, as well as the ability to export data directly to Excel for further analysis.

GROWTH AREAS

This year, UNICEF Innovation in convening a series of conversations that bring together corporations, designers, entrepreneurs, UNICEF and other international development partners around the intersection of high growth tech industries and social good.

Financial Services

The ability to send, save, and receive money easily is at the core of the global economy. However, 2.5 billion people or half the world's adult population remain unbanked, operating almost entirely in the cash economy, using cash, physical assets (e.g. jewelry, livestock) or informal providers (e.g. money lenders, payment couriers) to meet their financial needs. Strengthening and building off of people's current financial structures and behaviors, how can we partner with existing and new financial institutions and technology companies to bring the most underserved into the financial world and create lasting change for families?

Identity

For a child, formal identity in the form of a birth certificate can mean the difference between sickness and health, safety and danger, and even life and death. One in three children (230 million) in the world have never had their birth registered. The issue of identity, both formal and social, a voice, access to essential services, authentication, privacy, security, and advertising are increasingly linked. How can we give children an identity while avoiding the pitfalls?

Transport and Delivery

Transportation is key to economic development. If you're a farmer and you can't affordably get your product to market then you only produce what you and your community can consume. If you're a girl or young woman and the informal transportation networks are too dangerous you may not go to school or get a job that requires you to go too far from home. How can we expose informal transportation networks, to make them safer and more efficient? How can we use big brands to help deliver essential services? How can we foster entrepreneurship to leapfrog existing infrastructure barriers?

Wearables

Wearables are diverging and converging around fitness and health, and it remains to be seen where the concentration will lie. At the same time, form factor is still in question – ergonomics vs fashion is the debate of the day, with uncertainty as to which is more important. Can we create wearable technology that addresses true social impact? Does wearable technology have a potential to save lives?

The UNICEF Innovation Fund

Many UNICEF offices and partners are able to fund the first part of research, development and innovation work – but lack funding to take their efforts to the second and third levels. This fund will allow successful solutions to connect to markets and opportunities that create scale. The Founding Funders of the fund are Danish Government and Star Wars/Disney/Lucas Film.

The UNICEF Innovation Fund offers:

• Staged financing to manage risks
• Globally rigorous yet regionally sensitive evaluation and monitoring
• A portfolio-based approach to UNICEF's challenges
• Technical assistance from the globally recognized UNICEF Innovation Team

HYBRID VC MODEL

- TECHNICAL ASSISTANCE -

PROTOTYPE NEW FUNDING MODELS	EQUITY FUNDING	ALTERNATIVE MEASUREMENT	CREATE MODELS THAT SHOW AN EXIT WITH A FINANCIAL/ SOCIAL RETURN
DONORS	**VC**	**VC+**	**VC**

1–1.5 years   1.5–3 years   3–7 years
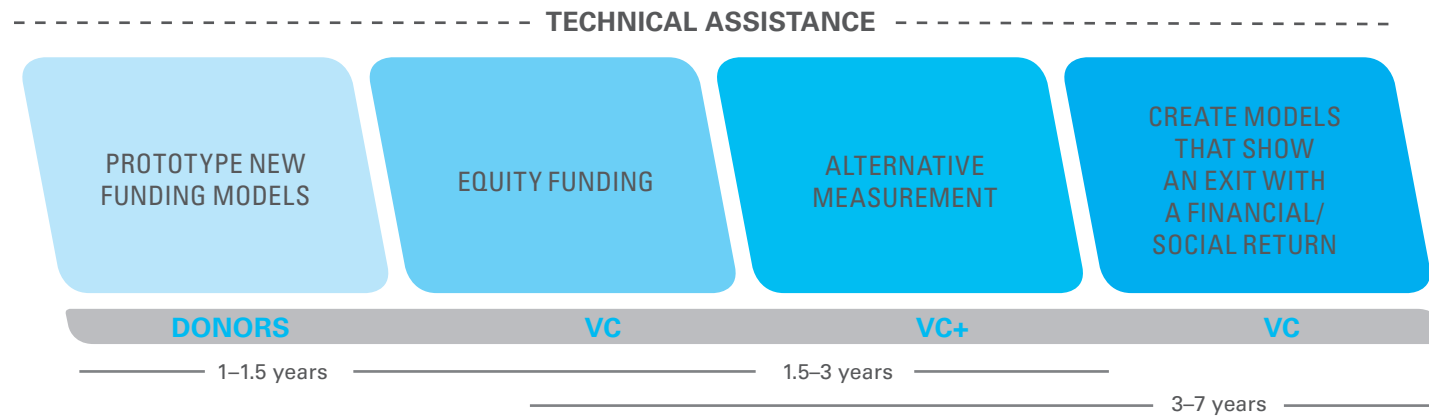
Private Sector Partnerships

