2020 - what a year. The global pandemic caused by COVID-19 changed lives around the world, including life within SINA. In March 2020, Uganda went into a strict lockdown whereby for several months, public transport was banned, and not even private vehicles were allowed to move. Gatherings of more than ten people were prohibited and additionally, a daily curfew from 7 pm till 6 am was enforced. Life in Uganda was shut down, and many Ugandans lost their daily livelihoods. All SINAs had to send scholars home; only a few, who had no other place to go, remained.

"Challenges into Opportunities" – our SINA slogan was put to the test. During the lockdown, we facilitated sessions online. Additionally, we partnered with other organizations to create and execute a hackathon to virtually incubate solutions and business ideas to tackle the effects of COVID-19 in Uganda. Besides taking active steps to support our scholars as well as Uganda during the hard times, we took the quiet time to look back and reflect on ourselves and SINA. In the end, this time became a gift; our vision grew and concrete action steps emerged to move towards a global movement of responsible and self-organized SINA Communities for systemic change.

Uganda is one of the youngest populations globally. Over 75% of the population is below 30, and almost half of the population is below 15 years old. The infection rate of COVID-19 turned out to be relatively mild, with few COVID-19 related deaths. From June 2020, restrictions started to be lifted slowly, and by October 2020, all SINAs were able to resume fully.

It is in times like these when social entrepreneurs are most needed. They have the potential to create new and better systems instead of returning to an old and broken system. In 2020, new SINA social enterprises emerged that are tackling local challenges and directly respond to the pandemic. Our existing enterprises showed incredible resilience by innovating new ideas and pivoting their business models to adjust to the new realities. Additionally, we are proud to announce a new SINA in the Kyaka II Refugee Settlement in Uganda.

Furthermore, we are excited to present the first SINA beyond Uganda borders in the Tongogara Refugee Camp, Zimbabwe.

We are incredibly grateful for the support we received in these challenging times. It enabled us to keep working towards creating the global movement where the next generation creates a just, inclusive and sustainable future for themselves and the generations to come.

Etienne Salborn
See my roles
What we do

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

Youth learn how to be in charge of themselves and their future within self-organized and freeresponsible communities called “SINAs.” By taking on responsibilities and roles, young people become “scholars” and gain relevant personal and professional skills. The final goal is to support them in becoming social entrepreneurs and job creators by turning challenges into opportunities.
Our impact to date

375 Scholars in progress
6 SINAs operational
44 Social enterprises
289 Jobs created
<table>
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<th>Purpose</th>
<th>The Problem</th>
<th>The Solution</th>
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<td>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. We are eliciting a global movement of 1,000 SINAs and 100,000 social enterprises by 2035 for self-reliance and collective systemic change. We do this by creating self-organized and free Responsible learning spaces, where disadvantaged youth unleash their potential for positive change as social entrepreneurs. Collectively we seek to create a world that works for everyone.</td>
<td>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. The lack of economic opportunities and additional violent conflicts have led to over 18 million people of concern to the UNHCR, of whom the majority are children or youth. Furthermore, COVID-19 has brought up new economic challenges and caused the loss of livelihoods for thousands of people. Tragically, this scenario is not unique to Uganda. Many countries in Sub-Saharan Africa face the same or similar challenges. The consequences for the lives of future generations are devastating.</td>
<td>SINAs transform the future generation into social entrepreneurs through a cost-effective and free Responsible community approach. The youth are enabled to solve local challenges and build a future for themselves and others as job creators. Since 2014, the SINA Model fosters the development of relevant skills to ultimately enable the scholars to create solutions to the problems they are facing in life. The model consists of a five-step empowerment process incorporating interactive learning sessions and scholars taking on significant roles and responsibilities within a SINA to gain skills and experience. Self-organization and free responsibility are the core values within this process. Using this model, the scholars grow personally and professionally and simultaneously get the chance to put learned tools immediately into practice. The results are manifold. Scholars start to understand their past as a strength rather than a subject of shame. Moreover, the process goes beyond selected empowerment but rather gives full ownership and fosters genuine collaboration. This approach makes everyone as powerful as possible and a leader and follower at the same time. It replaces the common top-down and predict-and-control system with a new holocratic and resilient way of dealing with complexity.</td>
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</table>
SINA Global was established in 2019 for the purpose to create a global movement of self-organized and free responsible learning spaces for systemic change.

