

Social Innovation Academy



Impact Report

2019



Overview

What SINA does

The Social Innovation Academy (SINA) elicits the untapped potential of marginalized youth and refugee communities to create solutions and pursue purpose in the world through social entrepreneurship.

Youth are in charge of themselves within self-organized and freesponsible communities. Skills and experiences are gained through taking over responsibilities and leading the community in self-management. SINA scholars become job creators as social entrepreneurs—with the ability to turn challenges into solutions.

Social Impact to Date

4 — Number of SINA Communities

325— Number of scholars currently becoming social entrepreneurs through the SINA model

36 — Number of social enterprises SINA Scholars established

164— Number of jobs created
(out of which 86 are full-time)

Awards and Recognition

[Pan-African Award for Entrepreneurship in Education](#)
Social Innovation Academy (SINA)

[Uganda Young Employer of the Year](#)
Kimuli Fashionability

[Greenpreneurs Achievement Award](#)
Kimuli Fashionability

[SEED Low Carbon Awards](#)
Tusafishe

[Social Impact Award Uganda](#)
Reform Africa

[Africa Innovation Challenge \(J&J\) Winner](#)
Uganics

[Total Startupper of the Year, Uganda](#)
Infants Health Foundation

[Commonwealth Youth Awards Finalist](#)
Victor Mafigi Turatsinze

[Ashoka Changemaker](#)
Janet Aguti, Faith Aweko, Marjorie Atuhurra

[IET Innovation Awards](#)
Upcycle Africa

[Anzisha Fellow](#)
Saudah Birungi

Recently Established Social Enterprises

[Reform Africa](#)
Upcycling and recycling of plastic waste

[Lazima Nipate Academy](#)
SINA Community in Kampala

[Ouroots Africa](#)
Re-usable and biodegradable drinking straws

[EcoDesigns](#)
Upcycling old aid tarpaulins into bags in the Bidibidi Refugee Settlement

[GoSoapy](#)
Natural goat milk soap in the Nakivale Refugee Settlement

[Refugee Global Talent](#)
Supporting refugees by promoting talents

[Clay Cosmo](#)
Organic green clay mask and soap

[Wandar Village](#)
Affordable manufactured houses from boards

[Infants Health Foundation](#)
Access to maternal health through mobile nurses

[Totya Platform](#)
Support to victims of sexual violence

Content

| | |
|---|----|
| 1. Foreword..... | 1 |
| 2. The Social Problem..... | 2 |
| 3. The Solution offered by SINA..... | 2 |
| 4. Impact Created..... | 3 |
| 5. Impact Portrait Uganics..... | 4 |
| 6. SINA Enterprises 2019..... | 5 |
| 7. Stories and Testimonies by Beneficiaries..... | 6 |
| 8. Scaling SINA through Self-Organization to Achieve Systemic Change..... | 8 |
| 9. Print Media Echo..... | 10 |
| 10. TV and Recognitions..... | 11 |

Foreword

The year, 2019, was truly exciting for the Social Innovation Academy (SINA). The first SINA Community in Mpigi celebrated five years of existence and a new SINA Community started in Kampala, while the other communities were able to increase their impact and establish themselves fully.

We were able to create an official partnership with the Ugandan Government (Office of the Prime Minister - Department for Refugees) with the goal to “establish a framework for cooperation in providing community space, educational programs and entrepreneurship opportunities for refugees in Uganda.” This is a milestone in moving toward the establishment of new SINA Communities in refugee contexts in Uganda which aim to unleash the potential of the youth, as they create their own solutions in the form of social enterprises. We also started a cooperation with UNHCR - Zimbabwe to replicate SINA in the Tongogara Refugee Camp in 2020 and received two replicator scholars who are currently undergoing training to create their own SINA Community.

