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Insights & Inspiration for Social Innovation

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26 Special Feature: Game-changers

36 "Perfection is the enemy of the good enough"

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15 CALLING DIBS: CAMEROON'S BABY STEPS

Cameroon's first Development Impact Bond seeks to improve neonatal health through Kangaroo Mother Care, and might provide a model for the government's active participation in DIBs. But that might not be enough, writes Meera Rajagopalan.



34 PHOTO FEATURE: DANSE MACABRE

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18 TAILORED HEALTHCARE SOLUTIONS BEST FIT FOR TRIBAL WOMEN

A three-pronged strategy which includes last-mile access to care, leveraging technology for better healthcare, and culturally sensitive utilization of services could help save the health of women in tribal communities, finds Shaivi Chandavarkar.



26 SPECIAL FEATURE: GAME-CHANGERS

A growing list of games and simulation-based activities help sensitize people to social issues, and imagine better societies. Nandhini Shanmugham explores.



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36 "PERFECTION IS THE ENEMY OF THE GOOD ENOUGH"

In an interview with *iMPACT*, James Chen speaks about his work towards a world where clear vision for all is a reality.

Editor's Note

Dear reader,

It was perhaps happenstance that when the iMPACT team researched eco-friendly sanitation solutions for this issue, my home city Chennai was reeling under a water crisis. It quickly became apparent that the solutions from rural and urban resource-poor areas that we were looking at were inextricably linked to the water crisis that we were facing. It helped us frame the question we might accepted for so long: Do we currently have the most efficient and sustainable sanitation system for the world? It also helped us reflect on the nature of climate change and the sanitation crisis: that while the crisis was democratic in its spread, privilege usually found a way around it.

In the course of bringing out this issue, several preconceived notions were shattered: that we need water to flush our toilets, that we need to bring everyone to a hospital to birth a baby, and (a bit off the health topic) that all non-profits must have a “modern” interactive web site.

The issue of health and sanitation, so easily intertwined as most issues of development are, also organically veered towards maternal and child care, emphasizing the need for resources in that area.

Our Special Feature this issue is on gaming for social change, and how it has the potential to create solutions for the future.

We really enjoyed working on this issue, and I hope you enjoy reading it too!

Warm regards,



Meera Rajagopalan
Managing Editor

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- To include your event in this section, please email details of the event, in the format above to editor@asiango.org

Snakebites world's major hidden health crisis: WHO



Photo by Vikas Shankarathota on

The World Health Organization (WHO) has officially declared snakebite envenomation, which kills 81,000 to 138,000 people every year, a major health crisis.

Snakebites, also a neglected tropical disease (according to WHO), disables 400,000 more people than do other neglected diseases such as dengue fever and rabies.

In response to the crisis, the organization has launched "Snakebite Envenoming: A Strategy for Prevention and Control" which aims to reduce mortality and disability from snakebites by 2030 by investing \$136 million for snakebite education in rural communities, especially in Asia and Sub-Saharan Africa.

Current snakebite treatments rely on a 100-year old process where venom is extracted from a snake and injected to a horse in small doses to induce an immune response. Blood is drawn and then purified to obtain antibodies that combat the venom. The WHO strategy includes exploring pharmaceutical treatment for snakebite. 

Report claims one million species could disappear forever

About one million species of flora and fauna are under threat of extinction, according to the Global Assessment Report on Biodiversity and Ecosystem Services.

Conducted by more than 445 experts and contributing authors across 50 countries, the research found that species loss has accelerated tens to hundreds of times more than it has over the last ten million years. Small islands are expected to suffer most, but large nations are also in big trouble, the report states.

The extinction includes 40% of all amphibians, 33% of marine mammals, and another 33% of shark and shark relatives. Coral reefs are also at high risk, with 99% of the world's reefs expected to vanish if the planet warms by 1.8 F (1°C).

Overfishing, pollution, and invasive species growth are regarded top reasons for the biodiversity loss. 



Photo by Leonard von Bibra on Unsplash

Conflict prevention and mediation as tools to reduce human suffering

In a Security Council meeting on June 12, United Nations Secretary-General Antonio Guterres appealed to members that conflict prevention and mediation are the “two of the most important tools at our disposal to reduce human suffering.”

About 600 million young people are living in fragile and conflict-affected states. Forced displacement and hunger remain biggest threats to human survivability, according to the U.N.

Guterres stressed the importance of early action to prevent crises from further aggravating. He noted, however, some “encouraging signs” that push for peace such as the constitutional transfer of power in Mali and Madagascar, and the reconciliation between Ethiopia and Eritrea.



Furthermore, Guterres said that the U.N. is working with various parties to mitigate conflict, pertaining to their peacebuilding efforts in Yemen, the Central African Republic, and Burkina Faso. [i](#)

Child labour: Slow progress in China, India

Despite their high economic growth and improvements in education indices, Asian countries such as China, India, and Bangladesh are among the nations with the slowest progress toward ending child labor.

The report from the International Labor Organization (ILO) revealed that at least 152 million youths are affected, mostly in Asia and Africa. About 73 million youths work in unsafe conditions.

Researchers ranked 198 countries based on their laws and adoption of international treaties, the ability and will to enforce them, and the frequency and severity of violations.

North Korea, Somalia, South Sudan, Eritrea, and Central African Republic were the five highest-risk countries. The report also noted the escalating



child labor in Venezuela, caused by the country's economic and political crisis. The U.N. has pledged to end child labour of all forms by 2025. Measures such as cash transfer schemes for children who have to work were introduced to alleviate the crisis. [i](#)

Although we take it for granted, sanitation is a physical measure that has probably done more to increase human life span than any kind of drug or surgery.

Deepak Chopra
Indian-born American author, public speaker, and alternative medicine advocate

In an age when man has forgotten his origins and is blind even to his most essential needs for survival, water along with other resources has become the victim of his indifference.

Rachel Carson
American marine biologist, author, and conservationist

A billion people depend on fish for their main source for animal protein. At the rate at which we are losing fish, it is a human problem of enormous dimensions, a health problem of a kind we haven't seen before.

Pavan Sukhdev
Indian environmental economist

Globalization was supposed to break down barriers between continents and bring all peoples together. But what kind of globalization do we have with over one billion people on the planet not having safe water to drink?

Mikhail Gorbachev
Russian and former Soviet politician

The health of a mother and child is a more telling measure of a nation's state than economic indicators.

Harjit Gill
Former CEO, Philips ASEAN & Pacific

If we could ever competitively, at a cheap rate, get fresh water from saltwater, (this) would be in the long-range interests of humanity which could really dwarf any other scientific accomplishments.

John F. Kennedy
American politician and journalist

Vaccines and antibiotics have made many infectious diseases a thing of the past; we've come to expect that public health and modern science can conquer all microbes. But nature is a formidable adversary.

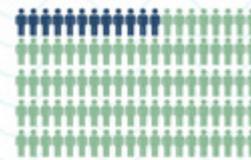
Tom Frieden
American infectious disease and public health expert

Toilet Talks!

2.3 billion people worldwide don't have a clean and organized toilet.



892 million people or **12% of the global population** defecate in the open.



Nearly **900 million children** worldwide lack basic hygiene service in their school.



Water, sanitation and hygiene-related disease kills nearly **1,000,000** people each year.



Only **1 in 4 people** in low-income countries have handwashing facilities with soap and water at home.



Diarrheal disease is the **second leading cause** of death in children under five years old, claiming around **525,000 children** every year.



Globally, **1 in 3 schools** have no hygiene service.



Bright Spot: UNICEF has **WASH school programs** in more than **90 countries** and reaches an average of **3 million children** a year.

Almost **60 percent** of deaths due to diarrhea worldwide are attributable to unsafe drinking water and poor hygiene and sanitation.



Bright spot: India saw an increase in people with access to household toilets from



since the **Swachh Bharat Mission** was launched.

Sources:

- Progress on Drinking Water, Sanitation and Hygiene 2017 Update and SDG Baselines, World Health Organization, 2017
- Sanitation Key Facts, World Health Organization, 2018
- Global Handwashing Day 2018, Water Supply & Sanitation Collaborative Council, 2018
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- Diarrheal Disease: Current Status + Progress, UNICEF, June 2018
- WASH in Healthcare Facilities, Global Baseline Report, World Health Organization and UNICEF, 2019
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- Drinking Water Key Facts, World Health Organization, 2018
- Changes in open defecation in rural north India: 2014 - 2018, Research Institute for Compassionate Economics, 2019

Pill better soon



Photo by Anastasia Dulgier on Unsplash

Doctors will soon be able to closely monitor their patients' medication, thanks to a smart pill system that can inform doctors when patients have taken their medicines.

Developed by medical startup EtectRx, the system consists of the ID-Cap, a pharmaceutical capsule equipped with ID-tag ingestible sensors that emit a low-frequency digital message. The message is picked up by the ID-Cap Reader, a wearable device that tags the message as an "ingestion event" before being transferred via Bluetooth to data display systems used by doctors.

Through the smart pill, EtectRx hopes that it will boost medication adherence and help doctors come up with new treatments to fight viruses like HIV. 

Talk to the hand

A pair of smart gloves aims to bridge the gap for those hard of hearing—allowing them to communicate with people who do not know sign language.

Kenyan engineer Roy Allela created Sign-IO, which converts sign language motion into audible speech by detecting gestures through flexible sensors attached to each finger before sending it into a smartphone, where it is then translated via speech-to-text functionality. The gloves are modifiable to match the pitch, speed, and tone.

Allela's invention landed him on the 2019 shortlist for the Africa Prize for Engineering Innovation, which recognizes promising entrepreneurial engineers across sub-Saharan Africa. 

Image courtesy of Nairobi News



Photo by Piron Guillaume on Unsplash

Rescue from afar

Mobile technology is set to open up new possibilities in telemedicine, with a Chinese surgeon performing the world's first remote brain surgery using 5G connectivity.

Surgeon Ling Zhipei performed the surgery on a patient with Parkinson's disease in a hospital in Hainan province, 3,000 km (1,865 miles) away from Beijing, where the patient was admitted.

With support from China Mobile and technology giant Huawei, Ling used a 4K ultra-high definition live video powered by 5G network to relay instructions like implanting a neuro-stimulator, or "brain pacemaker" to the patient during the three-hour operation. A 5G internet connection is said to be 10 times faster than a 4G connection. 

Watch this tech

For the visually impaired, a watch might seem useless. But this smartwatch from Korea, powered by braille, would like to disagree.

Enter the Dot, the world's first smartwatch that uses braille to inform the wearer of the time. Sporting a sleek and minimalist design, the Dot relies on a grid of rising and falling dots that spell out braille words, around four characters at a time. What's more, the Dot can connect to the wearer's smartphone via Bluetooth for true notification support—transcribing messages, emails, GPS directions and even alerts from various apps like Facebook. 



Image courtesy of Dot Incorporation

Straight from the heart

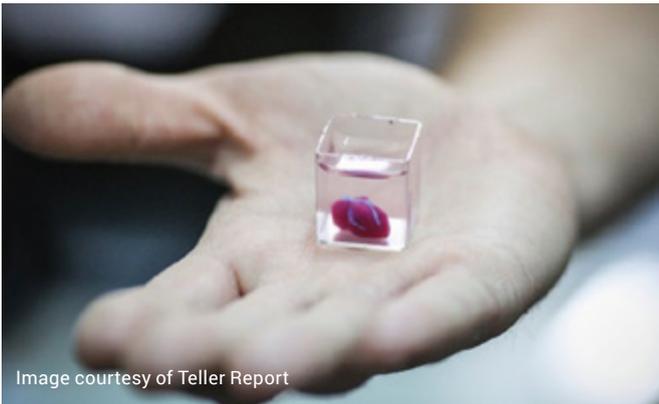


Image courtesy of Teller Report

Scientists from Tel Aviv University in Israel have created the world's first 3D-printed heart made of human tissue and blood cells.

The organ does not beat and is too small for use—about the size of a rabbit's heart. But researchers claim that it advances the possibilities for heart transplants and solves the issue of donor shortage.

The technology is made possible by taking fatty tissues from a patient before being reprogrammed into a stem cell, where the remaining material is printed using hydrogel as the "ink".

Over 15.5% of deaths in the world are caused by ischemic heart disease, the number one reason for death worldwide for several years now, according to the WHO. 

Plastics that stick



Photo by Marya_83 on Freepik

In an effort to curb plastic pollution, researchers at the US Department of Energy's Lawrence Berkeley National Laboratory have designed a new type of plastic that can be recycled all over again.

Dubbed as polydiketoenamine, or PDK, the new plastic can be disassembled into basic parts at the molecular level before being reassembled to form a different product. The process is achieved through an acidic solution, where the acid removes the chemical additives from the plastic and retains its basic component, preserving quality.

The researchers claim that PDK could soon replace traditional plastics such as those found in shoes and phone cases. The plastic could also use plant-based materials, for a greener version. 

Newsic to the ears

Imagine your friendly (or belligerent) newscaster belting out songs for you! For people living in countries with low levels of media freedom, it is literally music to the ears. A unique idea by Reporters without Borders Germany has resulted in The Uncensored Playlist, where 10 censored reports and articles were converted into pop songs, in collaboration with music director Lucas Mayer. The project takes advantage of the fact that even in places where press freedom is not a given, music streaming sites are. Stories from China, Vietnam, Egypt, and Thailand are part of the project. For instance, Bui Thanh Hieu, a Vietnamese journalist, performs “When Did Do Dang Die?” a heart-wrenching rendition of the suspicious circumstances around the custodial death of a 17-year-old youth. 



Image Courtesy of Spotify

“Soiled” bodies



Image courtesy of MOLT Studios

Life may not be sustainable, but Seattle, U.S.-based Recompose believes death can be.

Recompose provides an alternative to cremation and burial, by helping turn the human body, including bones, to soil, within 30 days. As of now, this method—called “natural organic reduction”—has been approved in the U.S. state of Washington. The “recomposition” occurs in reusable, hexagonal vessels, and families are invited to take home some, or all, of the approximately 27 cubic feet of soil generated. 



Calling DIBs: Cameroon's Baby Steps

The country's Development Impact Bond for neonatal health, focussing on Kangaroo Mother Care, may provide a blueprint for health-based DIBs with an increased role for the government. But is that enough?

By Meera Rajagopalan

When a woman delivers a pre-term baby at the Garoua Regional Hospital in northern Cameroon, she is unlikely to know that she will be part of a unique project in healthcare: a Development Impact Bond (DIB) with the government as the lead designer, and the first DIB to focus on new-borns.

Her baby might be one of 2,500 infants to receive, and one of 740 infants saved by, Kangaroo Mother Care (KMC) under the USD 2.6 million DIB implemented across 10 hospitals in the country.

The two-year project focuses on improving access to KMC, a practice

used to improve the health of pre-term and low birth weight babies, through mother-child skin-on-skin contact, and exclusive breastmilk feeding. Research¹ has shown that babies who received KMC have better life outcomes than those who received incubator care.

DIBs have evolved as a version of results-based financing, also called outcomes-based financing, and is considered a model where private investors can participate in social good, along with monetary returns. Results-

¹Charpak, Nathalie & Tessier, Rejean & Ruiz, Juan & Hernandez, Jose & Uriza, Felipe & Villegas, Julieta & Nadeau, Line & Mercier, Catherine & Maheu, Françoise & Marin, Jorge & Cortes, Darwin & Gallego, Juan & Maldonado, Dario. (2016). Twenty-year Follow-up of Kangaroo Mother Care Versus Traditional Care. *Pediatrics*. 139. 10.1542/peds.2016-2063.

²Lorcan Clarke, Kalipso Chalkidou, and Cassandra Nemzoff. 2018. "Development Impact Bonds Targeting Health Outcomes" CGD Policy Paper. Washington, DC: Center for Global Development.

based financing is variously seen as threatening, innovative, unscalable, and promoting accountability, depending on who is talking.

As of February 2019, four health DIBs across the world total an upfront investment of USD 29.1 million² and growing, albeit slowly.