SINA Global is serving all SINA Communities to be able to have the maximum social impact and collectively seeks to change the rules and relationships within the educational system and to distribute authority within local communities to create their own solutions.

Enable
replication of the proven SINA Model through self-organization

Facilitate
collaborative learning across all SINAs to unfold the evolutionary purpose of the SINA Model

Accelerate
the impact of upcoming SINA social enterprises
SINA & the SDGs

Through its activities, SINA has a direct impact on the following five UN Sustainable Development Goals. As described later in this report, SINA scholars established social enterprises often create catalytic change and multiply each SINA’s impact.
Awards & recognition

Social Impact Award Uganda
Afia

African Business Heroes
Top 10
Joan Nalubega

Startup of the Year
Category: “Communication and Creative Industry”
Kimuli Fashionability

Recycling Day Competition Winner
Reform Africa

Katerva Award
Uganics

UN-Habitat Scroll of Honour Award
Upcycle Africa

Meaningful Business 100
Rebecca Aime and Johnmary Kavuma

Travel Tech for Good Accelerator
SINA

ADAMSTART
Covid-19 Challenge Winner
Kimuli Fashionability

Response Innovation Lab Award
Patapia

Pursuit Incubator
Reform Africa

Builders of Africa's Future Award
Joan Nalubega

IKEA Accelerator
Upcycle Africa
Our year in numbers

42
SINA net promoter score
Net promoter score calculates the difference between the percentage of promoters and detractors on a scale from 1 to 10. With a range of -100 to +100. A score above 0 is “good”, +50 is “excellent” & +70 is considered “world class”.

160,021 USD
Capital raised independently by SINA social enterprises in acceleration in 2020.

41
Full-time jobs created by SINA enterprises

81
Part-time jobs created by SINA enterprises

41%
Compound annual growth-rate of SINA enterprises
Scholars from marginalized backgrounds empowered

Indirect beneficiaries

100% Scholars positively framed their perspective on life

100% Scholars experienced profound behavioural change
The SINAs

SINAs are locally owned, self-sustaining and independent communities based on the SINA Model. All SINAs are connected through SINA Global, which acts as a platform for knowledge sharing and collaborative learning. This way, best practices are collected within a Community of Practice (CoP) to ensure continuous improvement and adaptation to new challenges, as well as to enable the evolutionary unfolding of the collective SINA Model.
SINA Mpigi is the first SINA created and is located in the Mpigi district, about 35 KM outside of Uganda’s capital Kampala. Since 2014, it provides proof of concept and serves as a replication center for the creation of new SINAs.

**Advances in 2020**

1. Increase of financial sustainability
2. Increase of standard of living
3. Increase in education quality

The community increased agricultural production in order to cover a higher percentage of its own consumption. Additionally, construction and larger renovations were done within SINA Village to accommodate guests and tourists for financial self-sustainability in the future. The community installed a security system as well as created a sewage and water system. Within the third category, the community certified three coaches through Erickson International to raise the quality of education to an international standard.
Patapia

Patapia is addressing the challenges of economic inequalities for refugee women in Uganda. Through training and peer groups, women get access to affordable small-scale loans to lift themselves out of poverty. Patapia is a Swahili word that means “get also.” It is founded by Rebecca Aime, a Congolese refugee herself.

Big Baby

Malnutrition is common in Uganda, especially in rural areas. Babies and young children are particularly exposed to the effects of malnutrition since they are still growing and need a lot of nutrition for this very reason. Big Baby tackles this problem by producing fermented porridge flour. It is high in antioxidants and probiotics. This strengthens the immune and digestive system, ultimately leading to disease prevention and healthier babies. This product is the first step towards Big Baby’s vision of eradicating malnutrition in Uganda.
After becoming a refugee in Uganda, I lived a life of struggle trying to contribute anything I could to my family through small and informal business activities.

When I joined SINA, my understanding of business changed. From just making profits, I saw how I could also help make the lives of others easier.