The Pan African Award for Entrepreneurship in Education came with a grant to support further replication of the SINA model in other African countries and we are very excited about it. We have created a Community of Communities (we call it a “Community of Practice”) for the continuous unfolding of the evolutionary purpose of the SINA model. All SINA Communities are independently registered, yet we all run on the SINA model and work together to share best practices, support each other and create one collective movement. With an increasing number of SINA self-managed SINA Communities and interest from other African countries, we created “SINA Global,” as self-organized entities based in Germany and Uganda to hold the SINA social license for our ongoing replication and scaling. SINA Global is also home to the Community of Practice and our newly designed SINA Incubator and Accelerator program supporting established SINA social enterprises from 2020 onwards in all SINA Communities to reach higher levels of growth and impact, create more jobs and generate steadily increasing revenues.

This report gives an overview of our impact, our achievements of 2019, and the exciting journey ahead of us. We want to thank all our SINA Communities, replicators, scholars, social enterprise teams and supporters. Without you, none of this would be possible.



Etienne Salborn
Founder

etienne@socialinnovationacademy.org

Be:Cause

The Social Innovation Academy (SINA) is tackling failing education and resulting unemployment in Africa through creating self-organized and freesponsible learning spaces, where disadvantaged youth unleash their potential for positive change as social entrepreneurs.

The Social Problem

Unemployment stands at the heart of hopelessness amongst youths in Sub-Saharan Africa. With the youth population expected to double by 2050, young people lack opportunities and prospects, which fuels instability and perpetuates poverty. In Uganda alone, an estimated 700,000 new entrants join the labor market each year to compete for only 12,000 available formal jobs (see: [KAS](#)). Violent conflicts and the lack of economic opportunity have led to over 6.6 million refugees in Sub-Saharan Africa, amounting to 26% of the refugees existing worldwide (see: [UNHCR](#)). An additional 10 million people are displaced (see: [Reliefweb](#)) in the region and the number of refugees and displaced people is expected to still increase.