With DIBs, several actors are at play (see box), and this increases collaboration (and complexity). DIBs are seen as useful for solving complex issues where private investment becomes necessary. The more popular Social Impact Bonds, on the other hand, are typically funded by the government.

In a DIB, a private investor receives their investment plus an interest if predetermined social outcomes are met. In this case, Grand Challenges Canada (with the support of the Government of Canada) funded the project initiated by the service provider (typically NGOs—here, Fondation Kangourou Cameroun). Outcome funders for the project are the Government of Cameroon via the Ministry of Public Health, with the support of the Global Financing Facility (USD 2 million), and Nutrition International (USD 800,000).

In a DIB, focus is on the outcomes and so, are designed very carefully. For the KMC project, milestone-based outcomes include the infrastructure being in place, and the ultimate outcome is the weight of the new-borns who return to the hospital after 40 weeks.

Social Finance UK, which has experience in Social Impact Bonds, has designed the DIB, in partnership with the Government of Cameroon's

Ministry of Public Health and the MaRS Centre for Impact Investing.

Health and DIBs: A natural fit?

Four of the eight DIBs launched globally as of February 1, 2019, have focused on health (two on Education, one each on Agriculture and Employment), and it could be a new paradigm to thinking about public health, considering the capital required to reach the SDGs related to health.

“Outcomes-based financing works well in health,” says Dominique Carrie, manager, Social Finance, and performance management advisor for the KMC DIB. “There’s a lot of evidence that if you manage to vaccinate kids, health outcomes improve. Now the challenge becomes, ‘How do you reach the poorest places?’ We know what we’re going to be paying for, and leaves the service provider to figure out how.”

Margaret McConnell, associate professor of global health economics at the Harvard School of Public Health says that some health projects might be a good fit for DIBs because the timeline of a project may be shorter than other complex project areas such as livelihoods.

However, Carrie warns against considering DIBs for all projects. “Outcomes-based financing is not a silver bullet. For instance, if you know exactly that XYZ will lead to this, then the impact bond is not necessarily needed. The service provider does not need any flexibility,” she says.

Government and DIBs:

While governments have traditionally partaken in RBF projects as investors or financiers, with the KMC project, the government was also actively involved with the design.

“For us, right from the beginning, we had to make sure that results had to be

where it had to be. We participated to ensure that the right indicators were present,” says Dr. Martina Baye, who currently coordinates the national programme to combat maternal, newborn and child mortality in Cameroon. In fact, Baye and her team ensured that the targeted areas of the project would be ones where neonatal mortality was high.

In a country with a neonatal mortality (defined as the death of infants before 28 days of life) of 28 per 1000 live births, neonatal deaths were always a health issue.

Cameroon is also a signatory to the Every Woman Every Child campaign and had pledged to reduce neonatal mortality to 12, and under-5 mortality to 25. In fact, KMC is mentioned in the commitment as one of the five key interventions to reduce neonatal mortality.

When Dr. Guifo Odette, a paediatrician, then with Laquintinie hospital in Douala, Cameroon, implemented KMC in the hospital, neonatal deaths decreased dramatically.

While attempts to scale up were ongoing, the opportunity to work with innovative financing models meant that more partners got on the table. It helped that the Cameroon government was not new to results-based financing, having implemented several such projects internally as well.

“For us, nothing is as good as spending after the results come about. That’s what attracted us to the DIB,” says Baye.

While DIBs are attractive for governments for having outsourced the risk, governments’ involvement in the whole process makes for a more robust and ultimately, a better mechanism, say experts.

“There’s also the potential to look at financing models to deliver complex interventions that might otherwise be hard to finance.”

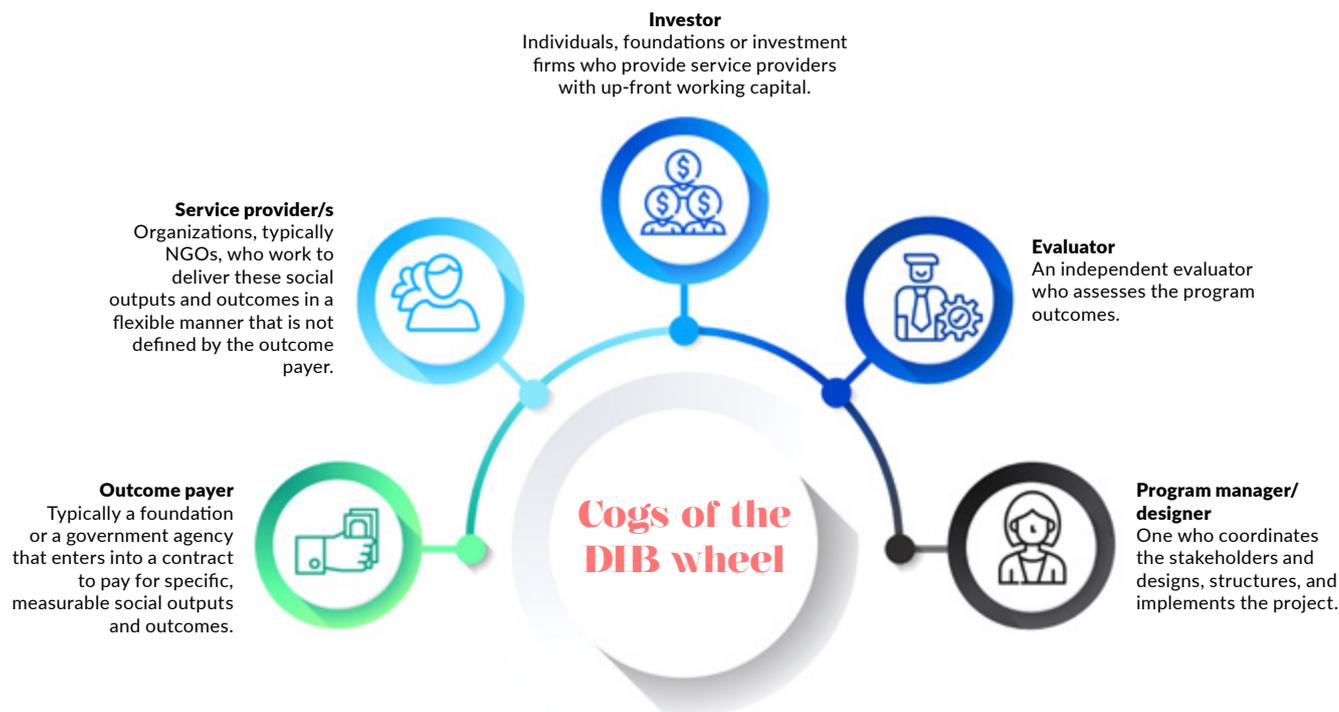


Margaret McConnell, associate professor of global health economics at the Harvard School of Public Health

“For us, right from the beginning, we had to make sure that results had to be where it had to be. We participated to ensure that the right indicators were present.”



Dr. Martina Baye, Coordinator, National Program for Reduction of Maternal Newborn and Child Mortality, Government of Cameroon



With the multitude of players involved, do DIBs become unwieldy to manage? On the contrary, says McConnell, it helps bring everyone—government, funders, communities, and evaluators—to the table, to exchange ideas. “It creates a team project because you discuss what the government really wants for their country.”

As for the Government of Cameroon, the idea behind the DIB was simple: to create a framework that could be used to scale up. And plans are afoot: the nurses trained in the DIB project will act as master trainers, injecting KMC to deeper parts of Cameroon.

However, scaling remains an unaddressed paradigm for DIBs.

What do DIBs offer?

One of the key ways that DIBs help is creating systems to generate robust data, and provide out-of-the-box solutions, along with space for course correction.

“In general, DIBs can enable high quality, rigorous evidence,” says McConnell, who is working on a KMC

project in the American state of North Carolina. “In order for a DIB to make sense, we need to establish a strategy for impact. There’s also the potential to look at financing models to deliver complex interventions that might otherwise be hard to finance.”

However, typical projects for DIBs might skew towards projects that are relatively short-term, such as KMC, says McConnell.

“Many of the things we care about take a long time to occur, and a long time to observe, and that then becomes challenging to fund,” she says.

Carrie, from Social Finance, agrees that the time taken by DIBs is an issue. “DIBs are typically in the low range—currently in the 10-15 million dollars range. It becomes tricky to justify the time required to design this.”

While the funder, Grand Challenges Canada, is not strictly a private player, having funded a KMC pilot in Cameroon that led to the creation of the service provider, Fondation Kangourou Cameroun, their shift from being an outcome funder to the

investor has increased confidence in the project. However, this also spotlights the difficulty of bringing market players into the system.

The Center for Global Development paper cites opacity of data regarding calculations of outcome payments, and non-standardization of reporting as among the two factors that need to be addressed to even be able to evaluate whether health DIBs are effective, and consequently, fund.

“We’ve spent a lot of time educating NGOs and large funders. Market building is also an ongoing issue, and effort,” says Carrie. One of the solutions that Social Finance is researching is to create an outcomes fund, where several funders pool in their money, with a fund manager deciding which project to fund, based on results—basically, a development finance equivalent of the mutual fund.

“It would solve several problems and also create efficiency,” adds Carrie. “It can also act as a price discovery mechanism.” 

Tailored healthcare solutions best fit for tribal women

Research on the ground shows last mile delivery for tribal maternal health requires an integrated approach with a focus on their cultural mores, writes Shaivi Chandavarkar.



Shaivi Chandavarkar is a senior consultant in the CSR Advisory team at Sattva. A physical therapist by training, Shaivi has experience in strategy consulting, project management, business development, and marketing communications in healthcare projects. At Sattva, she works on healthcare social impact projects, with a focus on maternal health.

16-year old Nirmala¹ weighed 43 kgs and had a haemoglobin level of 5.8 when she was eight months pregnant. Hers was a “high-risk pregnancy”, and after much coaxing over multiple visits by the on-ground health worker she agreed to travel 4 kilometres (2.5 miles) on foot and 11 kilometres (6.8 miles) in a bullock-cart to the nearest hospital for her delivery. She is now the mother of a healthy six-month old boy.

She was lucky; more than half of the maternal deaths in India are among the 8.6% tribal population². Less than 15% of tribal women meet the recommended protocol of ante-natal care³. Across the continuum of care, tribal women have poorer access to adequate maternal and child health services than their counterparts elsewhere in India. By increasing access to quality maternal health services and emphasising on two important social determinants of maternal health – literacy and age of marriage – India has succeeded reducing maternal mortality by 77% in the last 19 years.

However, the last leg is the toughest. How do we reach the most marginalised women in remote villages to ensure safe deliveries for them?

There is no data on health, health-care and finances specific to the 104 million-strong tribal population in India, and the budgetary plans and allocations for the tribal population remain buried under “rural healthcare”. Alarming, there are no existing institutional mechanisms to even gather or generate such data!

The challenges and needs of the tribal population are unique and need to be addressed differently. Tribal populations suffer from the “triple disease burden”: infections and communicable diseases, non-communicable diseases such as cancer and diabetes, and mental illnesses⁴. The nutritional parameters are poorer: anaemia among tribal

¹Name changed to protect identity

²India’s maternal mortality rate is 167 per 100,000 live births- Census 2011 data

³Tribal Health Expert Committee Report



women is 38% higher than it is in the non-SC-ST population in India⁴ and the Infant Mortality Rate (IMR) among tribal children is 20% higher than the national average.

Continued disproportionate health outcomes indicate the need for a different approach to address the maternal health challenges in these communities. To paraphrase American writer and activist Audre Lorde, “it is not our differences that separate us, but our inability to accept and acknowledge them”.

Maternal health services for tribal women need to be tailored to their needs, instead of being replicated naively from modern health practices or relying on monetary incentives to motivate health-seeking behaviour. To improve maternal health outcomes, we need to adopt a three-pronged strategy: provide last-mile access to care, leverage technology to provide better quality care, and increase utilisation of services provided by being more culturally sensitive and building trust in the community.

Solutions to combat poor maternal healthcare

Last mile access can be improved through effective community-based care, adequate ante-natal counselling, and provision of emergency transportation services. The Government of Madhya Pradesh, along with UNICEF, piloted a 24x7 Free Referral Transport system for pregnant women (home to facility, inter-facility and drop back) which contributed to the increase in institutional delivery from 47% to 83% in Madhya Pradesh over a five-year period.

We also need to preserve and build beneficial traditional practices by integrating last-mile health workers into the system and focus on safer deliveries – at home or in a health centre.

There is tremendous scope to leverage technology to improve health outcomes. Mobile applications can help identify and track high-risk pregnancies, increase on-ground reach by incentivising field workers, and

strengthen the referral chain to make patient data accessible. Tech solutions can conduct point-of-care diagnostic tests, improve the performance of field workers by providing training support and work as job-aids to guide them through complex tasks. Telemedicine centres and electronic medical records also hold great promise.

Through our research, we learnt that tribal communities view pregnancy and childbirth as a natural phenomenon that does not warrant external interventions. Doctors in white coats and sterile, whitewashed, multistoreyed hospital buildings are viewed as intimidating. Respecting tribal culture and community beliefs, the Society for Education, Action and Research in Community Health (SEARCH) has built a tribal-friendly hospital in Gadchiroli⁵. The clinics are modelled on a typical tribal home with mud flooring and thatched roofs.

⁴NHFS-3 data

⁵SEARCH website: <http://searchforhealth.ngo/tribal-friendly-hospital/>



Tribal communities view pregnancy and childbirth as a natural phenomenon that does not warrant external interventions. Doctors in white coats and sterile, whitewashed, multistoreyed hospital buildings are viewed as intimidating.



Outpatient departments feature large, tree-lined open spaces for patients to wait and mingle. To overcome access barriers, the state of Jharkhand established Sahiyya Help Desks in District Hospitals and Community Health Centres to help patients navigate complex, often culturally alien and unfriendly health facilities. Anecdotal evidence suggests that these desks significantly reduce the fear of being misunderstood on account of language and socio-cultural differences and improve awareness of entitlements and services, grievance redressal, and feedback regarding services.

To drive community behaviour change, we need to go beyond acknowledging the distinctiveness of the tribal population and learn to understand their culture and beliefs. We must eschew the cookie-cutter approach that seems to characterize many proposed solutions to this challenge.

Tailoring interventions to the needs of tribal people will promote health-seeking attitudes, improve the overall nutritional status and enable better integration. This will facilitate better outcomes for mothers and children. 

Closing the loop

DKT WomanCare is a step along the path of giving men and women complete control of their reproductive health

By iMPACT Staff

DKT International has never shied away from controversy.

From its first-in-the-world ad for an abortion pill in India, to Indonesian ads linking Intra-Uterine Devices to sexual pleasure, DKT has been a pioneer in promoting contraception and reproductive health across the globe.

DKT International recently launched its DKT WomanCare website, a milestone in its journey of making reproductive health choices available to men and women—whenever, wherever.

WomanCare is the exclusive global distributor of Ipas Manual Vacuum Aspirator (MVA), surgical abortion technology, and Levoplant, a 3-year contraceptive implant. Other products are in the pipeline, and the idea is to use market forces to effect change.



True Overholt, marketing director, DKT WomanCare

The website is a virtual space where medical practitioners can directly contact WomanCare’s in-country distributors to purchase the products they are interested in. Future plans also involve building a consumer-facing side on the website, to provide online support to someone looking for an abortion, or safe contraception.

According to a 2017 study by the WHO and the Guttmacher Institute published in *The Lancet*, 45% of all abortions performed between 2010 and 2014 were unsafe. The scale of the problem is made more complex by under-reporting, as well as stringent regulations and anti-abortion lobbies across the world.

“In many countries, women are seeking abortion, but don’t know where to go. We might be able to provide that final link,” says True Overholt, marketing director, DKT WomanCare.