Rebecca Aime
Founder of Patapia
Kyendi Kyendi - Lugandan for “I am who I am” - takes on the problem of HIV stigma and access to HIV medication. Sheila Alina, the founder of Kyendi Kyendi, was born with HIV and lost her mother to AIDS when she was just a child. Sheila experienced first-hand the still existing and discriminating stigma around HIV and the relating difficulties regarding the adherence to the medication regimen. Kyendi Kyendi offers a threefold user-centered service including medication delivery, SMS reminders for medication intake and motivational messages. Furthermore, the delivered medications are wrapped like presents so that the contents are not visible and users are not stigmatized when getting medication delivered to their schools or workplaces. Kyendi Kyendi - a social enterprise designed to help people stay on their HIV treatment and avoid stigma.
SINA Loketa

SINA Loketa is located in the Bidibidi Refugee Settlement in the north of Uganda. Hosting close to 300,000 refugees from South Sudan, the refugee camp is considered to be the second-largest camp in the world.

Advances in 2020

(1) Extension of partnerships
(2) Increase of learning resources
(3) Increase of standard of living

Within the first category, SINA Loketa gained a partnership with UNHCR as well as collaborated with Dan Church Aid. SINA Loketa was able to construct a community connectivity center in cooperation with UNHCR out of upcycled plastic bottles. Additionally, they were able to provide 45 computers and access to the internet for increasing learning opportunities. Within the third category, SINA Loketa built a kitchen to promote good health for their scholars.
Malnutrition, Anemia and job opportunities for women are among the biggest challenges within the Bidibidi Refugee Settlement. Afia takes on all three challenges by offering nutritious porridge made by refugee women. The porridge is rich in proteins, minerals and vitamins. What sets it apart from other porridge products is the key ingredient, mushroom. The mushrooms are grown locally by refugee women who are trained in agriculture as well as business development by Afia beforehand. Due to Afia’s holistic concept, they are one of the winners of the 2020 Social Impact Award in Uganda.
Unleashed is situated in the Nakivale Refugee Settlement in the west of Uganda and focuses on refugees from D.R.Congo, Burundi, Somalia and Eritrea.

The internal achievements of Unleashed are within the category of “increase of standard of living”. The community constructed new buildings to facilitate learning as well as built sanitary facilities.
Enterprises 2020 | Unleashed

Miracle Juicy

A strong immune system is key for staying healthy, especially during the times of COVID-19. Miracle Juicy offers a natural way to stay healthy and fight diseases by providing immune booster juices and vitamin shots. The products are produced in the Nakivale Refugee Settlement to increase the social impact. This way local refugee farmers are given opportunities to generate income and take on jobs.

Botanica

Due to stagnant water bodies, bushy areas and a lack of mosquito nets, malaria is common and a big threat within refugee camps. Children below the age of five years are particularly affected as the effects of the malaria disease are most severe. Botanica Repellent fights malaria among refugee children by offering a natural mosquito repellent cream and balm. Unlike other antimalarial products, Botanica is affordable and therefore encourages regular use which ultimately increases the chances of protection.
Access to healthy food, training on professional skills and jobs are a big challenge within the Nakivale Refugee Settlement which hosts over 100,000 people. The Oasis Village is the first bakery on the ground in the settlement and provides freshly baked bread to the people. Due to its location directly in the settlement, bread becomes affordable as it no longer needs to be “imported.” Additionally, the Oasis Village provides job opportunities within the settlement and operates as a training center to promote marketing skills.
Lazima Nipate Academy

Situated near a slum area in Uganda’s capital city Kampala, Lazima Nipate Academy is the first SINA in an urban setting focusing on urban refugees and marginalized youth from the host community.

Advances in 2020

Operations started at the end of 2019, which means that just after a few months, COVID-19 put a temporary halt to the full implementation. Nevertheless, Lazima Nipate managed to keep going.

The internal achievements can be categorized within “actions against COVID-19”. The team and its scholars produced soap to fight the spread of the Corona Virus and distributed support packages to the scholar families. Moreover, they ran awareness campaigns on the topic of COVID-19 and how to increase hygienic standards.
The development of relevant professional skills, as well as job opportunities, are not easy to get in Uganda. Additionally, startups collapse due to outdated advertising methods. Scale-up Animations offer a solution for it. They dedicated themselves to train marginalized youth on animation skills while simultaneously offering high-quality but affordable animation products and services to impactful startups. Their areas of specialization are visual storytelling and character development for animation, comic books, as well as publishing and themed entertainment.

