

Social Innovation Academy.



Impact report | 2021

Foreword.



"Turning challenges into opportunities" —our slogan was again put to the test in 2021. We are primarily based in Uganda, where the year began with the presidential elections, leading to violent clashes in the run-up. It was feared that there would be further unrest after the elections. A few hours before the election, the entire internet in Uganda was shut down and remained inaccessible for five days. In the end, the election was relatively peaceful, and President Yoweri Museveni, who has been in office for 35 years, was re-elected.

Because of COVID restrictions, operations in the SINAs were limited in 2021. The Delta variant of COVID-19 cases increased dramatically in May. Uganda imposed another very strict lockdown

for several weeks. By September, the situation eased, and there were talks of an opening. On November 1, tertiary educational institutions were allowed to resume operations, and so our SINAs were also back up and running fully. Fortunately, the Omicron variant in Uganda was relatively mild until the end of the year, and the President announced the complete opening of the economy and education for January 2022. Educational institutions have been completely closed since March 2020.

Our emerging SINA social enterprises continued to demonstrate a great deal of resilience and perseverance in 2021. We are proud that all fought through and continued providing vital products and services. Amidst challenges,

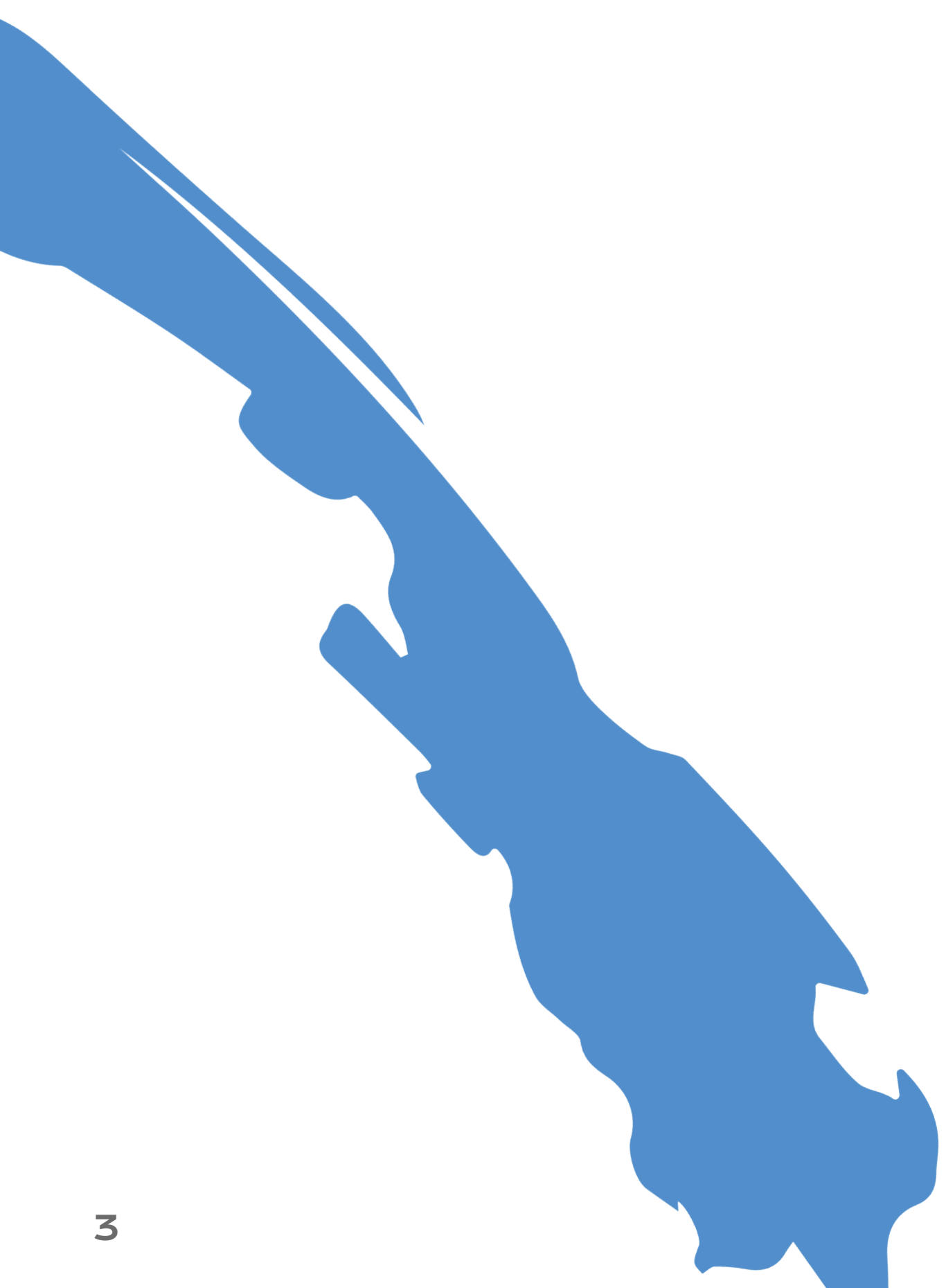
new social enterprises emerged from the SINAs, and overall, SINA continues to evolve as a global movement that enables disadvantaged young people and refugees in eight locations. We are excited to see two new SINAs in the Democratic Republic of Congo create sustainable solutions through social entrepreneurship.