DKT International CEO Chris Purdy sees WomanCare as a natural evolution of their mission of “empowering women and men



to take control of their reproductive destinies. DKT and WomanCare are slightly different channels within that mission.” (See Box for interview)

DKT International, with its various programs, is present in 24 countries. When Ipas looked for a partner to handle its global distribution, it was just the opportunity that DKT was looking for. In 2017, the organizations inked the deal that gave DKT WomanCare distributorship of their product in 100+ countries, including the United States.

While classic DKT programs are set up for depth in a project location, WomanCare is about breadth, and reach.

“We look at this through a supply-and-demand lens,” says Overholt. “In a lot of countries, we realized that there is

¹Cahill, Niamh & Sonneveldt, Emily & Stover, John & Weinberger, Michelle & Williamson, Jessica & Wei, Chuchu & Brown, Win & Alkema, Leontine. (2017). Modern contraceptive use, unmet need, and demand satisfied among women of reproductive age who are married or in a union in the focus countries of the Family Planning 2020 initiative: A systematic analysis using the Family Planning Estimation Tool. *The Lancet*. 391. 10.1016/S0140-6736(17)33104-5.

an unmet need for the products. If we have to invest in selling a product, we have to tackle the supply side first.”

The unmet need is even quantified: a 2017 study published in *The Lancet* reported that unmet need for modern methods of contraception in the world’s 68 poorest countries was 21.6%, and the demand satisfied with modern methods was 67.9%.

WomanCare’s sales reflect that: 186,000 units of Ipad MVA were sold last year, and the website is only the first among many plans including geographic and product portfolio expansion for WomanCare.

With their wide network, and a culture-sensitive topic like contraception, WomanCare has had to tailor strategies depending on the country they work in. And they’ve had precedence with DKT, who worked with small roadside shops to sell condoms in the Ghana countryside, and also bought a boat to supply products in flooded areas of the DR Congo!

However, there are a couple of key differences, says Overholt: current WomanCare products are sold to clinicians, not the end users. “It’s a little tricky from the communications perspective,” says Overholt. “While we get a lot of face time with clinicians, the prevalence of IUD is very low. It may be because it’s not interesting for them, or the products they have seen have not been very good. We have to figure that into our communications.”

As with many commercial brands, Overholt says, WomanCare does not always focus on the brand, rather focusing on an aspirational lifestyle.

Also, because WomanCare is not on the ground the same way that DKT is, networking becomes critical, especially in the 75-odd countries where DKT is not present.



In many countries, women are seeking abortion, but don’t know where to go. We might be able to provide that final link.

True Overholt, marketing director, DKT WomanCare



“For changing behaviour, you need to partner with civil society and other organizations to complete the supply chain. On the other hand, if you are a small NGO in Angola trying to access quality healthcare, WomanCare can be a great partner for you,” says Purdy.

Another often-overlooked service that WomanCare brings to the table is market expansion, simply through awareness of products, says Overholt. “We’re effectively adding a sector in some of these places,” says Overholt.

With services in the countries across the health indices spectrum, WomanCare is also keen to transfer best health practices from one country to another. Overholt sees huge potential in the way that technology can be harnessed to promote choices and hopes that the portal will be able to help that woman who wants an abortion with a reliable and safe way to do so.



When youth talk about their Saturday night dates, they’re not going to ask, “How was your reproductive health last night?”



Chris Purdy, CEO, DKT International

Donors should set aside “mad money”: Chris Purdy, CEO, DKT International.

In an interview with iMPACT, Chris Purdy talks about DKT International, talking about sex, and running a non-profit. Excerpts:

How do you talk to people about their sexual health?

If you go back 40-50 years, we expected the government to take care of this. But the government was not very good talking about sexual health, but it's a good fit for civil society.

We need to figure out what our customers really want. Young people want information about sexual health. How do you give it to them without saying, “Don't do it”?

When youth talk about their Saturday night dates, they're not going to ask, “How was your reproductive health last night?” We do a lot of research and find out what the challenges are, and methodically try to remove those barriers.

How does DKT typically work when entering a country?

There's a saying in this space: No product, no program. There's no point in shifting behaviour if there is no provider of products or services. The first thing DKT does is set up an entity or a way to register, import,

and warehouse products, and make sure they are widely available across a range of channels. Then you talk about this.

How do you work in different cultures effectively?

One of the answers is that, in India, say, most of the staff are Indian. We find good local resources who are willing to be change agents in their communities.

Second, for me, it's always been about culture—not so much religion, but culture, which has a lot to do with education, and world view.

What are future plans at DKT?

We are exploring other low-income and emerging markets, and as always, have a number of irons in the fire!

WomanCare is a big piece of that. One other plan is to explore regionalization. While we don't have resources to bring DKT services to every country, we are looking at creating regional offices that will take programs to countries in the region. For instance, our office in Egypt serving most of Northern Africa.

Another big sort of pillar for DKT is exploring how we leverage the

changing role of technology to change the face of healthcare.

In India, we're seeing more and more women who go to the pharmacy and pick up abortion drugs. How can we use technology to make that safer?

In Pakistan, we put up feedback kiosks in the airport, so we received immediate feedback on our programs. We're looking at online doctor stores, so doctors can access all the products they need.

DKT International is actually a non-profit. What are some of the challenges in this field of work?

We are a non-profit but we work as a social enterprise.

A lack of tolerance for risk is always a challenge for non-profit work. Donors really should put aside a little bit of “mad money” –money that may or may not yield desired results, but invests in a crazy idea. That's really how markets move. We don't have that in the non-profit world. For non-profits, anything you can do to diversify funding sources and reduce dependence on a few donors is good. If you have a product, then the customer becomes your donor, and then it works well. 

Fundraising in the time of fatigue: A donor-centric approach

Bringing the peripheral community of donors to the centre of the narrative of crowdfunding could answer some interesting questions, writes Mayukh Choudhury.



Reports suggest that over 6 crore Indians are pushed below the poverty line every year due to the burden of medical expenses. Consequentially, there is also a rising need for alternate financing.

Online funding platforms play an important role here, providing potential donors with a list of verified causes they can categorize, filter and choose from. I've often heard people complaining about how healthcare crowdfunding has turned into a "popularity contest" and this got me thinking.

Since the advent of online fundraising, the world seems to be swarmed with "worthwhile" causes. Whether it takes somebody a step closer to saving a loved one's life or pulls someone out of a seemingly impossible difficult time of life, a donation definitely helps the receiver more than it does the donor.

In this situation, a lack of proactiveness from the donor's end, often termed as donor apathy, has a significant negative impact on donations.

Understanding the donor

While the needs spread out before each donor could seem infinite, her ability to make a difference

is maximized by picking one of these causes she can make a subtle difference to. More often than not, a single donation cannot fund the entire need. For a donor, optimizing satisfaction with the small fraction of her income that she parts with could be a real challenge.

Audiences empowered to skip ads and promotional content makes it difficult for urgent causes to garner attention. An increasingly visual internet also means that audiences spend almost the same amount of time on a webpage's primary image as they do on the entire written content. What does all of this mean for those who create online campaigns? It means they are competing for the same person's attention, and help does go out to the one that promises maximum gratification to the donor. This calls for some serious revision in how we approach fundraising then.

While fundraising platforms can and must be empathetic to the beneficiary who is going through a difficult time, for the user who is actually loosening her purse strings, this empathy can often be shrouded in doubts, questions, or misunderstandings, and this is completely understandable. She just wants to know if putting her money elsewhere could have more impact.



Mayukh Choudhury is CEO and co-founder of Milaap, a crowdfunding site for social change.



A donor comes across your cause among millions of other things they see every day, and the truth is that powerful storytelling through informative content and moving images does help to some extent in extracting the last bit of generosity in some donors. 📌📌

There is no good or service this donor gets in return of the investment, and gratification can be a fairly subjective concept. This is the reason we see some fundraisers working better than others, although they may share the same urgency in need.

It is important to understand that a donation is only an explicit expression of empathy, and while asking for it is difficult, no one is obliged to give to your cause. Of course, everybody deserves to be helped, but with the increase in visible needs, the donor's compelled choice between two or more equally urgent causes does not make them any less of a good person than helping someone makes them. They are still going out of their way to help someone, and are still parting with money they could spend on a good or a service that could provide more utility to them.

The solution?

Anybody who provides a platform for people to raise funds cannot pick and choose who is a more worthy recipient. Anybody with a genuine

need is eligible to seek help, but every person who stumbles upon a need is not obliged to help.

The only distinction that platforms can make is between internet-savvy organizers and those who are still not active consumers of the internet. While the former can reach out to the right people through the infinite reach of social media, the latter will need help on various aspects. For them, there must be a dedicated team, always available for guidance, and even tailor-made outreach plans that give their cause much-needed visibility.

A donor comes across your cause among millions of other things they see every day, and the truth is that powerful storytelling through informative content and moving images does help to some extent in extracting the last bit of generosity in some donors.

Given the magnitude of need, with over a lakh people pushed into financial distress due to medical expenses every day, even the virtual

world, with its infinite array of possibilities, becomes an overcrowded marketplace where various causes compete for digital real estate.

Attracting the attention of donors is fair and understandable, especially when your cause is urgent and the amount needed is huge.

Rather than criticizing modern healthcare crowdfunding for being a popularity contest, we could probably try to understand the perspective of the donor and understand how important it is to convince them. Bringing donors from the periphery of crowdfunding narratives to its centre could be a brilliant way to understand what it takes to make your cause worth giving to. 📌



Game changers

A growing list of games and simulation-based activities help sensitize people to social issues, and imagine better societies. Nandhini Shanmugham explores.



When I was a child playing Business (Monopoly), I would pray for that magic number that would land me on that prized location, where, if I invested in a few homes or hotels, then I was set (in the game, at the least)! However, if I had to make these bold random smart moves in real life, would I? I doubt it.

Why?

“Because the cost of failure in real life is far higher than in a game. But with games, people are more willing to take risks,” says K. Harsha, researcher, Fields of View, a Bengaluru, India-based non-

profit organization that uses games and simulation to help understand and formulate public policy.

It is this low-risk sandbox situation that renders games a viable and impactful option to create solutions to social problems. Games are also interesting in a way that pilot projects are not: they are a concoction of immersive learning, outreach, training, behaviour change, inclusivity, creativity and, most importantly, fun!

Several organizations now use games and simulations to help think outside the box for solutions, and to help guide

conversations around social change. Games are also being used to help explore, envision, and create better public policy, as does Fields of View.

Through their various initiatives, the Fields of View team undertakes research to design games and simulations; trains policymakers and civil society groups in the use of these tools; and also designs games to make policy more accessible.

Working largely with the government, academia and civil society, some of their projects include Simulogue – building simulations to understand

and plan for cities in India; Cantor's World, a game for the UN for students of economics and sustainability studies to understand the Inclusive Wealth Indicator and Rubbish (written as ₹ubbish), a game on waste management.

In Rubbish, the task for players, as a Dry Waste Collection Centre manager, is to collect and dispose of dry waste. It sounds simple, but as with real life, complexities abound once the game gets underway. Therein lies the appeal of the game, modelled on real world data, says Sruthi Krishnan, co-founder of FoV.

She says the game gives the opportunity for players, often citizens or policymakers, a different point of view: that of the waste collection centre manager.

Games leverage the fact that for a limited time, players are able to put themselves in the shoes of another person, and understand the complexities of their choices.

This perspective shift and simulation of the future is also what drives the FISH game, conceptualized by the Environmental Defense Fund (EDF) in partnership with Rare, for the Fish Forever program. The FISH game is an integral part of the program used

MoHiM

Meaning "an effort" in Urdu, MoHiM is a mobile game aimed at creating menstrual health awareness, by challenging players to manoeuvre a pair of underwear to catch menstrual pads, while avoiding products that must not be used to absorb flow, like newspapers, rags, etc. It's created by Gaming Revolution for International Development (GRID).



(Courtesy: GRID, Huffington Post)

to help communities experience the dangers of overfishing.

Elline Canares-Ipanag, senior manager for Fisheries Planning and Training, Rare Philippines, says, "The [FISH] game gave players a different perspective of looking at the fishery, especially for those who are not fishers. Apart from being fun and interactive, the game helped players visualize the repercussions if the fishery is overfished."

A few continents and oceans away, U.S.-based game creators Toolbox of Education and Social Action (TESA) Collective, are involved in using simulations for behaviour change. Their game, RiseUp, helps people understand the complexities of social change by allowing them to create their own movement, be it a campaign for "Equal Wages" for "Free Pizza for All"! When

players pick up cards that reflect real-life scenarios (think cards like "Smear Campaign", "Organize Protest March", or "Rising Conservatism") the game gains much-needed complexity and momentum. Players also need to join hands to beat the System.

Their philosophy is that people learn best by doing because as participants they become proactively involved in concepts and outcomes.

"We've had players tell us about how it's allowed them to better imagine how they can make change in their own communities after playing the game," says Brian Van Slyke, co-founder and director of game design of TESA.

Objective of the Game

For a game to drive social change, though, experts say that they must be



Nine Minutes

Nine Minutes (now inactive) is a mobile game developed under Half the Sky Movement, in association with USAID. The game takes a player through nine months of pregnancy in nine minutes. Players are rewarded for keeping both the mother-to-be and the baby inside her healthy and happy, helping learn the principles of managing a healthy and successful pregnancy along the way.

The best part is that the game can be played on feature phones, thereby reaching the most underserved regions of the world.



(Courtesy: Halftheskymovement.org)

more than just challenges or lessons. “No one wants to play a game that isn’t fun, and they don’t want to play a game that hits you over the head with the lessons,” says Van Slyke. “They should help people explore and engage with a subject. The point of a game for social change should inspire people to take action on the given issue - that’s behaviour change.”

Towards that goal, TESA’s Water for Tomorrow, developed for The Nature Conservancy, has been used in New York to bring together different stakeholders to talk about issues pertaining to accessibility of water and fighting pollution.

On similar lines is the Freedom HIV/AIDS games created by ZMQ. The purpose was simple: create awareness of HIV and AIDS and effect behaviour change. Founded by twin brothers, Hilmi Quraishi and Dr Subhi Quraishi, ZMQ is an Indian social enterprise, which develops “technology for development” solutions for NGOs, governments and international agencies.

ZMQ developed four mobile games under Freedom HIV/AIDS, targeting different groups including youth, rural communities, and out-of-school children. One of the games, AIDS Messenger, was an adventure-based multilevel game where the user, represented in the form of a dove,

identified risk behaviours among virtual communities, tagged them and provided them advisory services in the form of health tips, safe sex instructions, and counselling.

Developed in 2005 at a time when the AIDS pandemic was sweeping over countries like India, Freedom HIV/AIDS reached a massive 42 million subscribers with 10.3 million game sessions being downloaded in its first three years.

In fact, by the early 2000s, AIDS had already killed 30 million people worldwide. For many years, leading and eminent scientists across the world tried, in vain, to decode a structure for one of the AIDS-causing viruses called the Mason-Pfizer monkey virus (M-PMV).

In 2008, the University of Washington’s Center for Game Science and the Biochemistry department created FoldIt, an online puzzle video game that encouraged players to play the role of a biochemist and “map out how proteins might be folded in nature.”

Over 240,000 participants registered for the game and the players helped decipher the structure of the M-PMV. This was considered a major breakthrough in the AIDS research field.





content themselves, explore options, spur dialogue, and cultivate problem solving skills.”

FoV undertakes extensive research to see whether a game can help, and how, before they design it. For Rubbish, the company undertook research and identified the problem in dry waste management that a game could help address. “A game is not useful in many cases, and we need to be careful about where we use it,” says Sruthi.

Harsha echoes these thoughts, saying an ideal game “allows for diverse perspective, there must be a tendency for one to come back and play it again and again. Serious games are designed to produce something new.”

For instance, Rubbish does not allow the same two instances to reoccur. For games that have a pre-determined preferred outcome, such as the FISH Game, however, all paths lead to a set destination. They are, however, usually

part of a larger campaign for change, and do not act as standalone tools for social action or change.