Unleashing young people’s talents and making money out of it is hard in Uganda, especially when it comes to artistic talents. Palace Artistic House’s approach to this challenge is twofold. They train the youth to develop their artistic talents and give them skills on how to build up a business around their talent. Complementary, they offer an online platform as well as physical events where artists can share their skills such as videography, art and graphic design. This helps them to increase their visibility and job opportunities.
New SINAs

SINA Global has developed and tested an effective way to replicate the SINA Model in different contexts and therefore paved the way for the creation of two new SINAs in 2020. For this to happen, a team of two to three youth joins SINA Mpigi for about nine months for the first-hand experience of the empowerment concept, self-organization and the community approach. Moreover, they become Life-Coaches, Trainers and Mentors themselves. Additionally, the team gets equipped with the necessary tools, knowledge and practical experience to create their own SINA. Existing SINAs have shown that within their first three years of existence, they can achieve financial sustainability.
Arise Youth Academy

Founded | 2020
Scholars | 16
Location | Kyegegwa, District Uganda

Arise Youth Academy is located in the Kyaka II Refugee Settlement in western Uganda. Regardless of the challenges COVID-19 imposed on the founding team, they were able to kickstart their SINA after the COVID-19 restrictions were loosened in October 2020. The first generation of 16 scholars started their empowerment journey before the end of 2020.

Transformation Innovation Hub

Founded | 2020
Scholars | 20
Location | Chipinge, Zimbabwe

After the UNHCR Innovation Award in 2018, the UNHCR administrators from Tongogara refugee camp, Zimbabwe, initiated contact with SINA to talk about the idea of replicating the SINA Model in Zimbabwe. Due to political instabilities, insecurities and natural disasters in D.R. Congo, Mozambique and Burundi, Zimbabwe has become a place of refuge for more than 21,000 people. However, due to an already existing high youth unemployment rate in Zimbabwe, job opportunities are very limited.

In order to pursue the idea of UNHCR, two young refugees living in Zimbabwe were trained in SINA Mpigi in 2019. At the beginning of 2020, they returned to Zimbabwe and started the creation of a new SINA. Just before COVID-19 started, 20 scholars started their empowerment journey. The time of COVID-19 lockdown was used efficiently by continuing the work of setting up a local NGO and securing further support.
SINA has made me become the person I have been praying to be and restored faith in me to stand, fight and move out of my comfort zones.

One of my biggest learnings is that we all need to be proactive rather than just respond to situations. We do need hope, but what we need even more is action. Once we start to act, hope follows.

Evode Hakizimana
Havyarimana
Transformation Innovation Hub Team
Corona response

The COVID-19 restrictions led to the close of all physical operations in the SINA communities for several months. This imposed a halt on many of our usual processes.

Yet, we continued the SINA programs by offering online sessions during the lockdown. Since only a few SINA scholars have regular access to smartphones, laptops and the internet, we provided mobile data packages as well as used Facebook as a knowledge-sharing platform. This way, daily video content was not only available during the sessions but was saved and could be watched at any time. Moreover, the comment section fostered discussions and deepened learning.

Furthermore, the quiet time in the communities was used to reflect and improve. The SINA Model was further developed by creating a holistic SINA playbook. This was done in order to simplify the ongoing scaling process.

COVID-Hackathon

At the beginning of the COVID-19 pandemic April 2020, SINA organized the "Smarter than Corona" Hackathon in Uganda in cooperation with two organizations of the Ugandan entrepreneurship ecosystem. This was done to fight the virus and minimize its socio-economic impact by fostering innovative solutions and supporting their implementation.

The hackathon was executed online and took place over a time period of three days. 120 participants from all of Uganda engaged and were mentored during the whole time by 30 recruited mentors. The outcomes were 35 submitted ideas and solutions, which were then evaluated by a judging committee.

In the end, four teams won with their ideas of solutions. Each winning team received seed funding and got a "fast ticket" to directly become finalists of the Social Impact Award in Uganda by SINA.