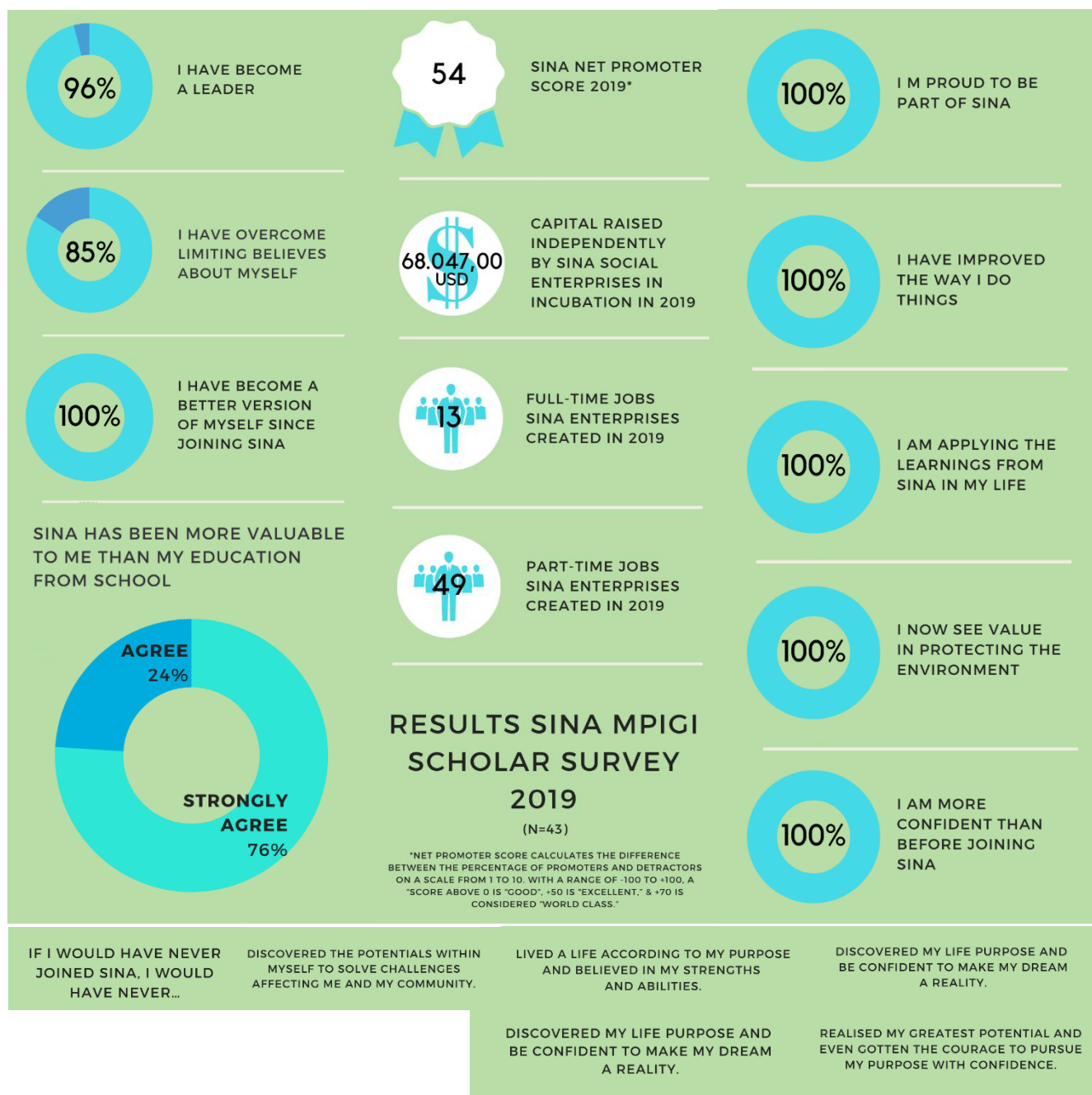
The Solution offered by SINA

The Social Innovation Academy (SINA) transforms marginalized youth into social entrepreneurs through a cost-effective and freesponsible community approach. SINA unleashes and nurtures the intrinsic drive within each of its “scholars.” Tailor-made empowerment stages and self-management processes support scholars to define their own path and put the power of education in their own hands. Enabled as changemakers, scholars often turn challenges into opportunities to make a sustainable living out of what they are passionate about.

Most scholars do not have prior work experience or degrees but come from vulnerable backgrounds. This is why the initial “Confusion Stage” constitutes an “un-learning” training to overcome limiting beliefs, unleash potential and set goals. After competencies are gained freesponsibly, everyone creates their own curriculum through the community roles they take over. The skills and experiences relevant for designing their future lives are acquired through this process, as everyone leads a part of the SINA Community. An individual, for example, is in charge of water in a SINA Community. If no water is available, the role holder will need to solve the problem, create new solutions, potentially plan better for the next month, budget, monitor, evaluate and further her skills. She gains the practical experiences needed to run her own social enterprise in the future and experiences growth at both the personal and professional level. Life-Coaching breaks down the individually set goals into actionable steps. Regular training sessions transmit further supportive tools from established scholars to new scholars. While taking up roles, new ideas and teams form naturally.

The difficult backgrounds of SINA members often become the driving force for the creation of social enterprises that tackle its root causes. SINA provides mentoring of the ideation process through Design Thinking, the lean startup approach and customer discovery. The teams take the idea through various iteration cycles in bootcamps until a social business model is validated and traction gained. Enterprises are then incorporated and enter the SINA Global Accelerator, which supports their growth, the creation of further jobs and the scaling of the social and environmental impact.

Impact Created



At the end of 2019, 126 scholars are currently enabled to design their own future in four SINA Communities. The vast majority of scholars come from vulnerable backgrounds with partly traumatic experiences in the past. In 2019, on a scale from 1 to 10, SINA scholars felt on average a 2.4-point increase in their level of education and 76% "strongly agree" that the personal growth at SINA has been more valuable than their learning at school. The impact of SINA for the society in the last year in Uganda has been the founding of seven new social enterprises and the creation of a total of 52 new jobs. The employment lifts many of the employees out of poverty and allows for their children to go to school. Together the SINA social enterprises have upcycled several tons of plastic waste, improved livelihoods of thousands of people and possibly inspired millions into creating a change in their communities as well.