Challenges

Are offline games even relevant today? The online gaming industry was valued at more than USD 135 billion in 2018, with mobile gaming accounting for 47% of all games. A steady growth of nearly 11% YoY is predicted in the market, according to the 2018 October Quarterly Update of the Global Games Market Report.

Board games are not far behind, says Van Slyke. The global board games market is anticipated to reach values of more than USD 12 billion by 2023 (according to “Board Games Market - Global Outlook and Forecast 2018-2023” report) and 5,000 new board games were published in 2016 alone.

However, challenges are aplenty. Cost, as always, is one.

How to Play

Which causes lend themselves to gaming and simulation? Games, agree most experts, are not the optimal solution for simple education or awareness.

“If there’s one predetermined outcome, that’s not really a game,” says Van Slyke. “When you’re playing a game, you want to make interesting decisions. You want to take risks and engage with strategy. Leading people from point A to point B doesn’t utilize the best of games: helping people engage with



Moving forward, we will see games being used for working with increasingly complicated environments and planning contexts. 🙌

K. Harsha, Researcher, Fields of View

“For us, conceptualization was really high cost but once you get the hang of it, it actually reduces the cost in different ways,” says Canares-Ipanag. She stresses the importance of thorough prototyping and testing, because they help perfect the product.

Scaling up is also fraught with its problems, as one size does not always fit all. Tailoring a game to a local context assumes great importance in multicultural environments such as South Asia and Southeast Asia.

“This diversity has to be accounted in any participatory process. And that’s why understanding the social context becomes important. Games use visual, physical or digital mediums to remove this barrier,” says Harsha.

For example, when ZMQ took its Safety Cricket game in India to Africa, it was replaced by AIDS Penalty Shoot Out.

Similarly, the Fish game has evolved to suit the needs in different countries. In the Philippines, the game was used to introduce the concept of open access, overfishing, Marine Protected Areas and Managed Access. In Indonesia,



The point of a game for social change should inspire people to take action on the given issue - that’s behaviour change. 📖



Brian Van Slyke,
Co-founder and director
of game design, TESA
Collective



in addition to these concepts, it was used to understand the role of data in decision making.

Regardless, game creators are forging ahead to help people move towards social change in the most effective and least disruptive way possible.

Winner of the Game

While in some games, like FoldIt, the success is easy to measure; in others, it is gauged by the ability of participants to use their learnings in the real world, the scalability of the game, and the behaviour change achieved.

When ZMQ had to assess the impact of its Freedom HIV/AIDS games, they performed a pre-test and post-test survey for one of the games, Safety Cricket. Out of the 8,213 players who successfully undertook this survey, they noticed a significant difference in learning (average co-efficient of learning increased from 0.35-0.64).

For others like TESA, the success of its games have spread via word of mouth. "We're still selling and distributing games that we made over five years ago. Tabletop games are an inherently social experience, and their success depends on people enjoying them and telling others about them," says Van Slyke.

Not all impact can be measured, and for games such as FoV's, the impact is characterized by policymakers' ideation

or change in thought process. An increase in gaming has also meant an increase in engagement with gaming for social good. Its future has received a major fillip with initiatives such as South Africa-based Serious About Games competition and Games for Change and its allied festival.

Harsha believes that games provide a good platform to "cooperate and collaborate" and they must be looked upon as a tool and technique. "Moving forward, we will see games being used for working with increasingly complicated environments and planning contexts," he says, citing the example of planning in the context of burgeoning cities.

"An area where we will see more advances, however, is the blending of digital games and board games," says Van Slyke. "I expect that to spread to the Games for Change space as well."

Let the games begin! 



A game is not useful in many cases, and we need to be careful about where we use it. 

Sruthi Krishnan, Co-founder, Fields of View

Nation States

NationStates is a game where the armchair administrator gets a chance to try out her vision for the world online. It's a free "nation simulation" game, where players can choose their ideals and run it accordingly. Players have to deal with updates and issues, such as "Harry Potter Censorship Row," and "Minorities Demand Representation in TV Soaps" on a regular basis. The game provides players a sense of the complexities involved in the running of a nation.



(Courtesy: www.nationstates.net)

Let's all fight the good fight for sustainable urbanization

Asia-Pacific can chart its own sustainable course towards the New Urban Agenda, writes Rebecca Ochong.

A drone captures a portion of a community settlement that Habitat for Humanity Philippines helped build in Leyte, the Philippines.

I admit it. I have a love-hate relationship with urbanization. There is no denying that urbanization, positively correlated with economic growth, has helped to lift millions of people in the Asia-Pacific region out of poverty. At the same time, urbanization and continuing population growth is projected to add another 2.5 billion urban dwellers by 2050 with almost 90 percent of the increase taking place in Asia and Africa¹. A swelling population will undoubtedly result in greater demand for housing, jobs, energy, clean water, food, transportation infrastructure, and social services. Amid predominant rural-urban

migration, fit-for-purpose approaches to planning and policy-making, and implementation will be key game changers in addressing many of these challenges.

According to the United Nations, about 400 million people in Asia-Pacific, almost one in ten, live in extreme income poverty. If the vision of a sustainable world by 2030 is for everyone, and not only the wealthy, we are called to fight. Specifically, the battle against poverty lies in the cities, as outlined in a 2013 U.N. strategy paper for sustainable and inclusive urbanization in Asia-Pacific². In our pursuit of a sustainable

future, the importance of cities and communities in general is reflected in the dedicated Sustainable Development Goal 11 that has housing at the center. Access to secure, affordable and adequate housing drives the achievement of four other key goals – SDG 1 (no poverty); SDG 5 (gender equality); SDG 6 (clean water and sanitation); and SDG 7 (affordable and clean energy). In addition, adequate housing is the basis for achieving other SDGs that contribute to economic development and social cohesion as well as a wide range of health, well-being and educational outcomes.

When housing is seen as a process and not a product, its catalytic role as a ladder out of poverty for low-income families becomes clearer. People who live in safe, adequate and affordable housing are better able to withstand shocks, crises, and calamities. These changes also benefit the larger community, reducing inequality and building resilience against economic and natural disasters.

While we still have slightly over a decade to realize the 2030 Agenda for Sustainable Development, the region has significant challenges at hand. Besides urban poverty, Asia and the Pacific still grapples with slums and inadequate housing, urban mobility problems, environmental degradation including air pollution, water contamination, and climate disasters.

With these challenges come opportunities. Through the global agenda, Asia-Pacific cities can chart their own paths to sustainability, especially since many of the Sustainable Development Goals and targets will require local action as outlined in the New Urban Agenda that was adopted in 2016.

Two years after its adoption, the New Urban Agenda is seen to have made decent progress though challenges still exist. The factors that limit its uniform adoption include a lack of measurable indicators and limited private sector engagement, says a contributor of an October 2018 article to the World Economic Forum site³.

Despite the New Urban Agenda not being legally binding, all those who have a stake in a sustainable future need to drive the transformation in Asia-Pacific. By all, I mean the governments, the private sector, communities, civil society, women's and youth organizations, academia, development organizations, and others — like you and me. Effective

participation and collaboration among all these stakeholders is necessary to address existing and new challenges as well as identify opportunities for urban development, according to a United Nations and Asian Development Bank report⁴.

Sector events such as the Asia-Pacific Housing Forum serve to encourage such inclusive and participatory partnerships. Since 2007, the biennial forum has brought together more than 5,000 experts and stakeholders from different sectors. Under the theme of “Powering collaboration for housing impact,” the 2019 conference will feature topics ranging from technology to resilience. With the objectives of promoting cooperation and innovation as well as sharing best practices for low-cost housing, the Asia-Pacific Housing Forum aims to play its part in fostering sustainable development.

Meanwhile, we do not have to wring our hands in despair as the rate of urbanization in the Asia-Pacific region continues to accelerate. First, let us reflect, then we can actively take part in the quest for a more sustainable future. Since I already count myself among half of the people in Asia-Pacific who live in towns and cities, what can I do to ensure that a vast majority of the population enjoys the benefits of adequate shelter, clean water, safe sanitation and efficient energy, among others? Put up a good fight, I would say, so that everyone has a share in a peaceful, prosperous and sustainable future by 2030.

Organized by Habitat for Humanity, the seventh Asia-Pacific Housing Forum will take place from September 16-19, 2019, in Bangkok, Thailand. Registrations are now open at aphousingforum.org. *Rebecca Ochong is Senior Manager, Urban, Land and Policy for Asia-Pacific, with Habitat for Humanity International.* 

¹United Nations, Department of Economic and Social Affairs, Population Division (2014). World Urbanization Prospects: The 2014 Revision, Highlights. <https://esa.un.org/unpd/wup/publications/files/wup2014-highlights.pdf>

²Hildebrand, M., T. Kanaley, and B. Roberts (2013). Strategy Paper: Sustainable and Inclusive Urbanization in Asia-Pacific. Bangkok: United Nations Development Programme. <https://www.undp.org/content/dam/rbap/docs/Research%20&%20Publications/poverty/RBAP-PR-2013-Strategy-Paper- Urbanization.pdf>

³Galal, Hazem (2018). How much progress has been made on the New Urban Agenda? World Economic Forum. <https://www.weforum.org/agenda/2018/10/how-much-progress-has-been-made-on-the-new-urban-agenda/>

⁴United Nations Economic and Social Commission for Asia and the Pacific, Asian Development Bank, United Nations Development Programme (2017). Eradicating Poverty and Promoting Prosperity in a Changing Asia-Pacific. Thailand. http://sdgasiapacific.net/download/AP_SDG_Thematic-Report_2017.pdf



DANSE MACABRE

Fiction has helped us imagine the mortuary as a clean and sanitary space with trained, slightly whimsical medical examiners who are able to catch even the slightest anomaly in a death.

In India, the reality is that those classified as “untouchables” or “Dalits” have been forced to handle the dead for centuries. The manner in which they are compelled to do this in modern, state-run hospitals has gone unnoticed and undocumented.

In a society cleaved by caste and privilege, these low-paid and unrecognized handlers of the dead (often called “Sanitary Workers” on their ID cards) are unable to even acknowledge their role in providing closure to the living and dignity to the dead. These men brave occupational hazards from handling the decomposed, verminous bodies in abysmal conditions with outmoded refrigerators and crude implements.

Arun Vijai Madhavan’s photo feature captures the faceless men who are forced to work in an oppressive environment. In so doing, it also reflects society’s wilful ignorance of the macabre in themselves. 

RE





“Perfection is the enemy of the good enough”:
James Chen, Clearly

James Chen is a man with a clear vision. For clear vision.

The founder of three vision-related organizations—Clearly, a global campaign to bring clear vision care into the healthcare agenda; Vision for a Nation, an NGO that has brought eye care to thousands of villages in Rwanda; and AdLens, a variable lens technology company (“commercial company with a social purpose” is how he describes it), Chen works tirelessly to put vision care on the top of (or, in many cases, simply on) governments’ priority lists.

Globally, around 2.5 billion people have uncorrected poor vision, a number that doesn’t look like it’s coming down.

“From the health experts’ view, poor vision—that is, people who have

compromised vision is very low priority. They are thinking of malaria and AIDS and so many other critical health issues, but health can never be in silos,” he says, on the phone from London. “One of the key visions of the [Clearly] campaign is to change that perception that while clear vision is primarily a health issue, it has much larger impact.”

In Rwanda, where Chen has roots, Vision for a Nation implemented a probable solution: 4,700 nurses received a 3-day training to measure vision, and 20% of Rwandans, around 2.4 million people, were screened. About a half of them received basic treatment, and more importantly, 176,000 pairs of glasses were dispensed, at a voluntary suggested contribution of USD 1.50 a pair.

How is this scale possible? “Perfection is the enemy of the good enough,” he says several times during the interview, emphasizing his philosophy about quality eye care. Vision for a Nation is now working in Ghana, but Chen is quick to point out that projects are specific to those communities.

“We need a lot of different innovations, different models that work in different environments, and of course, there will be different solutions or combinations of solutions,” he says.

The Clearly campaign has so far invested in several initiatives: the Clearly Vision Prize (won by Vula Mobile); and a trial of tea pickers in India, published in the *Lancet Global Health*, linking

their productivity to clear vision, with an observed increase of 21.7% (nearly 5 kg or 11 lbs increase in tea leaves picked). Chen has also authored a book, “Clearly: How a 700 Year Old Invention Can Change the World Forever”, where he outlines this strategy for tackling the barriers to his mission of ensuring that anyone who needs glasses should be able to get them, no matter where they live.

In a chat with iMPACT, he talks about his work, his vision, and the roadmap to get there.

iMPACT: Tell us more about Clearly.

James Chen: Clearly raises awareness of the scale of the issue and how we think poor vision should be viewed by the global development community. This is a global threat, and we’re building awareness beyond policymakers and governments to companies, in particular, because they can do so much.

If you’re a Coca-Cola, for example, you reach every village in the world. You can make sure that the people who are delivering the product have their eyes tested. There are tens of millions of employees of multinational companies in countries like India, where you can make a really big difference.

Why is this issue so important? There are other global health threats.

Yes, there are other problems that governments need to look at. But we want to build awareness amongst governments that unlike many complex social issues, the solution for this has been around for 700 years—glasses! It is solvable in our lifetime, and the governments can build ecosystems that are supportive of this. Also, if you look at the statistics around road safety, around 1.4 million people die on roads. Common sense would say that quite a significant proportion has a link to poor vision of drivers.

How did the Rwanda project happen?

When I started on this 14-year journey, I wanted to find out, ‘What were the invisible barriers?’ And the work that I helped to found, Vision for a Nation, went to Rwanda. Policymakers were not willing to fund this, and professionals said, ‘No, it can’t be done,’ but we went there and asked ourselves, ‘What is the model that will solve this problem, which is bringing affordable vision correction on a country?’

We ended up working with the government on a PPP model. The government gave us access to nurses in the public health system. Rwanda has a functioning public health clinic service within 5 kilometres (3.1 miles) of every village.

We developed a protocol to train nurses in three days to do eye screening, and to dispense eye glasses. We trained 2700 nurses, four nurses per health centre, on average. These nurses ended up screening about 20% of the population. **What was your takeaway from the project?**

There were several learning points for us. The biggest takeaway was that

you can do this by not aiming for perfection. Ophthalmologists’ and eyewear companies’ goal is to give you the perfect pair of glasses to correct your vision.

That’s where the model breaks down, because how likely is it that you can reach that perfect lens to rural parts of India? It’s not the cost of the lens but of the logistics of being able to move that single pair of lenses to that person in rural India. It’s impossible.

What we did in Rwanda was that we gave something that was functionally good enough.

For something to work in a low-resource environment, the key is to realize that perfection is the enemy of the “good enough”.

Is the model sustainable?

In Rwanda, we worked out that at the bottom of the pyramid, we are able to charge USD 1.50 for the glasses. (These glasses are reading glasses), which is five days of disposable income for the Rwandan. The bottom 20% were subsidized by the government. Of the rest who had the choice to pay and get the glasses, we initially found that only 33% of them paid and got the glasses.



We were able to find out why, from those who didn't buy the glasses, and that gave us important feedback and data. There were gaps in their (some Rwandans) ability to understand, and there were also some myths attached to glasses. For example, that by wearing eyeglasses, vision got worse!

We then made changes to how the information was presented by the nurses. Tackling some of these shot up our sell-through rate to 50%.

And the negative power glasses?

Negative power glasses are more expensive, and we have committed to continuing supply to Rwanda as long as the government is able to show the continuance of the program. But come to think about it, there is absolutely no reason why negative power glasses should be more expensive than reading glasses. This is driven by industry that sells high priced lenses and frames and this is where it separates from the idea of the good enough.



Unlike many complex social issues, the solution for this has been around for 700 years—glasses. ㄹㄹ



James Chen, Clearly

How did Clearly emerge from Vision for a Nation?

Vision for a Nation is more of an on-the-ground NGO that works in the field, and Clearly is strictly a campaign that focuses on communications, driving awareness, research and the like.

How does technology fit into vision care?

