

Social Innovation Academy



The Social Innovation Academy (SINA) tackles failing education and resulting unemployment in Uganda through creating self-organized learning spaces, where disadvantaged youth unleash their potential for positive change as social entrepreneurs. A “freesponsible” approach lets scholars learn the skills needed for their own enterprises by taking up responsibilities within a SINA community. Scholars start to understand their past as a strength, rather than a subject of shame.



Social enterprises which emerged range from organic mosquito repellent soap, to construction out of plastic bottles or a flooring solution from plastic bags and eggshells. SINA scholars have gone as far as being recognized by the Queen of England, Obama or Ban Ki-moon as changemakers and social entrepreneurs.

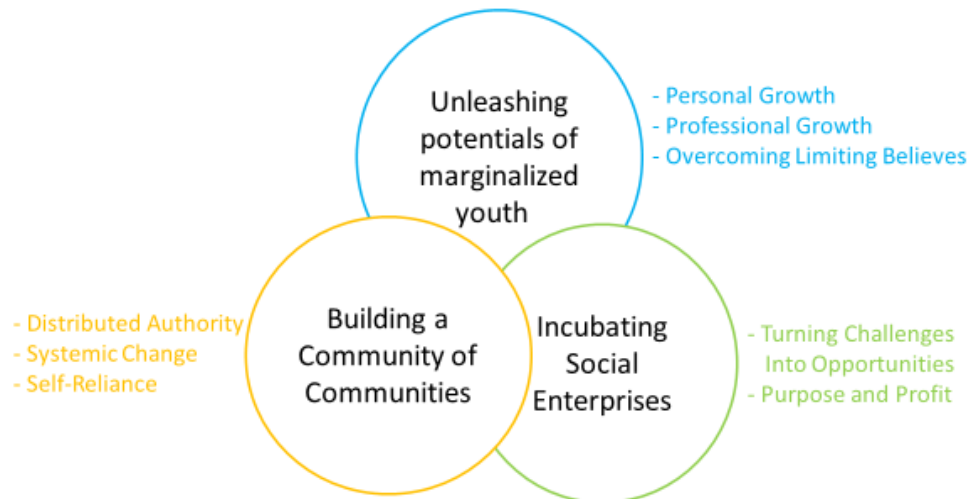
The model of SINA has been successfully replicated by refugee beneficiaries into the Nakivale Refugee Settlement, the Bidibidi Refugee Camp, a slum area in Kampala and the Democratic Republic of Congo in self-organization. With monthly running costs of only 1.000 USD in each location, young refugees are creating their own jobs and a dignified future. By 2023 we envision to have over 25 self-organized spaces for social entrepreneurship in Africa, annually empowering over 1,000 refugee youth who are founding over 500 new social enterprises, which create over 5,000 new jobs and positively impact the lives of over 10 million people through their social enterprises.

[Join us in this journey!](#)



Partnering with SINA for self-reliant and resilient communities

The world has changed since the outbreak of COVID-19. Despite all challenges, this also poses an opportunity to rethink development and stop dependencies. SINA is eliciting marginalized communities' own potentials to create solutions. We are following a vision for systemic change on the African continent, whereby youth create a prosperous future for themselves through social entrepreneurship.



SINA does not impose itself on others or claim to be the “right” solution. We welcome and highly encourage people and organizations to explore a partnership with us and 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 new locations.

Ideally two or three motivated and dedicated young people would come to an existing SINA Community for nine months to learn everything needed and experience the power of the SINA Model on the ground, to be able to successfully create their own SINA Community. The new SINA Community will be locally registered and shall be fully owned by the youth in the local community. It will be independent and self-organized, yet it can become part of the “SINA Community of Communities” and obtain the SINA Community Licence with a subsidiary brand usage (e.g. Unleashed – “a member of SINA”). Licensing allows us to set clear and transparent standards and align activities beyond borders and organizations. SINA Global serves as the support organization to all SINAs and is home to the SINA “Community of Communities” with centralized services.



The SINA Model

In self-organised communities of up to 70 members, the SINA model nurtures personal and professional growth. Scholars unlearn limiting beliefs, get rid of a fear of failing, expand their comfort zones and are equipped with 21st century skills for job creation and solution creation. The quality lies in the hands-on practical application of skills through self-management. A five-step empowerment process (called “Purpose Safari”) nurtures personal and professional growth in the following way:



Confusion Stage is all about unlearning limiting beliefs, getting rid of the fear of failing, expanding one’s comfort zone, and—especially—discovering oneself.