Impact Portrait Uganics



Joan Nalubega is the CEO and founder of [Uganics](#), a social business producing affordable and natural mosquito repellent soaps and oils. Having personally been affected by the deadly disease as a child, her goal is to eliminate malaria. When Joan was just six years old, she and her sister were taken to an orphanage, as their mother was sick and unable to take care of them. At first, the sisters were placed together at a babies' home, but because Joan was too old, they got separated and Joan was placed in another orphanage.

"The caretakers at the orphanage told me to sleep in a mosquito net every night, but I didn't understand why and I didn't know what I was suffering from. I was only able to go to school a few days a month because I was so sick – most days, I was just alone in the sickbed, isolated from the other children." Joan laughs as she remembers that even as a young child, she was already experimenting with ideas on how to cure or prevent her sickness. She tried eating different herbs and even invented a mosquito net that she could walk around with all the time. She was taking the first small steps into her future as an entrepreneur. Years later, Joan joined SINA. The stories from her childhood ignited a desire to learn more about what she discovered had been malaria. Suffering regularly from malaria as a child had been the worst experience of her life, and she realized how many children are still suffering and dying because of this disease. This drove her to discover new insights that mosquito nets are not very effective, and that the extra work of putting them up every night and having to wash them, means that many Ugandans eventually stop using them.



"I've asked them how they think their children get malaria – and some of them say it's through un-boiled water or contaminated food. So, this also tells me that there's no way that they will use mosquito nets to protect themselves when they are not aware that it's mosquito bites that are making them sick". Seeing a lack of options for the locals to effectively protect themselves is what inspired Joan to develop her unique product and found Uganics at SINA.

When she first started out, Joan looked further into how mosquito repellents work and ways to create a natural repellent product that locals would actually use. The mosquito repellent soap came up. The idea to use the repellents in soap means that locals do not have to change behaviors or do any extra work – they simply replace their normal soap with soap from Uganics. A sustainable social business model was developed, whereby the soap is sold in the tourism sector for higher profit margins. Since tourists have a high fear of malaria, they enjoy a natural repellent and the profits allow Uganics to subsidize sales into the village at prices rural women affected by malaria can afford to protect themselves and their children.



In 2019 Uganics won the *Johnson & Johnson Africa Innovation Challenge* with a \$ 50,000 grant and technical support to scale the production and improve formulas for the highest social impact. Uganics was featured on different international news and Joan has been giving forward her experiences through mentoring other upcoming SINA social entrepreneurs. She also inspired many youths and girls at different speaking engagements throughout the year.

SINA Enterprises of 2019

Reform Africa



More than half of the plastic garbage in Kampala is left uncollected and ends up in drainage channels, Lake Victoria, or is being burnt on the roadside. In the rural areas, garbage disposal systems are non-existent and plastic is burnt or left to decompose on its own. Reform Africa is changing this, by recycling and upcycling plastic waste into affordable, durable and waterproof bags, while profits support rural school children get waterproof school bags for free.

Ouroots Africa



Ouroots Africa is partnering with the earth because reusing and recycling plastics is not enough. Just like we grow food, we can naturally grow our products. Just like Ugandan ancestors did before plastic was invented. Ouroots grows 100% biodegradable and compostable plant-based drinking straws. They are hand-crafted and sanitized from the Luseke Grass: a wild grass found in Uganda, designed and carefully crafted by nature and quality-improved over millions of years.

Totya Platform



In Uganda, 78% of the primary school children and 82% of the secondary school students report having experienced sexual abuse at school. According to the Uganda Police Force, close to 10,000 cases of defilement were reported in 2013, making it the second leading crime committed in Uganda. Totya Platform provides support to victims of sexual violence through a toll-free hotline, online messaging and in-person Life-Coaching, as well as medical and legal support for the victims of severe cases.

Infants Health Foundation



The Infants Health Foundation reduces mother morbidity, infant mortality and birth defects in Uganda with an innovative approach to reach rural and inaccessible areas through mobile home-based maternal-child healthcare services. Nurses are transported on motorcycles at regular intervals for home visits. The enterprise is fighting for healthy pregnancies to avoid extensive unnecessary death and lifelong, devastating disability/ birth defects of children and women.