That's another reason we launched Clearly now, because technology both enables the ability to provide services deep, and crashes the cost of delivering these services.

Another factor is that if you are in the world today, and you cannot see or read clearly, a smartphone, say, you are not linked to this global network called the internet, and you have no chance to better yourself.

When glasses were invented 700 years ago, only nobility and clergy could read, and glasses were not very popular. Only after the invention of the Gutenberg printing press that more people could read, and wanted to read, and the first optical revolution happened.

Now with the internet, everybody needs to have access to clear vision, and that is almost a prerequisite to be engaged in the global community.

What needs to be done, to make vision correction more available and affordable?

If we can get the global community at the U.N. to commit to including vision correction into the Universal Healthcare Agenda, then that will send a very clear signal to all the governments in the world. We have a group called Friends of Vision at the U.N. who are trying to make sure that is done.

We have got to put this (clear vision) into the mix of things. We think this is very, very doable.



With the internet, everybody needs to have access to clear vision, and that is almost a prerequisite to be engaged in the global community. ㄹㄹ

Another exciting area for us is that we are also trying to develop technologies. We utilize iPhones for initial screenings and data management to understand what the needs are, and whether people are being serviced, etc. There are a number of people who are working on smartphone-based applications.

There are also some policies that governments need to think through.

For example, many countries heavily tax import of eyewear. When you add up all the taxes for glasses, it's 99% in Bangladesh. The government considers it a luxury item. If it's a tool for improving productivity and health outcomes, should you be taxing that?

There are also policies around who can perform eye screening, and that severely restricts the availability of the service.

As I said earlier, companies can do a lot. If they start doing this (screening) for their employees, you build capacity to screen deeper and deeper into society, to build the demand, to drive the supply. There is no problem with supply as long as the demand is there.

How must governments and policymakers approach this issue?



The truth is that there are so many issues that countries face and it's tragic. And governments have only so much bandwidth.

The core of the issue is to demonstrate, not to the health ministry, but to the finance ministry, that if you invest X dollars in providing vision care for your population, it will translate into Y dollars in terms of productivity outcome, educational outcome, as well as reduced traffic accidents.

What's ahead for Clearly?

Last year, at the Commonwealth Leaders Summit in London, the Clearly campaign, along with five eye sector NGOs, pushed for this issue and we were very fortunate that in the final communique, the Commonwealth leaders pledged quality eyecare for all Commonwealth citizens.

By happy coincidence, the next Commonwealth Leaders Summit will be in Rwanda, and we're already working toward showcasing the Rwanda experience, and also to drive the leaders towards furthering their commitment.

In October, we'll be at the U.N., working on not only the debate on Universal Healthcare, but also at the triennial review of the SDGs, we want to highlight the fact that this is the issue that the world forgot. 

“

There is absolutely no reason why negative power glasses should be more expensive than reading glasses. ”

Toilet Solutions



Sh#* happens. A lot. There is no dispute regarding the urgency and scale of the sanitation problem. What there is dispute about, however, is the path to better sanitation practices.

Solutions for toilets without an elaborate sewage infrastructure usually deal with faeces in two ways: decompose and use, or burn and create energy. However, the design of the toilets is only one part of the issue—there are several others, including use of toilets.

iMPACT looks at six solutions that have the potential to help make universal sustainable sanitation a reality.

Toilet, say cheese!

While encouraging pride in community toilets through contests has been around for some time, the Government of India's "Swachh Sundar Shauchalaya Contest" (Clean, Beautiful Toilets Contest) used the power of the internet to enthruse communities to beautify an estimated 1 crore toilets. The central ministry-led initiative invited entries for the nationwide contest and also encouraged local authorities to post images on Twitter with #IzzatGhar (House of Respect).



(Photo courtesy: SBM Nizamabad)

A squiggly solution

Tiger Toilets is one of the iterations of a solution that composts faecal matter that has received attention from the Bill and Melinda Gates Foundation and USAID.

These toilets, created by India-based TBF Environmental Solutions Pvt. Ltd., use tiger worms (*Eisenia fetida*) that feed and process fecal matter very efficiently. The earliest toilets, installed

more than five years ago, have still not needed any maintenance. The toilets remove 99% of the pathogens and leave behind compost that can be used directly.

With 4500 toilets installed across India, this standalone toilet is poised to help the sanitation revolution.



(Photo courtesy: www.tbfenvironmental.in)



(Photo courtesy: ToWaSo)

Sweet smell of sanitation

One of the reasons why toilet use remains low is the horrible experience of using a stinky toilet. In bio-toilets, chemical cleaners stunted the required microbial action and toilets remained dirty and smelly. A start-up, Total Waste Solution (ToWaSo), based in Dhanbad, India, came up with a unique solution: using leftover peels of the citrus fruit to create a natural cleansing agent. In three to four weeks, the combined process of hydrolysis and acidogenesis results in an acetic solution, which is used to clean the toilet.

No water, no problem!

Waterless urinals help tackle two problems in one go: depleting water resources and sanitation and hygiene. Especially suited for urinals-on-the-go, waterless urinals, such as the one developed by NatureSani, use a cartridge that ensures that there is no foul smell. The urine can be filtered to generate usable water, or connected to the drainage system.

Fill it, forget it

Where are there no toilets, bags will have to do! This led to the famous “flying toilets” of Kenya, where people would use plastic covers to collect and throw their waste. Ashoka Fellow Anders Wilhelmson of Sweden came up with a solution: the Peepoo bag, a single use, biodegradable bag that can be used as a toilet where none exist. The bags are coated with urea, and break down within six to eight months. The full bags can also be sold at collection centres, creating an alternate income source. The project was launched in a slum in Kenya, and saw widespread use in schools as well.



(Photo courtesy: www.peepoople.com)



(Photo courtesy: www.oursoil.org)

Rent-a-toilet

Eco toilets are a pain to clean and maintain. SOIL (Sustainable Organic Integrated Livelihoods) in Haiti takes the “un” out of “unease”, employing sanitation workers to clean the toilets on a regular basis. SOIL installs EkoLakay toilets in customer’s homes for a monthly fee, which includes the toilet, maintenance, as well as weekly collection of waste. The collected waste is converted into manure offsite, using a thermophilic composting cycle.



(Photo courtesy: www.naturesani.com)



Do health and technology go hand in hand?

Amina, a Community Health Worker from Kilifi County, Kenya, was trained in the prevention and detection of asthma and diabetes via LEAP, AmrefGÇÖs mobile learning platform.

To what extent are digital technologies improving the quality and accessibility of healthcare in low-income countries? AidEx spoke to Amref Health Africa about the effectiveness of mobile health.

Over the past twenty years, mobile communication technologies have entered the mainstream in high-, middle-, and low-income countries in unprecedented ways. Various findings in the last five years such as the 2016 World Development Report have highlighted how the poorest of households are more likely to have mobile phones than toilets.

The coincidence of endeavours to improve health outcomes with concerted efforts to reduce the digital divide has led to the evolution of medical and public global healthcare systems becoming progressively

reliant on technology. From eHealth to mHealth, the significant increase in mobile phone subscribers and internet users has engendered ways of delivering health in more complex environments, with greater impact in low-income countries due to their lack of infrastructure.

Where public health systems are poor, people are left vulnerable to the worst impacts of disease. They die from curable diseases due to the lack of health information and knowledge, limited access to services, remoteness, and poverty. Thus, where clinical resources and conventional health

systems are scarce, mHealth is being considered as one of the best tools for treatment and health improvement.

A 2017 study published by Global Health found the majority of mHealth programmes¹ to have been implemented in sub-Saharan Africa between 2006 and 2016, with particularly outstanding growth in Kenya. The organisation Amref Health Africa is an active player in using mHealth to bridge the gap between people and services, particularly for

¹<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5568212/>

the most marginalised communities in the hardest-to-reach areas. Their first mobile health initiative to upgrade nurses' skills was launched in 2005 on the basis of research conducted in three different countries which showed that over 80% of health workers owned a mobile phone.

Where internet penetration remains challenging across Africa due to limited reliable connectivity in rural areas, mobile technology has offered organisations and health ministries an offline solution. Mobile technology is being used to combat disease through mapping hotspots with surveillance, like keeping track of the spread of Ebola in West Africa, training healthcare workers, and spreading health education on oral contraceptives for HIV awareness with text messages, a particularly accessible and economical way to intervene in low- and middle-income countries.

mVaccination case study

Amref asserts the effectiveness of mobile health to be demonstrative in not just its supply but demand. An innovative smartphone app called mVaccination was developed by the organisation in partnership with the Human Development Innovation Fund (HDIF) and GSK and piloted in two remote, rural regions of Tanzania in order to reduce missed vaccination appointment numbers.

By allowing frontline health workers to record data for every child they vaccinate, monitor vaccine temperatures, and keep track of stock levels, the data can then be synchronised in real-time to the cloud and the distribution of SMS reminders to parents or caregivers can be triggered three days in advance of their next vaccination appointment.

It also alerts District Immunisation Officers when vaccine stock-levels are running low or when a technician is required for cold chain maintenance. The aim is to make it as easy as possible to overcome barriers to immunisation in parts of Tanzania that might otherwise be out-of-reach or have a weak health system, thereby reducing the number of child deaths caused by vaccine-preventable diseases.

Since its deployment in 2016, Amref has used the mobile platform to train 100 healthcare workers from 50 facilities across Tanzania. This has resulted in the registration of 121,224 children and caregivers, whilst the SMS feature has led to an increase in the uptake of vaccination services by parents and caregivers.

Despite such successes, sustaining and upscaling mHealth projects is restricted by policy, infrastructure, and the human capacity that is required, according to Amref Kenya's Operations and Delivery Lead Peter Otieno. Most countries do not yet have policies that enable the implementation of mHealth initiatives beyond the pilot phase. Political instability in several African countries means that many big mobile network operators are reluctant to invest in infrastructure there. The lack of skill-sets required by organisations and institutions to transition non-profit projects into commercially oriented social enterprises needed to sustain them in the long-term also inhibits progress of otherwise effective mHealth initiatives.

The cross section of health and technological domains has created unexpected opportunities to improve access to services and health sector efficiency in low-income countries. Where different skill sets can be utilised, Amref believes the future of

progress in mobile health technology as digital solutions lies in the hands of business-smart partnerships. Despite significant expansion of the internet and mobile phone access over the past decade, the lack of cross-border regional collaboration for a scale-up effort is holding back progress. Scaling up mHealth is seemingly the best strategy as partnerships across borders can enable cost reduction, improve monitoring and surveillance of diseases through data collection and education. 



IDEAS & INNOVATIONS



Crafting sustainable local growth

The conscious traveller desires to give back to the community that played host to them. The local tourism industry and artisans must collaborate to create craft-based experiences, which will lead to sustainable economic opportunities for the region, write Marie-Joséphine Cartier and Giulia Macola.

The tourist memento: a sentimental reminder of a great trip, a thoughtful gift for friends and family or an item to complete one's home décor or wardrobe. Ranging from the humble fridge magnet to a work of art, most tourists travel home with an item that will trigger memories of their exotic getaway. Today, the socially-minded craft purchase is an alternative to the imported plastic souvenirs which generate nothing for the local community.

Developing sustainable tourism around the globe, the International Trade Centre (ITC) supports craftspeople to make the most of the economic opportunity presented by national and international tourists.

But how does a craft group from rural areas gain access to hotels and gift shops? Artisans living in the hills of Kayah State in Myanmar or Lao People's Democratic Republic's

Champasak province are probably not aware of what tourists want or that they might be considering airline weight limitations when making a purchase.

The value of the craft industry

In its 2015-2019 Global Handicrafts Market Report, leading market research company, Technovia assesses that the global handicraft market is estimated to grow to over USD 707.2 billion in 2019 – from USD 395.6 billion in 2014.

Craft traders around the globe often face similar challenges: pricing, marketing, competition, a lack of business management skills, communication challenges with craft retailers, and little knowledge of quality standards or standardised production respecting strict dimensions and colour.

Yet, the income generated from the sales of crafts can make a true difference to the lives of rural





The tourism industry can transform a country's craft heritage into an attraction in its own right. ၂၂



populations who often make objects to complement their agriculture-based living. The tourism industry represents an economic opportunity for remote artisan communities to sell their artisanal goods through craft markets, cultural tours, shops in cafés, hotels, museums or even at the airport.

Craft tourism: the cultural heritage of crafts as a tourism attraction and business

The tourism industry can transform a country's craft heritage into an attraction in its own right. Successfully developing craft tourism requires collaboration between artisans and hotels, souvenir shops, national and local tourism associations, organisations and tour guides.

Tourists can be guided towards exploring craft and hands-on creative activities. Marketing materials like a simple catalogue act as sales links for hotels and businesses wanting to celebrate and sell local crafts and can be used to present the artisans' story and products to customers. Nevertheless, simply developing attractive marketing materials is of little value if artisans are not able to respond

to demand. Through a wide range of projects, in Lao People's Democratic Republic, Mongolia, Tajikistan and Cambodia, ITC has played an active role in working with craftspeople to elevate their skills and fine tune their products to meet tourists' expectations and establish connections with the tourism market.

Re-imagining opportunities for artisans from Myanmar's Kayah State

Funded by the Netherlands the ITC's project in Kayah State, Myanmar, has laid the path to one possible sustainable solution in linking tourism and craft.

Creative tours, integrating 47 craftspeople, was developed following the community-based tourism methodology. The artisan trails in Pan Pet and Htay Kho involves a series of workshop visits for tourists including handwoven textiles and handmade jewellery. Other creative activities complement these tours: traditional dance, music, and cooking demonstrations.



Marie-Josephine Cartier is a freelance communications and artisanal development consultant, with experience in the fashion industry, and the Ethical Fashion initiative of the International Trade Centre.



The income generated from the sales of crafts can make a true difference to the lives of rural populations who often make objects to complement their agriculture-based living. ၂၂

ITC’s artisanal development expert in Myanmar, Randi Wagner, believes in a practical learning approach and that “the best way to train craft producers is in a market space.” In December 2018, Wagner launched the Kayah State Craft Market in collaboration with the Cultural Museum of Loikaw and the Yangon Photo Festival to ensure the presence of potential customers.

The market was simultaneously an income-generation and a learning opportunity. Bringing together 19 artisans from different rural communities in Kayah, the market enabled practical learning. ITC provided on-the-spot feedback encouraging the artisans to work on their stand display, marketing, pricing and identifying successful products. Now artisans need to take ownership of local opportunities and markets, and not wait around for NGOs or customers to come to them.

To ensure a more regular income stream from craft making, ITC is approaching local businesses to see how crafts can be integrated and sold at these outlets, or their own interiors furnished using local products. Since the craft market, Yangon’s popular Hla



Day store has added a few more Kayah crafts to its selection. Hotels, restaurants and shops learnt about selling crafts and tailor strategies to their specific space and clientele.

Taking lessons from the Kayah example, it would seem that opportunities abound for tourism and craftspeople to come together for the development of a region. Establishing and maintaining such relationships and using the right marketing tools may seem simple, but it is key to transform craft making into a sustainable business. 



Giulia Macola works for the International Trade Centre (ITC), joint agency of the United Nations and the World Trade Organization. She is responsible for an Inclusive Tourism project in Myanmar aiming at generating income and jobs for local communities through sustainable tourism development.

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Organization-SDG alignment a win-win situation

The UN SDGs are not a set of goals only relevant to governments; everyone from small NGOs to schools and colleges must mindfully align their work to them, says S.P. Ramkumar.



Social impact has become a buzzword not just with social change organizations, but also with businesses. The 17 UN SDGs are out there, yet the path to them, and how organizations can help realize these goals can be murky at times. The focus is on local action, global impact, but very often, we miss the forest for the trees.

Social change organizations often think of the goals as irrelevant to their work on the ground and some even think of it as unnecessary “UN-type talk”. However, aligning one’s work with the SDGs can help accelerate the desired social change. It can also help the organization in myriad ways.

Why embed the SDGs at all?