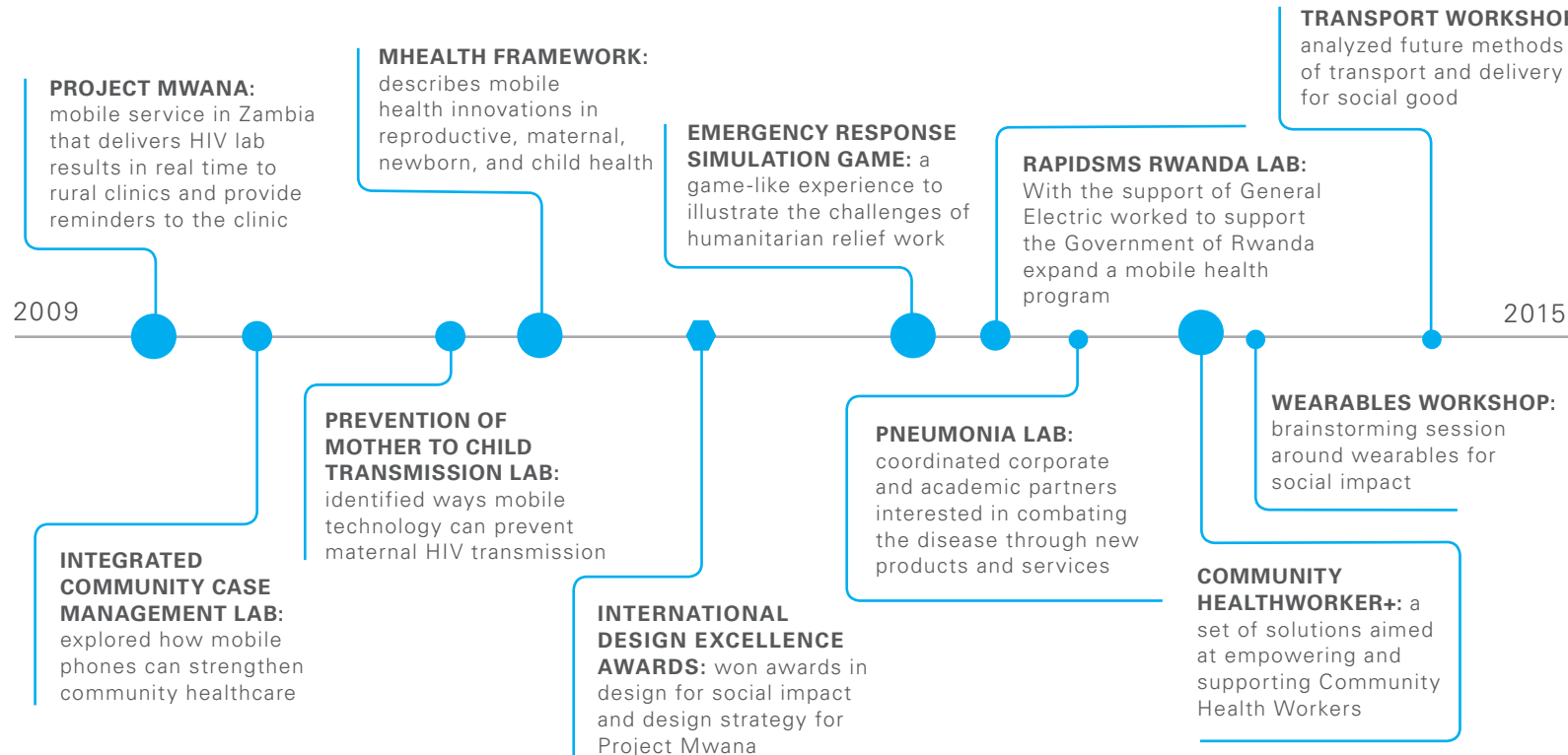Partnerships allow us to bring different sets of skills, viewpoints, resources and influence to focus on the challenges facing women and children. The Innovation Unit's partnerships are built around key principles which ensure that innovations developed in collaboration are in the public domain, focused on end users, and created in a way that builds local talent and capacity.

PARTNERSHIP HIGHLIGHT: **frog**

Since 2009, frog has been a key partner of UNICEF innovation. Our partnership has focused on researching, designing, and implementing solutions for the last mile. Refer to the timeline below for a detailed history of our partnership.

TRANSPORT WORKSHOP: analyzed future methods of transport and delivery for social good

PROJECT MWANA: mobile service in Zambia that delivers HIV lab results in real time to rural clinics and provide reminders to the clinic

MHEALTH FRAMEWORK: describes mobile health innovations in reproductive, maternal, newborn, and child health

EMERGENCY RESPONSE SIMULATION GAME: a game-like experience to illustrate the challenges of humanitarian relief work

RAPIDSMS RWANDA LAB: With the support of General Electric worked to support the Government of Rwanda expand a mobile health program

2009

2015

PREVENTION OF MOTHER TO CHILD TRANSMISSION LAB: identified ways mobile technology can prevent maternal HIV transmission

PNEUMONIA LAB: coordinated corporate and academic partners interested in combating the disease through new products and services

WEARABLES WORKSHOP: brainstorming session around wearables for social impact

INTEGRATED COMMUNITY CASE MANAGEMENT LAB: explored how mobile phones can strengthen community healthcare