The hackathon created a positive impact on the community during the times of COVID-19. One example is the social enterprise "Afro Health Connect." It not only emerged during the hackathon but went on to win the 2020 Social Impact Award in Uganda by SINA. The social enterprise is a virtual health
care platform matching patients with doctors with a button click. The patients can book appointments as well as talk to the doctors via phones. Additionally, an online pharmacy delivers a wide range of medication to the patients’ doorstep, anytime, anywhere.

**Corona-Relief for rural families in Uganda**

Due to the COVID-19 lockdown, many people lost all income opportunities. An example is the rural subsistence farmers who could no longer sell any of their products on the markets. The loss of jobs and income opportunities led to many families drifting into severe poverty and hunger. Especially children suffered from the effects as the diets decreased to an absolute minimum and adequate nutrition could no longer be ensured. SINA had to act.

SINA started a campaign in cooperation with six SINA social enterprises in order to support families in rural Mpigi district, Uganda. Firstly, international donations were collected via crowdfunding. Secondly, effective care packages were given out to the families containing food and essential consumer goods manufactured by SINA enterprises, such as soap and reusable sanitary products.

Overall, SINA was able to raise € 10,000, which made it possible to assist over 100 families in the nearby surroundings of SINA Mpigi. With each household having around four to twelve individuals, over 600 people were supported through the most challenging COVID-19 times. We would like to express our sincere gratitude to the 101 supporters who made this possible!

**Creation of local libraries in SINAs**

SINA took on the problem of access to information in Uganda. With the support of BookAid International, over 5,000 books arrived in Uganda and were distributed to four SINAs. This enabled the SINAs to create local libraries in order to give scholars and people from surrounding areas access to information. The books cover diverse topics from entrepreneurship to psychology as well as leisure books. During the time of the COVID-19 lockdown, the books allowed for self-study while observing social distance regulations.

**SINA Enterprise Resilience in COVID-19 times**

In 2020 we saw remarkable resilience and adaptation to new realities in our existing SINA social enterprises. We want to present two examples:

**Uganics** produces organic mosquito repellent soap to fight against Malaria. Their target market is the tourism and hotel sector which they lost till today due to COVID-19.

Within days the business model and target market changed temporarily to produce soap in order to increase hygiene standards in the fight against COVID-19. Yet, the benefit of repelling mosquitoes remained. Development and aid organizations started buying in bulk and donations came in for giving out soap to the most vulnerable. Joan Nalubega, the founder, became one of the ten African Business Heroes. Additionally, Uganics received support to be able to finalize a soap factory 20 minutes away from SINA Mpigi. In April 2021, the inauguration is planned and Uganics will shift its production from SINA to its own space and create further employment.

**Kimuli Fashionability** creates upcycled fashion and accessories through training and employing people with disabilities. Their sales plummeted when the pandemic hit. Since the team trains and employs hearing impaired people as tailors, the obligatory wearing of masks meant that the tailors could no longer lip-read or communicate effectively. Kimuli started to produce inclusive, upcycled face masks with clear sheeting in front of the mouth in order to enable lip-reading again. It met a burning global need and quickly won an international prize, followed by a live interview on BBC. Orders from around the world started to come in to provide masks for organizations working with hearing-impaired people.
Other achievements

Acceleration Program

Uganda was ranked as the most entrepreneurial country in 2015 (Global Entrepreneurship Monitor report, 2015). The finding was that 28% of the adults living in Uganda founded or co-founded a business. Yet, 95% of companies do not live beyond their first year of operations. SINA set out to change this percentage by running the “SINA Acceleration Program.” This program offers nine-month intense support for selected social enterprises from all SINAs. During these nine months, the social enterprises learn how to grow and scale their enterprises sustainably and ultimately increase their impact. This is done via one-on-one mentorship, tailored support, networking opportunities, and skill development bootcamps. The first Acceleration Program started in early 2020 and the second cohort in July 2020, with all participating enterprises graduating in early 2021.