For NGOs, embedding the SDGs can help in several ways. One, the sense of purpose in your work increases exponentially—it helps to keep in mind that you are not just educating the kids in your neighbourhood, you are helping towards the global goals in a small but meaningful way. It’s a great way to inspire your volunteers as well.



Social change organizations often think of the goals as irrelevant to their work on the ground and some even think of it as unnecessary “UN-type talk”. However, aligning one’s work with the SDGs can help accelerate the desired social change. 📖

Also, keeping an eye on the SDGs can help with branding, and access to funding from corporates, who are often keen on looking at the larger picture.

For corporates and educational institutions, it helps in much the same way, in giving a larger perspective to their work.

How to embed SDGs

As far as **academic institutions** go, there is a lot that can be done, especially since they are the crucibles of future knowledge. While the obvious one is Goal 4: Quality Education, and Goal 5: Gender Equality, there are other ways in which institutions can aim to embed the SDGs in their work, no matter what the student’s field of study is.

For instance, at the University of Leicester, Uniglow implemented a project where students were trained on problem solving and management, and chose a local social issue they could address: along the lines of food waste in the university, reducing carbon emission, etc.

With these insights they worked in collaboration with an NGO, for real world experience. If corporates can fund initiatives such as these as a part of CSR, it will be a Win-Win-Win situation for all three parties.

From the point of view of NGOs, the first step may be to list out all their activities, and map them out to the SDGs. For example, an orphanage does not simply help with the goals of quality education and gender equality—it likely also helps with the goals of No Poverty, Zero Hunger, and Reduced Inequalities.

Next, the NGO may want to see if they can change any of their operations to align with any of the other SDGs. For instance, the orphanage may want to exclusively source local produce to help with the goals of Responsible Consumption and Production.

NGOs may also want to go a step further and find the right indicators¹ (published by the UN) within their means and reach. For instance, is there a published policy regarding the representation/protection of the girl child in said orphanage? Many of these do not require a lot of funds and are tasks that can be set for volunteers.

For NGOs who want to go a step further, proper impact assessment can be done to demonstrate impact created towards the SDGs.

To make this happen, partnership and awareness are key.

It’s obvious that every social enterprise, NGO, or business exists to solve a pain

point. While social, environmental and financial arms form the triple bottom line of any business, the Global Goals provides an anchor for all these.

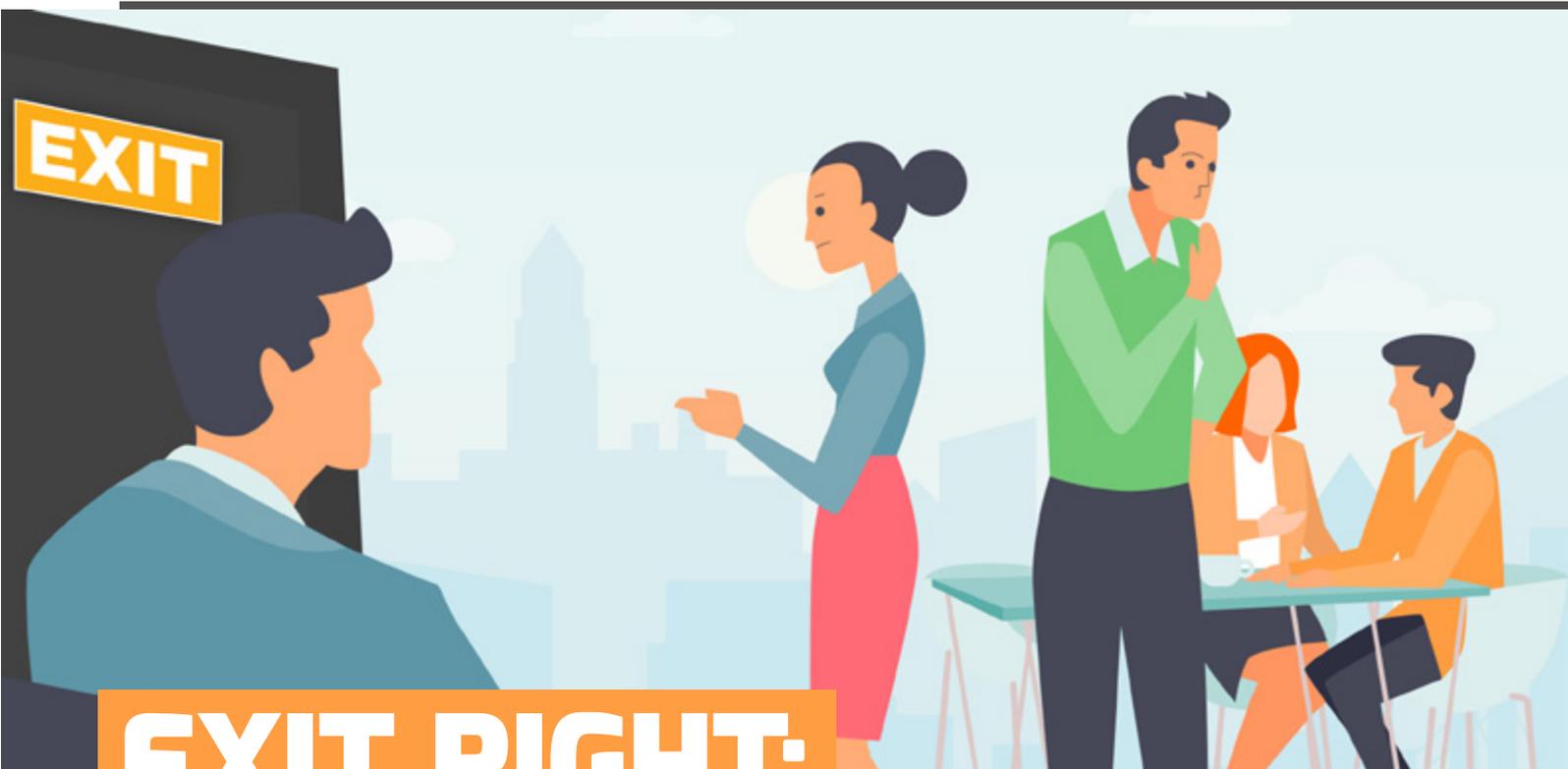
Embracing the Global Goals could generate US\$12 trillion of new business value a year, according to a 2017 report of the Business & Sustainable Development Commission. That’s equivalent to 10% of global GDP by 2030. The time seems perfect to impact the triple bottom line.

In short, if NGOs, corporates and academic institutions come together to mindfully align themselves with the SDGs, pathways to synergy and growth will automatically appear, and expand impact. 📈



S.P. Ramkumar is co-founder of UniGlow, a company that trains organizations working at the grassroots level on management and social impact measurement, in close alignment with the UN Sustainable Development Goals.

¹Final list of proposed Sustainable Development Goal indicators. <https://sustainabledevelopment.un.org/content/documents/11803Official-List-of-Proposed-SDG-Indicators.pdf>



EXIT RIGHT: Non-profit founders must plan transition well

When it comes to succession planning, it is important for founders of non-profits to do it smartly, adequately empowering the CEO, writes Aarti Madhusudan.

Founders are passionate and usually stubborn, two qualities that make for their organization's growth from an idea to an institution. Many founders rightly believe that they have it in them to do what's best for the organisation, and for a long time to come. There are very few examples of organisations that have failed because the founder ran it for a long time.

However, recent years have seen an increase in discussion around what's called "founder's syndrome (or founderitis)." The internet defines it as a "difficulty faced by organizations where one or more founders maintain disproportionate power and influence following the effective initial establishment of the project, leading to a wide range of problems for the organization."

There are several assumptions that the diagnosis of the syndrome makes, and some of them are that:

- The founder and the organisation are synchronous and will always be
- If the founder exits/dies, the cause and people served will perish or come to great harm
- If a founder continues to run the organisation, it's detrimental to the organisation and the cause it serves
- The exit **MUST** be made and transition is **ALWAYS** beneficial to the organisation
- "New blood" will always be beneficial
- The vision of the organisation, as defined by the founder, is sacrosanct.
- The founder-built Board will continue to engage with the professional CEO in the same manner

Obviously, not all these statements are true, and they are highly subjective.

However, founders transition out of their organizations for several reasons other than diagnosis of founderitis. The sanest (and rarest!) is that they truly believe that the organization will benefit from someone else running it. However, donor-driven pressure to create a succession plan has also driven many founders to consider retirement, even if they and/or the organization is not ready.



Donor-driven pressure to create a succession plan has also driven many founders to consider retirement, even if they and/or the organization is not ready. 🙏

The Transition

Typically, several things happen once a founder decides to transition out of the organization. The most common of these is to hire a CEO, often an external candidate, while the Board remains the same.

This situation results in several complex relationships having to be redefined: Board-CEO/CEO-Staff/ and, of course, the Founder-CEO, if the founder, as is typical, continues to be engaged in a few key aspects of the operations such as donor acquisition and management.

The new CEO must also now understand the role of the Board that is not well defined in transition, work with a team that must get used to a new way of working with a new leader, and deal with the pressure of keeping the DNA of the organization (as defined by the founder) intact.

The Board now has to play a more active and demanding role of working with a CEO they might not have prior experience with. The CEO might have different expectations of them, and may work in a way very different from the founder. Boards then might grip the reign too tight, afraid of making too many CEO-led changes.

The founder, though on her way out, may tow the line of the Board, out of prior comfort, and also because of prior connect with the Board. This may lead to multiple power centres within an organization.

All of this can result in a merry mess.

The solution?

The solution lies in the founder transitioning out in a smart manner, within a well-defined period of time. The CEO must be empowered and the founder must facilitate better CEO-Board relations.

Ideally, the founder must cut all formal ties with the organization within a planned period of time. If, as a consequence, some Board members decide to leave, the new CEO must be empowered to bring in new Board members.

The founder can also be available “on call”, although it’s not an ideal scenario. If the founder wants to remain on the Board, it will be best if she keeps away from some agenda items, to allow the Board and the CEO to have unmoderated time to get into a working relationship. In such a case, the founder’s role must be well-defined, and include enabling the acceptance of change and open communication.

The chair of the Board might be another bone of contention, and as such, it should be a person that the CEO is very comfortable with. The chair can be a good bridge between the Board and the CEO.

The best solution is an empowered CEO with a Board he has created on his own, with a set rhythm of operation and communication. If founders wish to remain actively invested while exiting day-to-day operations, hiring a smart COO might be a better option. 🙏



The solution lies in the founder transitioning out in a smart manner, within a well-defined period of time. The CEO must be empowered and the founder must facilitate better CEO-Board relations. 🙏



Aarti Madhusudan runs Governance Counts, an initiative which helps non-profits build more effective Boards. She is associated with iVolunteer, India’s largest volunteering organisation and Daan Utsav, India’s festival of giving.



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Fifteen “fun”-raising ideas

People are willing to give more when they are happy. So how about we make sure people are having fun and are happy before we nudge them towards donating for our cause? Wherever possible, you can add an awareness/donation booth.

Sanjana Bhargava of SimplyDonor presents a few fun ideas to get your donors smiling and those donations coming!

1 **Viral videos** 

Remember the ALS ice bucket challenge? It was an online challenge where people would post a video of themselves getting icy-cold water dropped on them. Think of a task that people will love watching other people do. Ask people to take up the challenge and post the video challenging their friends.

2 **Marathon / walkathons** 

People are now more health conscious than ever. Asking people to walk or run for your cause should be a piece of cake. Sell tickets for the event. Add a twist—reverse walking, dusk-to-dawn walk, and alternate dance-and-walk-a-thons can add the fun element!

3 **Auctions** 

Ask artists or local businesses for things to donate and conduct an auction with the donated items. Invite people with enough disposable income. Raise funds through selling tickets and donated items. If conducting an auction at an alumni association, the items can be super-fun (think: David's never-washed jeans, Priya's coffee mug, etc.)

7 **Theme party** 

Pick a theme (think jungle, food, sci-fi or 90's—or anything you like!). Host a theme-based party; sell tickets to raise funds.

8 **Stand-up show** 

What's funnier than a comedy show? Organize a stand-up show, with time for open mic. Sell tickets, and give prizes to open mic winners.

9 **Dance night** 

Organize a dance night for those dance lovers! Serve food. Sell tickets. Have mini dance contests for a fee.

12 **Food carnival** 

Invite chefs to showcase their talent. Let everyone savour the variety of cuisines. Sell tickets to the event.

13 **Board game tournament** 

Host a tournament of board games. Can have a point-based system to track who wins the most. Throw in some refreshments. Charge an entry fee.

14 **Dine with a celeb** 

Ask a celeb to donate their time for the winner of the raffle. Conduct an online raffle by selling tickets.



4 Pet Picture Day
 Organize a Pet Picture Day where people bring along their pets and get photographed together. Throw in some snacks and a contest for the cutest pet. Sell tickets to raise funds.



5 Tree planting
 Now that people are increasingly aware of how climate change is affecting the planet, planting more trees will resonate with most. Charge participants a fee.



6 Band night
 Who doesn't love music? Ask music band(s) to perform pro bono for your cause and sell tickets to the show.



10 Bake-off
 Organize a competition for amateur bakers. Invite your supporters for a sugary evening. Charge a participation fee for the contest and an entry fee for the others.



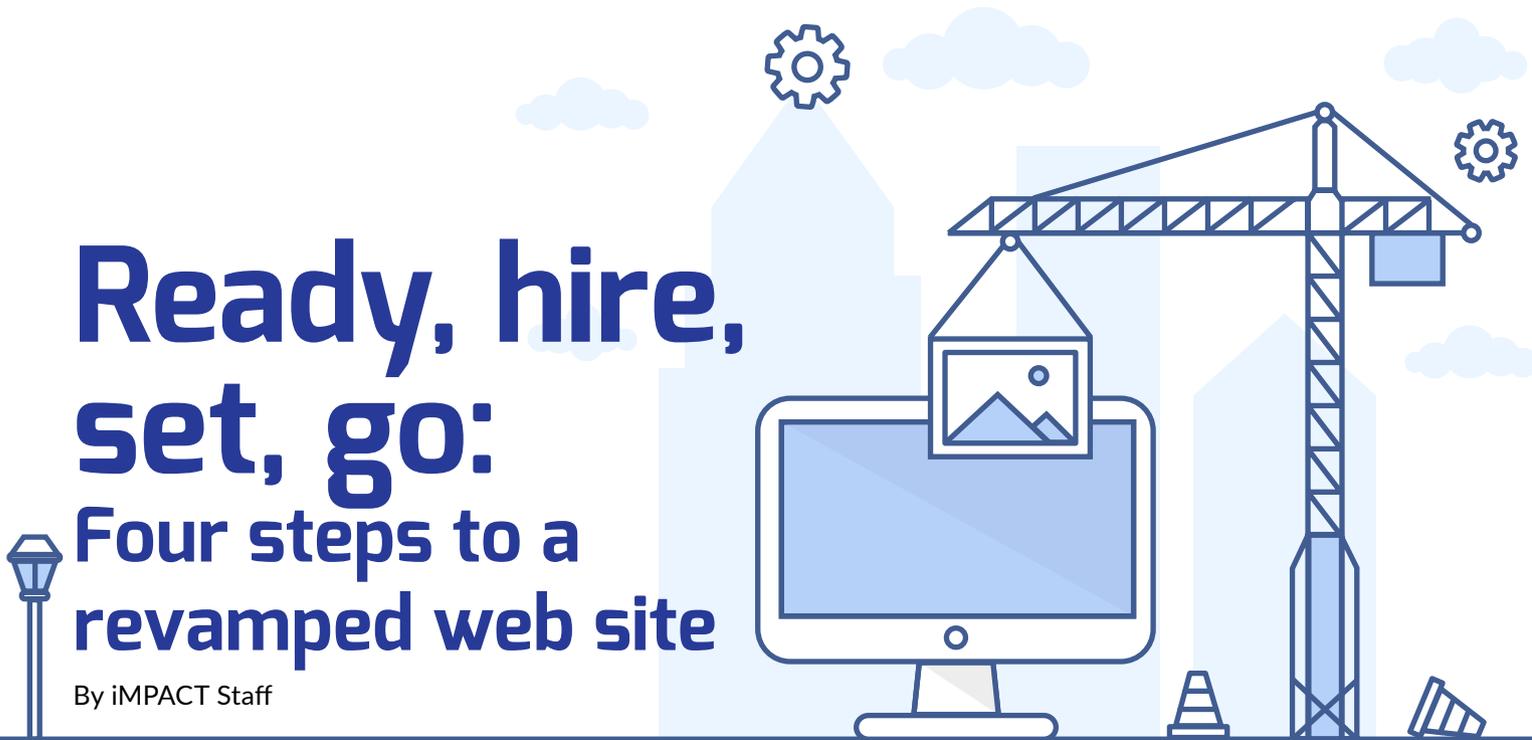
11 Singles night
 Give singles a chance to mingle! Host a singles night in a cafe or a bar. Get the singles to dance and/or play games with each other. Serve dinner and charge an entry fee.