EcoDesigns



EcoDesigns collects old tarpaulins from UNHCR or other aid agencies, which were given to arriving refugees for roofing. The sun is slowly destroying the plastic sheets and holes form and, after a couple of years, are thrown away. The social enterprise collects the sheets and uses the parts still in good condition as the base material for waterproof school bags for refugee children, handbags and shopping bags.

GoSoapy



GoSoapy is producing a natural Goat Milk Soap in the Nakivale Refugee Settlement in Uganda. Thousands of goats exist in the camp. However, goats' milk has not been used at all. The social enterprise provides employment for refugees in Uganda and an additional income to refugee goat farmers by buying their milk as one of the main ingredients for a luxury goats milk soap.

Refugee Global Talents



RGT (Refugees Global Talent) is supporting young talented refugees by promoting their talents and creating opportunities for them through an online community. In December 2019, a vast talent festival was organized in the Nakivale Refugee Settlement with thousands of people in the audience and hundreds of performers. A jury selected three winners who are supported to take part in opportunities outside the refugee settlement.

Stories and Testimonies by Beneficiaries

I had no idea about social entrepreneurship before I joined SINA, yet I wanted to create change in the community where I grew up from. SINA opened my eyes to the world of entrepreneurship and I grew on personal and professional levels and was able to create my own social enterprise that upcycles plastic waste.

Faith Aweko,
Co-Founder [Reform Africa](#), Member of the SINA Mpigi Community





Before attending SINA, I was working on different uncentered projects with no foundation and focus at all. After attending SINA, I discovered the world of entrepreneurship and I realized that I could design the life I wanted. SINA gave my life focus and for that single reason I wish that everyone had the opportunity to attend SINA to create a difference in their communities. The program itself is challenging and will definitely push you outside your comfort zone. You will learn everything you need to know to start your own startup, be a better person and develop your skills; personally, and professionally. Having said that, one of my favorite parts of SINA is the role taking that lets you serve in areas you need growth and have a passion in, giving you room to make mistakes and learn from them. This has taught me time management, program scheduling, being responsible and accountable and above all managing my freedom wisely. The people you meet at SINA will have as big of an impact on you as the actual experience of the program, always willing to help. I am now running a social enterprise set out to minimize housing costs with environmentally friendly materials all thanks to Social Innovation Academy (SINA).

Tatiana Wandar,
Founder of [Wandar Village](#), Member of the SINA Mpigi Community

Since 2018 I joined SINA in the Nakivale Refugee Settlement at “Unleashed”. Joining was a great opportunity to me and my community because I didn't remain the same person. SINA has impacted my life and has helped me connect to myself and discover my purpose on this earth. I changed and become a young leader through an organization called Refugees Global Talent that gathers talented young refugees in the camps and promote their talents through an online community. We believe that through SINA all the agents of change will make this world a better place. If this would be scaled in the whole Africa in 10 years from now, we can create the Africa we want.



Julien Zigabe,
Co-Founder [Refugee Global Talent](#), Member of the SINA Community “Unleashed”



Joining SINA was the turning point for me. I used to blame my failure and pain on my parents, relatives and friends, but after joining SINA I realized that life is not about other people but rather it's about you. What you see in every situation determines what you become. I can't mention all the things I have learnt from SINA but I have to say I now know whom I am, which gives me the energy to wake up every morning. I feel so happy that many people have been inspired by what SINA has made me.

Saudah Birungi,
Co-Founder of [Tusafishe](#), Member of the SINA Mpigi Community

I am 25 years old from DRC and currently a refugee in Uganda for now nine years. I've always dreamed big and cared about people. My dream growing up was to be a peacemaker. In the Nakivale refugee resettlement, lost, broke and thinking on how to start a new life and sustain my family, my obsession for learning about myself, and adding value began. I joined SINA in 2016 and since then it's been a powerful journey for me— from a refugee to a changemaker who contributes to his host country. The SINA model made me to be aware of the wider world and to have a sense of my own role as a world citizen acting to make the world a more equitable and sustainable place for all. As a responsible global citizen and someone who participates in the community at a range of levels, from the local to global, through the SINA opportunities, I always get a taste of the beauty to learn, share and commit to my vision and pursue it with 100% passion. I know anything is possible. With this mindset I call it a blessing spread the SINA vision and model to other communities and our newly established “Lazima Nipate Academy” replicating the SINA model.