Purpose Pool

In collaboration with New Paradigm Ventures and the ESMT Social Impact Program, the “SINA Purpose Pool” was prototyped as an alternative investment vehicle for SINA social enterprises in the acceleration program. The goal is to achieve a regenerative, inclusive, sustainable, and scalable social investment paradigm towards a purpose-driven economy. The Purpose Pool emphasizes self-reliance on the local venture ecosystem. Instead of the usually costly due-diligence and monitoring process of outside investors, the basic idea is to leverage the growing SINA network to identify high-impact, sustainable investment opportunities for social value investments. The venture founders and members of the Purpose Pool collectively decide which ventures are eligible to be funded based on their potential growth, their triple-bottom-line performance, and their roadmap for the next three to five years. Repayments are made via a profit-share, which combines benefits of patient capital without taking away ownership of the enterprises. In 2020, a prototype investment was made into Uganics to grow its operations and bridge a factory construction gap.
Reform Africa is a social enterprise born at SINA Mpigi in 2018 to turn waste into wealth and a participant of the first SINA Accelerator cohort in 2020. With the slogan "waste is only waste if you waste it," three dynamic young women called Faith Aweko, Shamim Naluyima, and Rachel Mema became "wastepreneurs" to upcycle plastic bags into unique, fashionable, and waterproof backpacks and bags.

Without a functional garbage disposal system in Uganda, waste is either burned or ends up in the environment. In Kampala, plastic waste often blocks the water drainage systems and is responsible for flooding in es-
especially informal settlements located in the city’s valleys. Primarily plastic bags are collected, sorted, washed, and fused with heat into new shapes and tailored together as bags.

With a social business model, profits are used to subsidize school bags for rural Ugandan children, who often have to walk long distances to reach the nearest school. Especially in the rainy season, the Reform Africa school bags offer the children a way to protect their books and educational materials from the rains. ‘The children put their school materials in polythene bags, and at the end of the day, they have misplaced them’, says Faith.

COVID-19 meant a significant decrease in Reform Africa customers, as many tourists and expats in Uganda had been a solid customer base falling in love with the bag’s unique designs. During 2020, the Reform Africa team expanded its markets beyond Uganda, shipping their bags to, e.g., the USA or the Netherlands and creating new opportunities. Also, within Uganda, large-scale institutional orders came in, and on many days, the SINA Mpigi fence became the drying place for thousands of plastic bags, offering an often colorful view.

The social enterprise in 2020 is employing ten women permanently, and many more are gaining an income when bigger orders arrive to support the production process from collection till the final bag. The team has also been able to participate in the Pursuit Incubator 2020 and win 3,000$ from Because International. As a creative response to Uganda’s waste management problems, Reform Africa, at the end of 2020, is planning to move their production site from SINA Mpigi to their own small factory in Entebbe. The enterprise is on its way to expand production and also increase the product portfolio to other recycled items made from plastic, while planning to scale the business in East Africa through reform hubs.
In the media

Realizing Visions | DW
Kimuli Fashionability | CNN
Kimuli Fashionability | Live on BBC
Kimuli Fashionability | CGTN
Kimuli Fashionability | nbs
Kimuli Fashionability | NTV
Eco Africa | DW

Joan Nalubega | BBC Focus on Africa
Holacracy blog
Africa Live | CGTN
Makers of Social Change
Future Magazine
Pioneer Post
Daily Monitor

Calameo Magazine
World Economic Forum
Reform | the East African Newspaper
Freilerner Magazin
Upcycle Africa | NTV Uganda
African Business Heroes
SINAs:

Jangu International (SINA Mpigi) | Uganda, Mpigi, founded 2014
Unleashed | Uganda, Nakivale Refugee Settlement, founded 2018
SINA Loketa | Uganda, Bidibidi Refugee Settlement, founded 2018
Lazima Nipate Academy | Uganda, slum area in Kampala, founded 2019
Arise Youth Academy | Uganda, Kyaka II Refugee Settlement, founded 2020
Transformation Innovation Hub | Zimbabwe, Tongogara Refugee Camp, founded 2020

SINA Global:

Uganda | "SINA (Social Innovation Academy) Ltd. by Guarantee", founded 2018
Germany | "SINA (Social Innovation Academy) gUG", founded 2019

The Social Innovation Academy (SINA) was originally started as a project, and is still supported by "Jangu e.V.", founded 2009