15 Smash it
 Give people an outlet to their anger. Ask people to donate their old crockeries and other breakables. Sell tickets to the event and let people break stuff!




Sanjana Bhargava is a graduate from IIT Kanpur and the founder of simplydonor.com, a fundraising software that helps non-profits put up donation forms on their website and build crowdfunding campaign pages.



Ready, hire, set, go:

Four steps to a revamped web site

By iIMPACT Staff

We've been part of several web site projects and can say it is easily the most frustrating part of most non-profits' communications mix. From design to content, everything seems to be grounds for confusion. This is especially true when a web site is being redesigned.

Here are a list of questions/checks that will help you along the path to a less stressful web site launch (if you decide to revamp the site)!

Before you start: Do you really need to revamp your web site?

Many a time, it's simply a case of fatigue on the part of the organization's staff, and not an external requirement. External stakeholders might be fine with the web site the way it is. Try and find out whether you really need to revamp your web site. Some questions you might want to ask are:

1. Has there been a distinct change in focus/programs that needs to be reflected in the web site?

2. Are there functional issues? If so, can they be addressed by debugging rather than redesign?
3. Are there pages you want to add? Is yes, can they be added without changing too much?
4. Has any stakeholder commented negatively on your web site?
5. How many hits does your web site get in a month?

If you decide that a total revamp may not be necessary, then you can simply make the requisite changes and move on.

If you decide that you need a web site, however, read on.

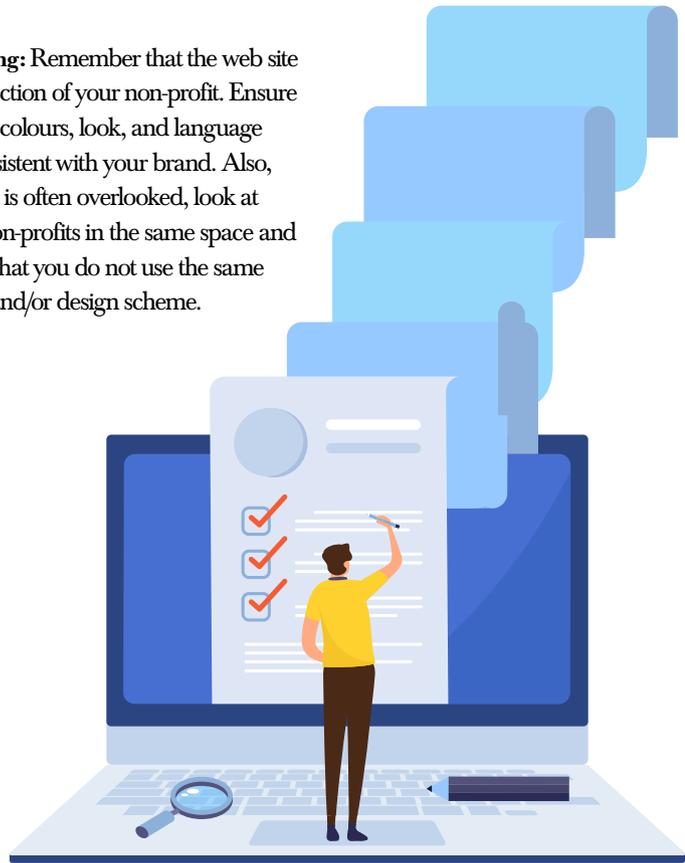


Step 1: Ready

Think about everything that will get on your web site: the information that you want to present to the world. You don't need the exact copy/images, but a higher-level list. Other things to keep in mind:

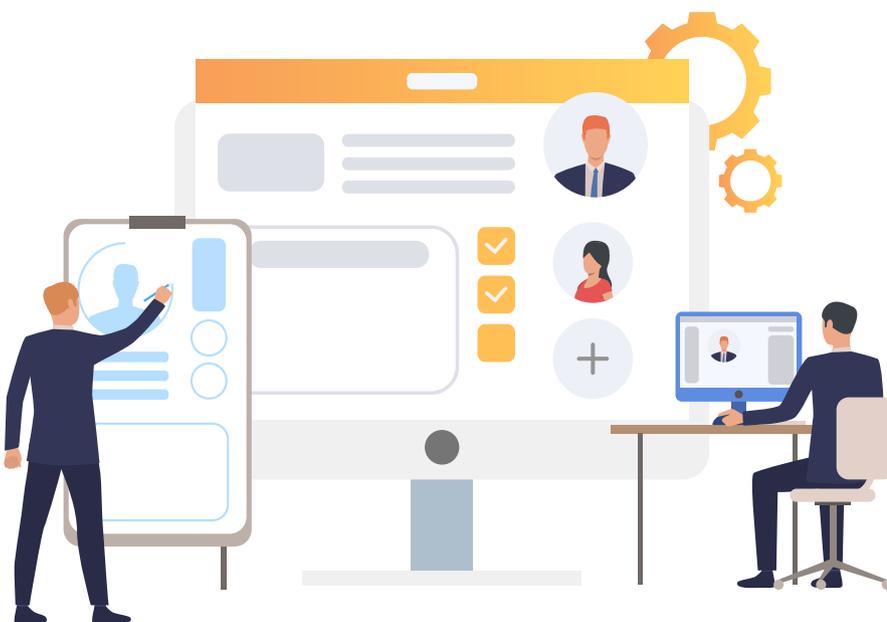
1. **Templates:** if you're using a web site builder like Wordpress, you can simply use one of their various pre-built themes to design your web site. If you're already on Wordpress, you might simply want to migrate to a new theme.
2. **Social media presence:** If you're active on social media, you might want just a "statutory" web site. You can use plug-ins to embed your social media feed on to your site.
3. **Donation option:** It's better to add it when you revamp the site, regardless of how you plan to use it. It adds credibility, even if people prefer to pay by other modes.

4. **Branding:** Remember that the web site is a reflection of your non-profit. Ensure that the colours, look, and language are consistent with your brand. Also, and this is often overlooked, look at other non-profits in the same space and ensure that you do not use the same colour and/or design scheme.



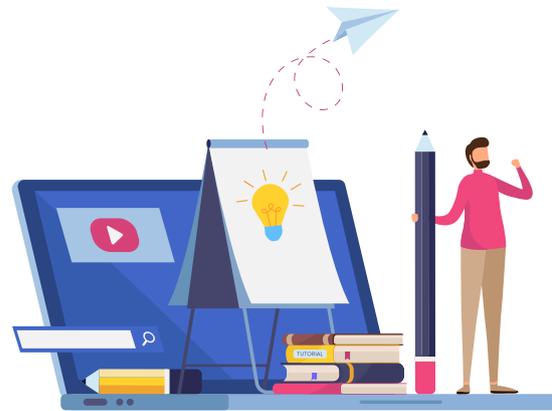
Step 2: Hire

1. Web design is something that many young people would like on their volunteering/work portfolio, and this offers both! Try and see if you can use volunteers, but beware of time constraints.
2. Set a clear time line for the project: Many projects go awry because there is no "urgency" to launch the web site. Also set clear deliverables, and decide the approval process internally. In many smaller non-profits, the founder/CEO must approve the design of the web site. Factor their busy schedules into the time line.
3. If you are using an external vendor, set the budget clearly.
4. Keep the lines of communication open and listen to the designer. A designer who is not encouraged to exchange ideas will simply not give any.



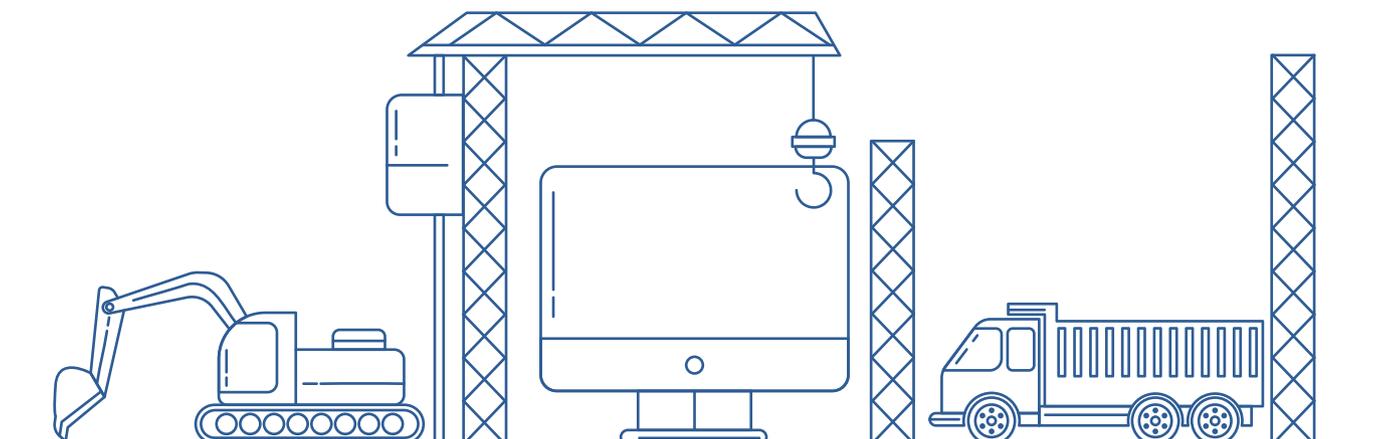
Step 3: Set

1. **Old IDs, Passwords, etc.:** If only I had a penny for every non-profit that had forgotten their hosting service provider, Wordpress ID and password! Remember to keep that knowledge safe and accessible.
2. **Photos:** While you might want to create beautiful emotive experiences through your web site, remember that you need to have permission to use photos of people.
3. **Content:** Remember to keep the content outline ready, so you can fill in gaps where necessary. Unless you have people who can update the web site on a quarterly basis, avoid time-bound content on your web site. For instance, for education-based non-profits, achievements of children in a particular semester might look outdated very soon.
4. **Edits:** Be open to edits and new requests, depending on the finalized design and idea.



Step 4: Go!

1. Look at the web site from various perspectives: current donors, new users, the communities you work with. Does the web site meet their needs?
2. Test all links.
3. If you want, plan a small campaign around the launch. You can mention it on your social media channels, etc.
4. Have a soft launch, and then, when all bugs are cleared, launch your new web site!



Care, in Transit

Megha Amrith's book takes a deep and personal look at the lives of Filipino nurses in Singapore, seen as a pitstop en route the West, raising important questions about education, identity, and migration, writes Fehmida Zakeer.

Caring for Strangers: Filipino Medical Workers in Asia by Megha Amrith, 2016, NIAS Press, 226p

Nurses are an integral part of the healthcare system around the world, a constant presence straddling the space between doctors and patients. The very nature of their work that hovers between labour and medical care brings with it an element of domestication, undervaluing the vital space occupied by them.

The situation becomes more nuanced when nurses migrate away from their home countries to serve the people of faraway economies in the hope of a better future, only to find that what they are seeking could also entail many sacrifices, personally and professionally. The high demand for qualified nurses the world over sees a constant transit of nurses from emerging economies to the developed world and the Philippines has the distinction of being one of the largest exporters of medical care

professionals in the world. In "Caring for Strangers," author Megha Amrith, urban anthropologist for migration and currently a research fellow at the United Nations University Institute on Globalization, Culture and Mobility, presents the pattern of migration of skilled nursing professionals from the Philippines, with special focus on their lives in Singapore, the transit point on their journey to the Western world. In this ethnographic study, Amrith examines how nurses from the Philippines face the commodification of care in their new homes and have to come to terms with the deviation from their understanding of "care".

In the face of the economic crisis in

the Philippines in the seventies, the government encouraged large-scale labour migration from the country in the hope of reviving the economy through remittances from abroad. The author examines the exodus of skilled Filipino nurses against this backdrop.

The chapters in the book have been arranged to mirror the journey of the healthcare workers from the Philippines to Singapore while looking at the stereotypes that the subjects must navigate as they try to fulfil their dreams and justify the reasons for leaving their home country behind.

Charting out new trajectories that will help in setting up new homes away

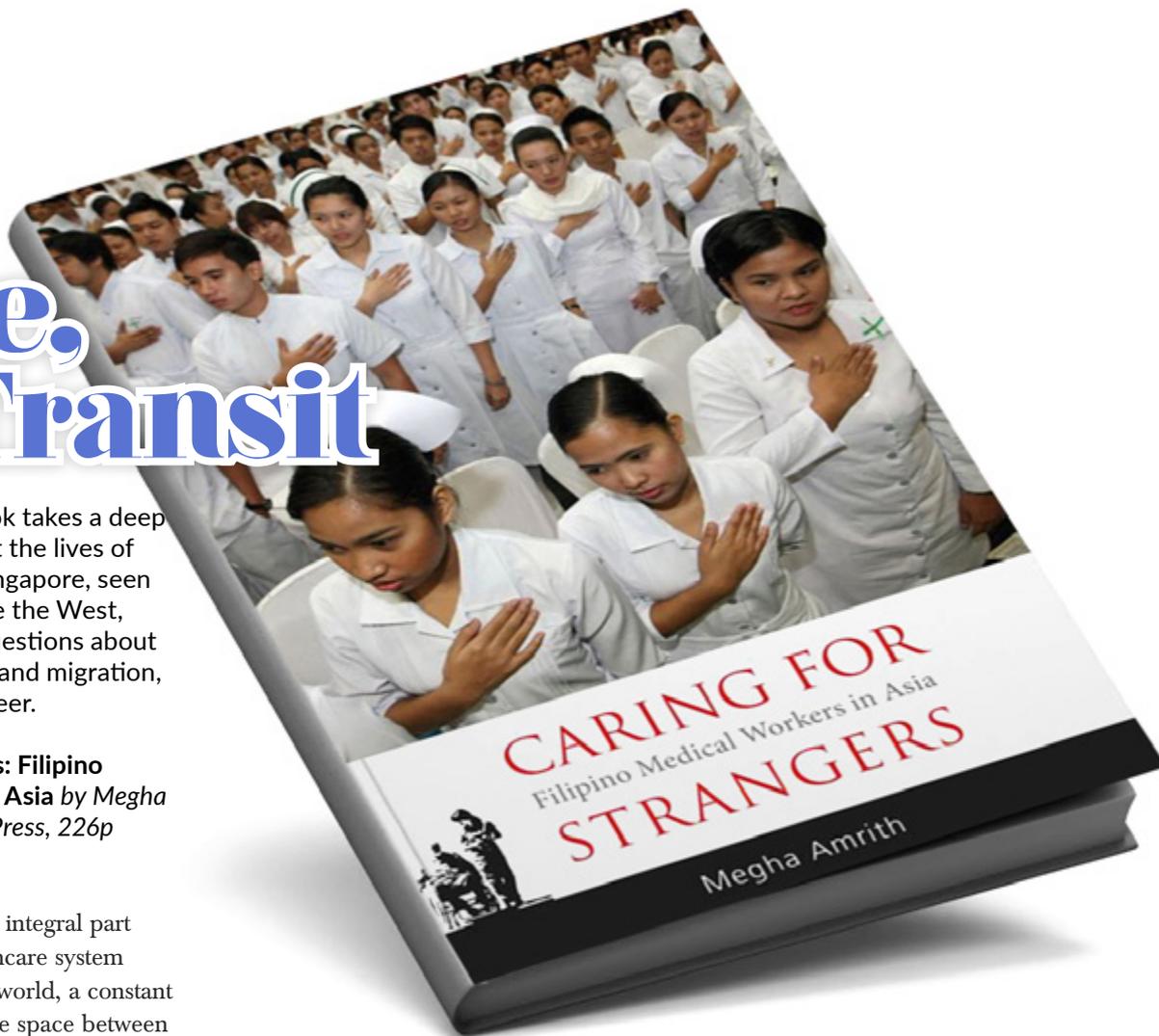




Photo by rawpixel.com on Freepik

from the familiar bring up challenges that are not visible at the beginning of the journeys because the troubles involved are not articulated as widely as successes usually are.