Emile Kwilyame,
Co-Founder of the new SINA Community “[Lazima Nipate Academy](#)”

Scaling SINA through Self-Organization for Systemic Change

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.” — R. Buckminster Fuller

SINA is living the world we want to see around us. We are setting examples of a different system where everyone is powerful and can pursue their dreams and create a prosperous and dignified life. Many African youths got inspired and decided to carry forward and replicate the SINA Model. Especially many refugees have had first-hand experience of the worst imaginable consequences of wars over power and money. After these experiences, many long for a different way. SINA is proving that a different way is possible for eliciting communities' own potentials to create solutions and pursue purpose in the world.

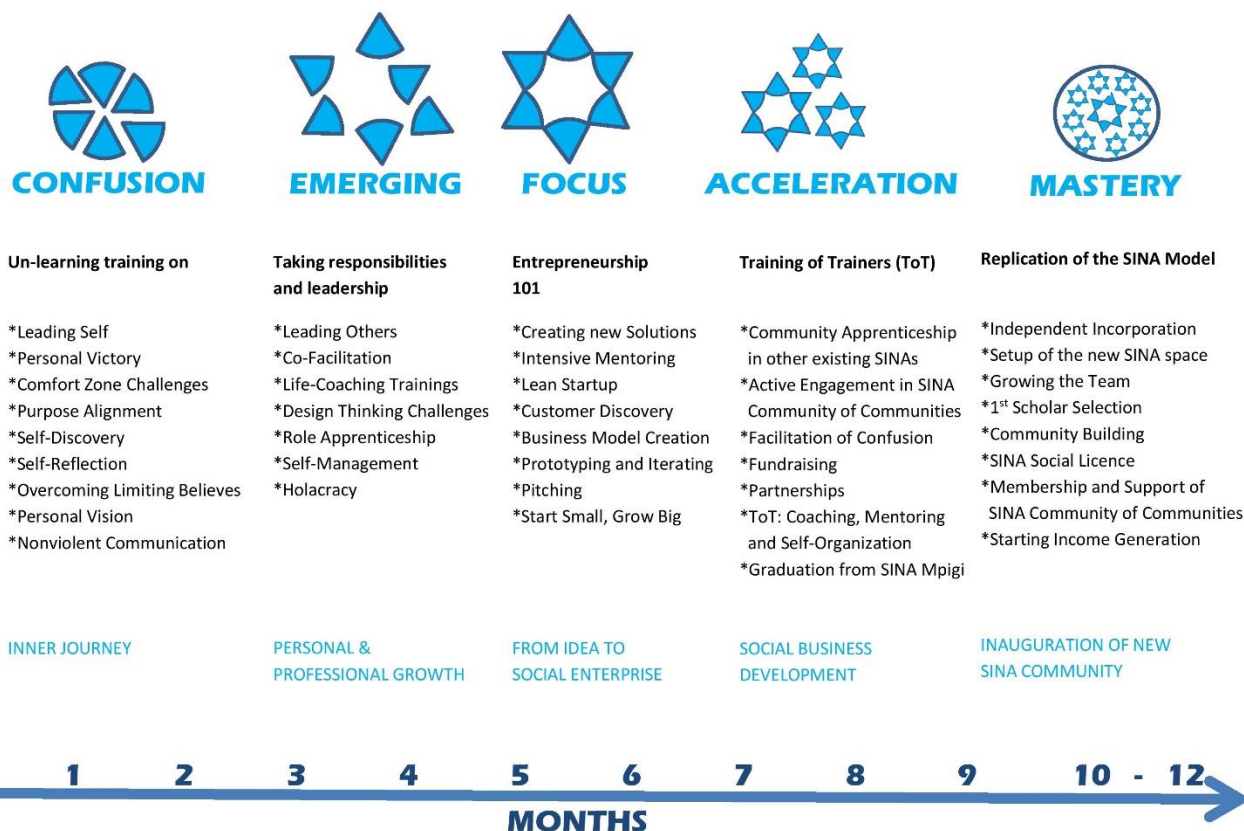
The SINA Model is starting to become a movement which goes beyond empowerment and makes everyone a leader and follower at the same time. It intrinsically motivates all members with full ownership of their destiny. The results are jobs created and a pathway to self-reliance through social entrepreneurship. If we let people create their own solutions and distribute power into their own hands, the results are remarkable. Once many small self-organized SINA Communities in Africa are creating their own sustainable solutions, we believe in a systemic shift which will reimagine education and employment for more than 4 billion people living on the continent by the year 2099.