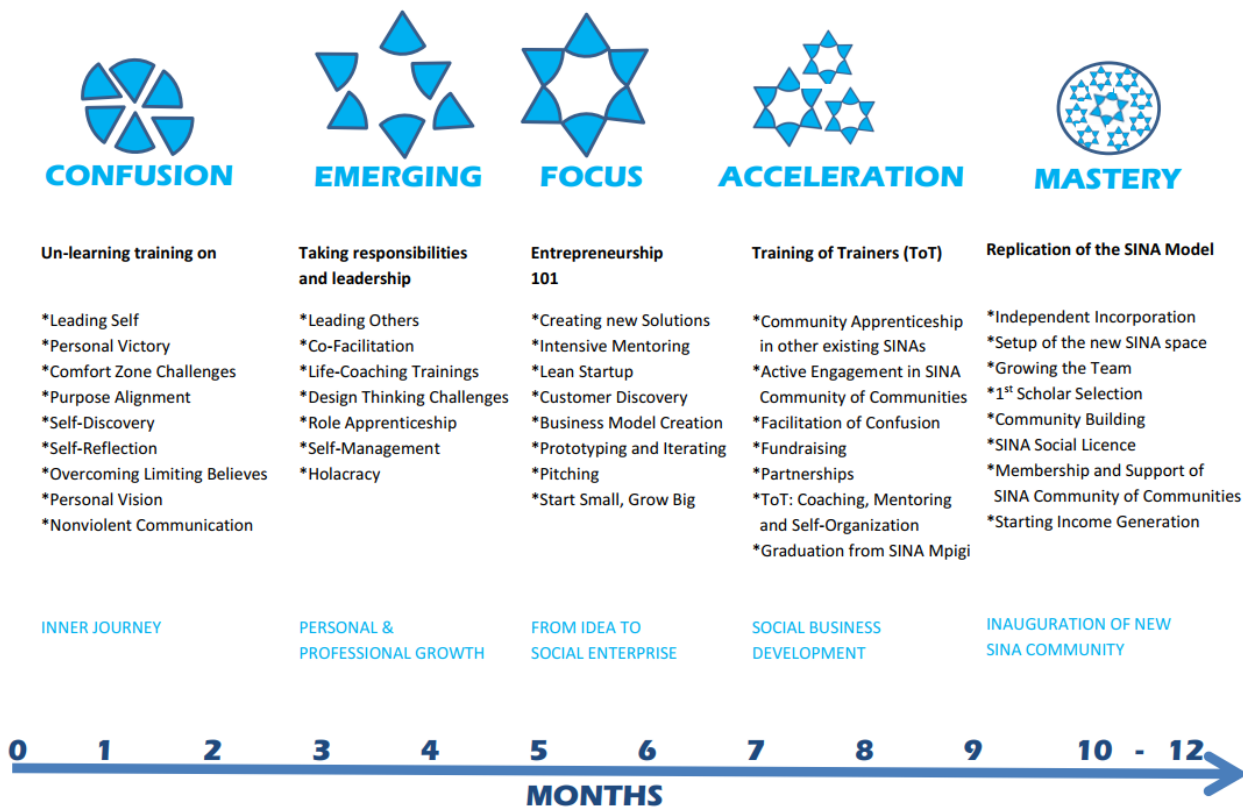
In Emerging Stage scholars take over more and more responsibilities, make decisions for themselves, do the accounting, logistics, outreach, and everything needed to run SINA. New scholars learn from older scholars. It is self-organized empowerment and learning through experience. Outcomes are not imposed but scholars set their own goals and continuous steps to reach their dreams. Taking up roles within SINA gives the skills and knowledge needed to be able to run a social enterprise a scholar is passionate about.

Concentration Stage follows the lean startup model. Ideas are tested and refined continuously. Scholars are pushed to find out from potential customers and beneficiaries how their solution could work. Scholars explore, prototype and innovate on a continuous basis. What works is developed further, and weekly progress presentations build confidence and give exposure. SINA provides startup capital of only \$30 US Dollars. Scholars learn to become independent and that money is not the most important asset for starting a venture, but that with dedication, resourcefulness and passion, they are able to raise the funds they need by themselves.