The nursing professionals who come armed with a degree and high recognition in their country find themselves precariously placed in this developed Asian city, having to fight off historical perceptions of being classified as domestic workers and the subsequent devaluation of their skills.

Citing many examples, Amrith brings in personal narratives to support her observations, thereby allowing the reader an intimate glimpse of the hopes, aspirations, and challenges faced by the subjects. Indeed, we see that for many of these professionals, planning and imagining the future serves as an anchor for their present as they navigate an intense work environment together with racial perceptions arising due to the blurred boundaries of their work.

A male nurse confides about the nature of his work: “*In the Philippines, nursing is a lighter job. The work is lighter, mostly paperwork, we do the I.V., give medicine – it’s more professional. Here we also clear the garbage, mop the floor, we do the dishes [Resigned, he laughs]*”

Amrith also brings to attention how this mass exodus affects nurses and medical care in the Philippines. Those who remain have to now defend their decision not to leave the country, which grapples with a shortage of nurses, in spite of a large number of graduates from nursing schools.

The discourse on the lives of nursing professionals would not be complete without also looking at the trajectories of domestic workers with whom the medical workers are banded, in spite of their superior educational qualification. While the domestic workers are not blinded by the perceptions regarding their work and actively seek out the company of fellow Filipinos, the nursing professionals prefer to keep among their own and work towards their final goal.

Lilibeth, a widow, is a helper in Singapore, and on Sundays, she attends a nursing class and has a social circle. On the other hand, Nelia, a nurse working in a government hospital in Singapore with aspirations of moving to the UK, prefers to stay at home, her day off spent talking to family back home and browsing forums about migrating to other countries.

Caring for Strangers looks at the variables that encourage medical care professionals in the Philippines to

move out of the country and brings the attention of the reader to the role of social, political, economic and even spiritual factors that shape the trajectory of their lives. Amrith, through her book, argues that even in the face of uncertainties, aspirations of people will always remain a driving force propelling migration. 



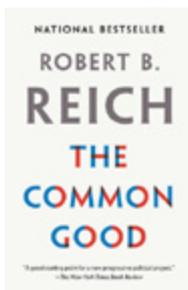
While the domestic workers are not blinded by the perceptions regarding their work and actively seek out the company of fellow Filipinos, the nursing professionals prefer to keep among their own and work towards their final goal. 

Our Picks

Looking for your next read, documentary to watch, or organization to follow? Look no further, for we share some of our favourites in the development space.

If you'd like to suggest a resource for inclusion in this list, email us at editor@asiango.org

WHAT WE'RE READING



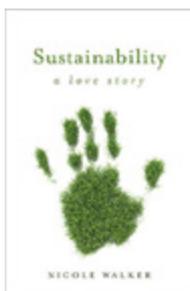
The Common Good (2019) by Robert B. Reich

In *The Common Good*, professor and former U.S. labor secretary Robert Reich addresses the decline of common good in the American way of life, the role of the quest for power and money, and its effect on a nation's overall societal system. www.amazon.com/Common-Good-Robert-B-Reich/



Shared Space and the New Nonprofit Workplace (2019) by China Brotsky, Diane Vinokur-Kaplan, and Sarah Mendelson Eisinger

The book promotes the idea of shared space and how it can be utilized as an innovative model and effective long-term solution for non-profit organizations' need for stable and affordable office and program space. global.oup.com/academic/product/shared-space-and-the-new-nonprofit-workplace



Sustainability: A Love Story (2018) by Nicole Walker

In *Sustainability: A Love Story*, American poet and professor Nicole Walker ponders on the reality of sustainable living while still being able to enjoy the internet and eat bacon. Walker writes about several issues such as scarcity and abundance, while challenging her readers' innate sense of personal commitment to a sustainable world. amazon.com/Sustainability-Love-Story-Century-Essays

WHO WE'RE FOLLOWING



From Poverty to Power

A must-subscribe blog by Oxfam strategist and LSE professor Duncan Green, *From Poverty to Power* touches upon various aspects of the development sector, including new research, trends, and conferences. It's a light read, with plenty of fun thrown in! oxfamblogs.org

WHAT WE'RE WATCHING



The True Cost (2015), directed by Andrew Morgan |On Netflix

Andrew Morgan exposes the dark side of the clothing industry in *The True Cost*. The documentary examines the exact toll of fast fashion to humans and how it links to consumerism, structural poverty, and oppression.



Mr. Toilet: The World's #2 Man (2019), directed by Lily Zepeda

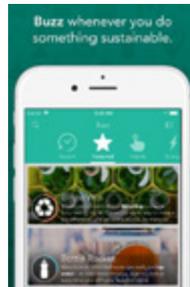
Stemming from a simple obsession with toilets, *Mr. Toilet: The World's #2 Man* follows the eccentric adventures of Jack Sim, a Singaporean man who founded the World Toilet Organization. Propelled by his personal crusade, Sim spent the last 13 years travelling across 193 countries to promote awareness on proper sanitation, break bathroom taboos and bring an end to open defecation once and for all.

WHAT WE'RE STUDYING

Towards Inclusive Education in the Age of Artificial Intelligence: Perspectives, Challenges, and Opportunities (2019), Phaedra S. Mohammed and Eleanor 'Nell' Watson

Part of the Perspectives on Rethinking and Reforming Education book series, the 21-page chapter discusses how artificial intelligence, intelligent learning environments, and tech advancements like educational robots help educate learners with different cultural backgrounds and preferences that may not align with most mainstream educational systems.

WHAT WE'RE DOWNLOADING



JouleBug

JouleBug by Cleanbit Systems, Inc. seeks to promote sustainable living in a simple yet interactive way. The app combines the best parts of mobile gaming, social media, and educational tools—allowing users to compete with family and friends through a rewards system every time they recycle, reduce energy consumption, or use public transport.

Grants and Prizes

Grant Opportunities

This is a curated list of grants and prizes. For more, please visit www.asianngo.org

1. Call for Applications: Social Justice Fund

Deadline: July 8, 2019

Amount: USD 50,000

<https://ajmuste.org/programs#fs>

Aims to support grassroots activities in the US and across the globe with a focus on ending violence towards immigrants and discrimination towards LGBTQ communities, abolishing the death penalty, and eradication of poverty.

2. Call for Applications: Community Leadership Fund

Deadline: July 10, 2019

Amount: USD 10,000

<https://www.communitymatters.govt.nz/community-leadership-fund/>

Aims to help strengthen leadership and capability across communities and the voluntary sector by providing government-funded grants to not-for-profit organizations.

3. Call for Applications: Joint Small Grants Scheme

Deadline: July 15, 2019

Amount: USD 15,000

<https://www.who.int/tdr/grants/calls/small-grants-2019-2020/en/>

Aims to strengthen the research capacity of individuals and institutions on Antimicrobial Resistance (AMR) and infectious diseases in low- and middle-income countries.

4. Request for Proposals: Creating Hope in Conflict - A Humanitarian Grand Challenge

Deadline: July 16, 2019

Amount: CAD 250,000

<https://humanitariangrandchallenge.org/wp-content/uploads/2019/05/HGC-R2-RFP-17May19-EN-FINAL.pdf>

Aims to support and enhance life-saving or life-improving innovations to help the most vulnerable and hardest-to-reach people impacted by humanitarian crises caused by conflict.

5. Call for Applications: Club300 Bird Protection

Deadline: July 31, 2019

Amount: USD 5,000

<http://club300.se/Birdprot/Birdprotection.aspx>

Seeks to implement bird protection projects around the world that seek to protect some of the world's most endangered bird species.

6. The WFP Innovation Accelerator Programme

Deadline: July 31, 2019

Amount: USD 100,000

<https://innovation.wfp.org/wfp-innovation-accelerator>

Identifies, nurtures, and scales bold solutions to address the issue of hunger globally.

7. Call for Applications: The Harry Frank Guggenheim Foundation Research Grants

Deadline: August 1, 2019

Amount: USD 15,000-40,000

Link: <http://www.hfg.org/rg/guidelines.htm>

Aims to conduct research on control of violence and aggression in the modern world concerning social change, intergroup conflict, war, terrorism, crime, and family relationships.

8. Weeden Foundation Grants Program to Protect Biodiversity

Deadline: August 9, 2019

Amount: USD 15,000-20,000

<http://www.weedenfoundation.org/Weeden-Foundation-Applications.htm>

Focuses on protecting old-growth forests, expanding habitats for endangered species on public and private lands, and linking key wildlife corridors.

9. Call for Applications: Fondation Mérieux's Small Grants Program

Deadline: September 1, 2019

Amount: €5,000

<https://www.fondation-merieux.org/en/what-we-do/improving-conditions-mothers-children/small-grants-program/>

Dedicated to supporting financing projects that improve the prevention, diagnosis, and treatment of infectious diseases.

10. Call for Proposals: EU-China Cooperation Program

Deadline: September 12, 2019

Amount: Up to €2,300,000

<https://bit.ly/2JGxwuE>

Seeks to promote cooperation between the EU and China in the area of employment, social affairs and inclusion in relation to common challenges, such as demographic change, migration, or evolving employment patterns.

Open Prizes

In this section, we spotlight prizes that are offered to solutions that seek to create a better world. They are ordered by deadline. To feature a prize in this list, please send prize details to editor@asianngo.org

1. 2019 UNESCO Sultan Qaboos Prize for Environmental Conservation

Deadline: July 15, 2019

Prize: USD 100,000

<https://en.unesco.org/mab/awards#sultan-qaboos>

Recognizes outstanding contributions by individuals, groups of individuals, institutes, or organizations towards environmental and natural resources research, environmental education and training, and creation of environmental awareness through information materials and activities.

2. 2019 Wenhui Award for Educational Innovation

Deadline: July 31, 2019

Prize: USD 20,000

<https://bangkok.unesco.org/content/wenhui-award-2019>

Recognizes institutions and organizations that value and encourage university-school partnerships in enhancing the quality of education and lifelong learning and promote inclusive education.

3. 2019 Pan-African Awards for Entrepreneurship in Education

Deadline: August 16, 2019

Prize: USD 15,000

<https://www.teachamantofish.org.uk/pan-african-awards/>

Recognizes African-driven and Africa-based organizations addressing skill gaps, financial insecurity, and underemployment through innovative entrepreneurial education programs.

4. The Arab Gulf Programme for Development

Deadline: November 30, 2019

Prize: USD 1,000,000

<https://bit.ly/2LBleDM>

Recognizes projects that best contribute to achieving all or some of the targets of the sixth Sustainable Development Goal 2030 "Ensure access to water and sanitation for all".

5. Volvo Environment Prize 2020

Deadline: January 10, 2020

Prize: USD 167,000

<http://www.environment-prize.com/the-prize/the-prize/>

Awards outstanding innovations or scientific discoveries that represent all fields of environmental and sustainability studies.

Changing times, changing definitions

by iMPACT Staff

With so much happening in the sector, we are often confused by all the terms that are thrown about. Just when we were getting used to the Triple Bottom Line, Quadruple Bottom Line has made its appearance!

It's easy to get bogged down by these terms, but luckily for you, iMPACT has created this handy guide for some of the terms that the dictionary bypassed.

1. Angel Funding: See Devil Funding
2. Annual rapport: A document that has as its sole aim the continuance of a project funding.
3. Bended value: Delivering socially responsible returns, along with a financial return, by bending whatever comes in the way: definitions, protocols, or facts.
4. Changemaker: A person who works in the social sector and gets paid petty change.
5. Devil Funding: Another word for angel funding, but the devil is in the details!
6. Due dalliance: An investor's engagement with a social enterprise purely for fun. Most times, this will involve detailed reports and several rounds of discussion with the social enterprise, who is not privy to the dallying nature of said engagement.
7. Impact Infesting: Current state of social impact, where everyone is looking to prove maximum social impact of their work.
8. Social Capital: Contraction of the declaration, "SO SHALL CAPITAL ism continue to rule regardless of how society views it."
9. Social entrepreneur: A word that reminds us to put "you" before "our".
10. Stakeholders: A group of people, typically investors, who have an interest in your social change idea, and who wait, stake in hand, to roast you in case you fail.
11. Sustainable development goals: Goals that are sustainable and will remain as such for eternity.

We are planning on bringing out a dictionary of these words/terms/concepts, and if you come across any (say, the Quintuple Bottom Line), email editor@asianngo.org!



Resources

TITLE OF ARTICLE	ORGANIZATION	WEBSITE
This Caught Our Eye: Pill Better Soon	EtectRx	www.etectrx.com/
This Caught Our Eye: Watch this Tech	Dot Incorporation	www.dotincorp.com/
This Caught Our Eye: Straight from the Heart	Tel Aviv University	www.english.tau.ac.il/news/printed_heart
This Caught Our Eye: Plastics that Stick	Lawrence Berkeley National Laboratory	www.newscenter.lbl.gov/2019/05/06/recycling-plastic-from-the-inside-out/
This Caught Our Eye: Talk to the Hand	Roy Allela	www.royallela.com/
This Caught Our Eye: Newsic to the Ears	Reporter Ohne Grenzen	www.uncensoredplaylist.com/en/
This Caught Our Eye: Soiled Bodies	Recompose	www.recompose.life/
Calling DIBs: Cameroon's Baby Steps	Ministry of Public Health, Cameroon	www.plmi.cm
	Social Finance UK	www.socialfinance.org.uk/
	Grand Challenges Canada	www.grandchallenges.ca
Tailored Healthcare Solutions Best Fit for Tribal Women	Sattva Consulting	www.sattva.co.in
Closing the Loop	DKT WomanCare	www.dktwomancare.org
	DKT International	www.dktinternational.org/
Fundraising in the Time of Fatigue: A Donor-Centric Approach	Milaap	www.milaap.org
Game-changers	Fields of View	www.fieldsofview.in
	Environmental Defense Fund (EDF)	www.edf.org
	Rare Philippines	www.rare.org/program/philippines
	Toolbox of Education and Social Action Collective	www.toolboxored.org
	ZMQ	www.zmqdev.org/freedom-hivaid
	The Center for Game Science	www.centerforgamescience.org
	Gaming Revolution for International Development	www.gamingfordev.com
Interview: James Chen, Clearly	Clearly	www.clearly.world
	Vision for a Nation	www.visionforanation.org
Toilet Solutions	Ministry of Drinking Water & Sanitation	www.swachhbharatmission.gov.in/ssshauchalaya
	TBF Environmental Solutions Pvt. Ltd.	www.tbfenvironmental.in
	Total Waste Solutions	www.towaso.com
	NatureSani	www.naturesani.com
	Peepoople	www.peepoople.com
	Sustainable Organic Integrated Livelihoods	www.oursoil.org
Crafting Sustainable Local Growth	International Trade Center	www.intracen.org
Organization-SDG Alignment a Win-Win Situation	UniGlow	www.uniglow.org
Exit Right: Non-profit Founders Must Plan Transition Well	Governance Counts	www.ivolunteer.in
Fifteen "Fun"-Raising Ideas!	Simplydonor	www.simplydonor.com



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