Current operating SINA communities (in green) and upcoming SINA communities (in grey).



REPLICATION ROADMAP



We began capturing and codifying the SINA Model to allow upcoming SINA members to replicate the model in new locations easily. We have built supporting structures in forms of what we call “SINA Global,” and we created a Community of Communities. The goal is that within the next five years, over 25 communities in Africa apply the SINA Model to create their own solutions and social enterprises. This will mean a total of over 1,500 scholars enabled to unleash their potentials. While in total, over 500 new social enterprises will have been founded, creating over 2,500 new jobs and positively impacting the lives of millions of people with their social enterprises.

The SINA model does not impose itself on others or claim to be the “right” solution. We welcome and highly encourage people and organizations from around Africa to reach out to us to explore synergies. We can collaborate and bring young people to existing SINA Communities to experience the Model first-hand and get equipped with the skills and tools for possible replication in further locations.

| Year | Number of SINA communities | Number of Scholars in SINAs | Number of Enterprises created | Number of Jobs created |
|------|----------------------------|-----------------------------|-------------------------------|------------------------|
| 2019 | 4 | 325 | 36 | 164 |
| 2020 | 7 | 475 | 50 | 300 |
| 2021 | 12 | 750 | 100 | 600 |
| 2022 | 18 | 1,050 | 200 | 1,200 |
| 2023 | 25 | 1,500 | 500 | 2,500 |

This mosquito repellent soap could help save

tttn:



S ECOSOLUTIONS

dan grows alternative to plastic straws

SW

alubega
Jganics

FIRST PRIZE
The Social Innovation
Academy

**GREENPRENEURS
ACHIEVEMENT AWARD
2019 FINALIST**
USD \$ 5,000

President and Chair
Global Green Growth Institute

Frank Rijsberman
Director-General
Global Green Growth

TV and Recognitions

**click on image for more details*

ENDLY STRAWS

their revives use of sedge grass to combat single-use plastic straws
ashmir / Pakistan suspends train service to India as Kashmir dispute co

S. KYOMUHENDO SYLVIA
ARTUPPER OF THE YEAR
UGANDA - 2019

**INFANTS' HEALTH
FOUNDATION**

DISCOVER INFANTS' HEALTH FOUNDATION
ON STARTUPPER.TOTAL.COM

N NALUBEGA - Founder, UGANICS

PIGI John Mary Kavuma - Muzimbi
UUNO AZIMBA AMAYUMBA N'OBUCUPA AGABU

ED Low Carbon Awards 2019

LILLIAN NAMATOVU

WA WOMEN'S GROUP - MPIGI

YIGA OKUYIYA

BAKYALA E MPIGI BAKOLA WINE

Janet Aguti - CEO, Totya platform

TOTAL

UPPER OF THE YEAR

WORLD ECONOMIC FORUM

WOMEN'S ECONOMIC LEADERSHIP AWARD



www.socialinnovationacademy.org

SINA Communities in Uganda:

Jangu International (SINA Mpigi), founded 2014
Unleashed – Nakivale Refugee Settlement, founded 2018
SINA Loketa, Bidibidi Refugee Settlement, founded 2018
Lazima Nipate Academy – slum area in Kampala, founded 2019

SINA Global:

Uganda: “Social Innovation Academy (SINA) Ltd. by Guarantee”, founded 2018
Germany: “SINA (Social Innovation Academy) gUG”, founded 2019

the Social Innovation Academy (SINA) was originally started and is still supported by “Jangu e.V.”, founded 2009