Once a team has gained traction and has impact or first revenue with their service or product, it enters the Linking Stage. Here all is about building a sustainable Teal organization, which is formal and professional. Networking, partnerships and securing finance are important elements as well, until the social enterprise walks on its own feet.

The final Mastery Stage offers ongoing mentoring support after a team has become fully inter-dependent to ensure its continuous growth and sustainability.

The Replication Process

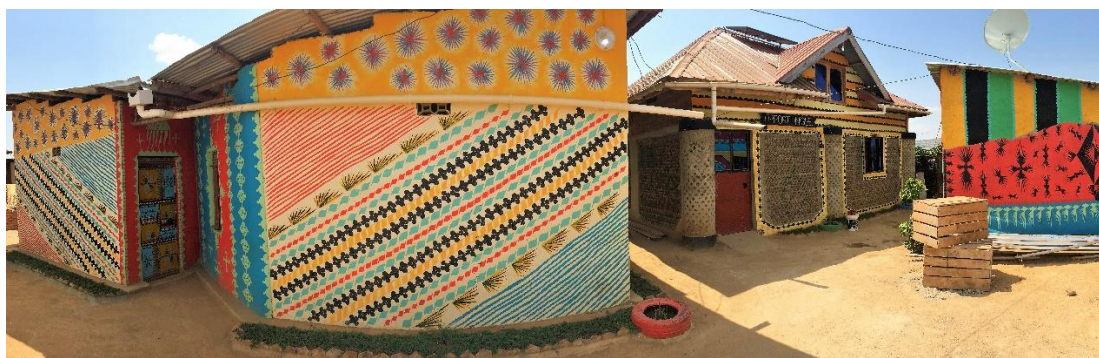


During the first three months “Applied Social Innovation” Program, we unleash the potential of the identified replicators, support them overcome limiting believes and experience the SINA model first-hand. At this time, it is jointly explored, if the youth might be fully interested in founding a SINA in their home community. After the first three months of training, the replicators start fully integrating (3 months) into the SINA Mpigi Community, by taking up responsibilities and running the academy. They co-facilitate sessions, take part in the self-management processes (through Holacracy) and become active role fillers, learning the skills and experiences needed for starting a SINA community. After, we will train the team to become trainers in Life-Coaching, Mentoring, Training Facilitation and Self-Management, as well as everything needed for them to create their own SINA Community. The founding team will also visit and stay for a few weeks in the other different already existing SINA communities (Bidibidi Refugee Settlement, Nakivale Refugee Settlement and Kampala) to learn from their experience and exchange.

Nine months in total might seem a long time, however, it is necessary to build something sustainable and change the mindset towards distributed authority, shared ownership and transparency. After, the process of registration, setting up the space and selecting the first scholars for the new SINA Community will take place, with support of from existing SINA Communities.

Costs Involved

Depending on the available resources (e.g. land or buildings), the entire process and ideal set-up of a new SINA Community will range from 25.000 to 35.000 USD. Starting with the bare minimum even below 20.000 USD can be possible as the SINA OPPORTUNIGEE community in 2016 demonstrated.



Replication Program:

- Nine months full-time residential replication training
- Accommodation
- Full board in SINA Mpigi
- Excursions
- Trips to the Bidibidi and Nakivale Refugee Settlements
- Nine months one-on-one support
- Access to all SINA Global support services

3.000 USD per person

Sample setup of the SINA Community in the Bidibidi Refugee Settlement:

Item	Cost in USD
Land	given by the local community
Plastic bottle upcycling construction of session space	\$ 4,500.00
Construction of Computer Lab	\$ 3,250.00
Toilets	\$ 1,000.00
Solar System	\$ 2,000.00
Organizational Registration	\$ 400.00
Furniture (Chairs, Tables, Shelves, etc.)	\$ 400.00
5 second hand Laptops	\$ 1,000.00
Printer (with scanner and copier)	\$ 250.00
Projector (second Hand Samsung)	\$ 150.00
Rain water collection tank (5000 L)	\$ 500.00
Learning and Office Materials incl. White Board	\$ 200.00
Internet Router and Connection	\$ 50.00
Public address and music system	\$ 600.00
Transportation	\$ 200.00
Grand Total	\$ 14,500.00

Instead of land and construction, existing buildings can be used or rented. The SINA “Lazima Nipate” Community was e.g. set-up in a slum area in Kampala for urban refugees.

Running Costs for the first year (incl. internet, materials)

12.000,00 USD