INTERNATIONAL DESIGN EXCELLENCE AWARDS: won awards in design for social impact and design strategy for Project Mwana

COMMUNITY HEALTHWORKER+: a set of solutions aimed at empowering and supporting Community Health Workers

award   product   lab   workshop

PRIVATE SECTOR PARTNERSHIPS
Star Wars: Force For Change

Star Wars: Force for Change is a new charitable initiative from Disney and Lucasfilm in collaboration with Bad Robot dedicated to finding creative solutions to some of the world's biggest problems. The first *Star Wars*: Force for Change campaign raised funds and awareness for UNICEF's Innovation Labs and programs. Between May 21-July 25, 2014, fans of UNICEF and *Star Wars* entered for a chance to be filmed in *Star Wars*: Episode VII. Over 125 countries participated in the campaign and impressively raised over 4.2 million dollars for UNICEF's innovative, lifesaving work for children. Disney has also generously committed $1 million to launch *Star Wars*: Force for Change. The *Star Wars*: Force for Change campaign supports UNICEF's network of 14 Innovation Labs that are creating sustainable solutions to critical issues facing children around the world in the areas of nutrition, water, health, and education.

Engaging the Next Generation

NEXT GEN

A group of young leaders, entrepreneurs, and innovators who have joined together to support UNICEF's work.

COURSES

University courses co-taught by UNICEF colleagues around context specific topics.

HACKATHONS

Challenge based events where young developers compete to create solutions.

CHALLENGES

Open, online competitions that engage young people in developing solutions to specific global issues.

NUMBER OF PARTICIPANTS:

3 countries, 400+ participants

350+ students

1000+ students and developers

500 students

NUMBER OF INSTITUTIONS:

5 official steering committees

6 Universities

4 countries

20 Universities

NYU ITP

What is it? Since 2008, the Interactive Telecommunications Program at NYU's Tisch School of the Arts has run a graduate class entitled Design for UNICEF. What happens? In this course, students examine some of the design challenges UNICEF country offices face, and work in groups to research and prototype possible solutions to existing efforts. What's next? Some students have taken projects which began in the Design for UNICEF class and further developed the concept into products that move into UNICEF and beyond. In those instances, students take advantage of UNICEF's expertise and presence on the ground to test and develop their prototypes.

theFirst72Hours

What is it? The First 72 Hours is a global innovation competition carried out by UNICEF and Socialab, which challenges social entrepreneurs worldwide to create solutions for emergency situations as soon as a disaster hits. What happens? Competitors have to design solutions in the areas of healthcare, energy, information communication, and water & food and are evaluated through an ideation, a co-creation and pitch process by over 30 judges from emergency, innovation, business and child rights disciplines. What's next? Each team receives $15,000, flies to Chile for two weeks to receive mentoring from UNICEF and Socialab, and has the possibility of having their creation be scaledby UNICEF.

Global Design For UNICEF

What is it? The Global Design for UNICEF Challenge is an online competition run in partnership with UNICEF Country Offices and national universities that engages students in driving new thinking and approaches to solve some of the most difficult problems facing children today. What happens? Each round of the Challenge lasts four months and is framed around a specific topic relevant to UNICEF Innovation work and to the needs of participating Country Offices. Through initiatives like the Challenge, UNICEF is experimenting with new models for engaging young people in developing solutions to local problems, with global implications. What's next? In 2014, the Challenge is expanding to include universities in Indonesia, Bangladesh, Uganda, Zambia, and Chile.

Hackathons

NextGen

UNICEF hackathons, events often organized in the form of a competition, invite designers, coders, academia, and other professionals to come up with innovative solutions to development challenges. This is a way to unlock young potential and bridge barriers for early-stage entrepreneurs to address social, real-life problems in their own communities and to ignite social change.

UNICEF's Next Generation (NextGen) is a group of young leaders, entrepreneurs, and innovators in their 20s and 30s, who are motivated, hardworking and committed to doing whatever it takes to save children's lives. NextGen members study issues that affect children around the world and choose UNICEF projects to support through education, advocacy, skill sharing/remote volunteering and fundraising. The program began within the U.S. Fund for UNICEF and now includes UNICEF Vietnam and the UNICEF UK.

THE END
Awards, Recognition & Resources

SELECTED AWARDS AND RECOGNITION:

LINKS AND RESOURCES:

+ Core77 Design Awards: Social Impact Category

+ Industrial Designers Society of America

   International Design Excellence Awards:

       Gold Award in Design for Social Impact

       Silver Award in Design Strategy

+ Fast Company's "50 Most Innovative Companies"

+ Erica Kochi and Chris Fabian named in

       "Time's 100 Most Influential People"

+ In 2011, the Digital Drum was named:

       "Time's 50 Best Inventions"

+ The African Development Bank (AfDB):

       eHealth Award

Website(s): unicef.org/innovation

       unicefstories.org

twitter: @UNICEFinnovate

Child Friendly Technology Frameworks:

       unicefstories.org/model/childfriendlytechnology/

DIY Innovation Lab Guide:

       unicefstories.org/2012/11/06/

       unicef-innovation-lab-do-it-yourself-guide/