We are wholeheartedly grateful for your support. Without you, our work would not be possible. Therefore, we want to present our year 2021 to you in this an-



Etienne Salborn
[see my roles](#)

What we do.



SINA (Social Innovation Academy) is a global movement for young people from marginalized communities and refugees to actualize their fullest potential and create their own solutions for a world that works for everyone. SINA enables participants (called scholars) to shift from being passive recipients of aid to becoming active drivers of their own future, one person and one community at a time. Currently, in eight locations, scholars learn how to take control of their own destinies within self-organized and freeresponsible communities called “SINAs.” By being guided to take on responsibilities and roles to run a SINA, people create their own curriculum, gain relevant skills, and create social enterprises while leveraging existing strengths to turn challenges into opportunities.

Our impact to date.

8

SINAs operational

1037

Scholars empowered
(alumni cumulative
since 2015)

348

Jobs created

59

Social Enterprises
born and still
operational

Purpose.

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 changemaker-makers and 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 freesponsible 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.

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. The lack of economic opportunities and additional violent conflicts have led to about 30 million internally displaced persons, refugees, and asylum-seekers of concern to the UNHCR in Africa. The majority are children and youth lacking opportunities for creating a future for themselves.

Solution.

SINAs transform the future generation into social entrepreneurs through a cost-effective and freesponsible community approach. The youth are enabled to solve local challenges and build a future for themselves as job creators. Since 2015, SINA has been enabling its scholars to create solutions to the problems they face in life. The model consists of a five-step empowerment process incorporating interactive learning sessions and scholars taking on roles and responsibilities within a SINA to gain skills and experience. Self-organization and freesponsibility are the core values that allow scholars to grow personally and professionally while immediately putting learned tools into practice. The process goes beyond selected empowerment, gives full ownership, and fosters genuine collaboration. Everyone becomes as powerful as possible and a leader and follower simultaneously. As a result, scholars often start to understand their past as a strength rather than a subject of shame.

SINA Global.

SINA Global serves all SINAs to achieve their maximum impact and stewards the emerging global movement of the freesponsible and self-organized communities. This is attained through:



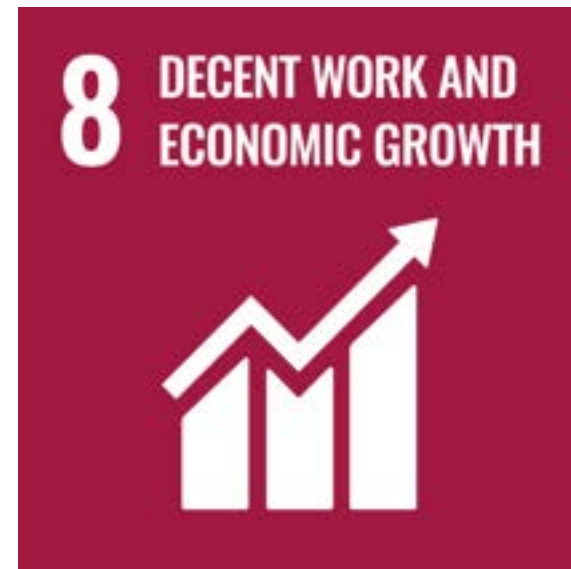
Enabling replication
of new SINAs and supporting high quality and collaborative learning across all SINAs

Facilitate
the impact of promising social enterprises from all SINAs

Investing
into promising SINA ventures through an innovative, peer-to-peer investment model

Direct impact on 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.



Our year in numbers.

60 SINA net promoter score*

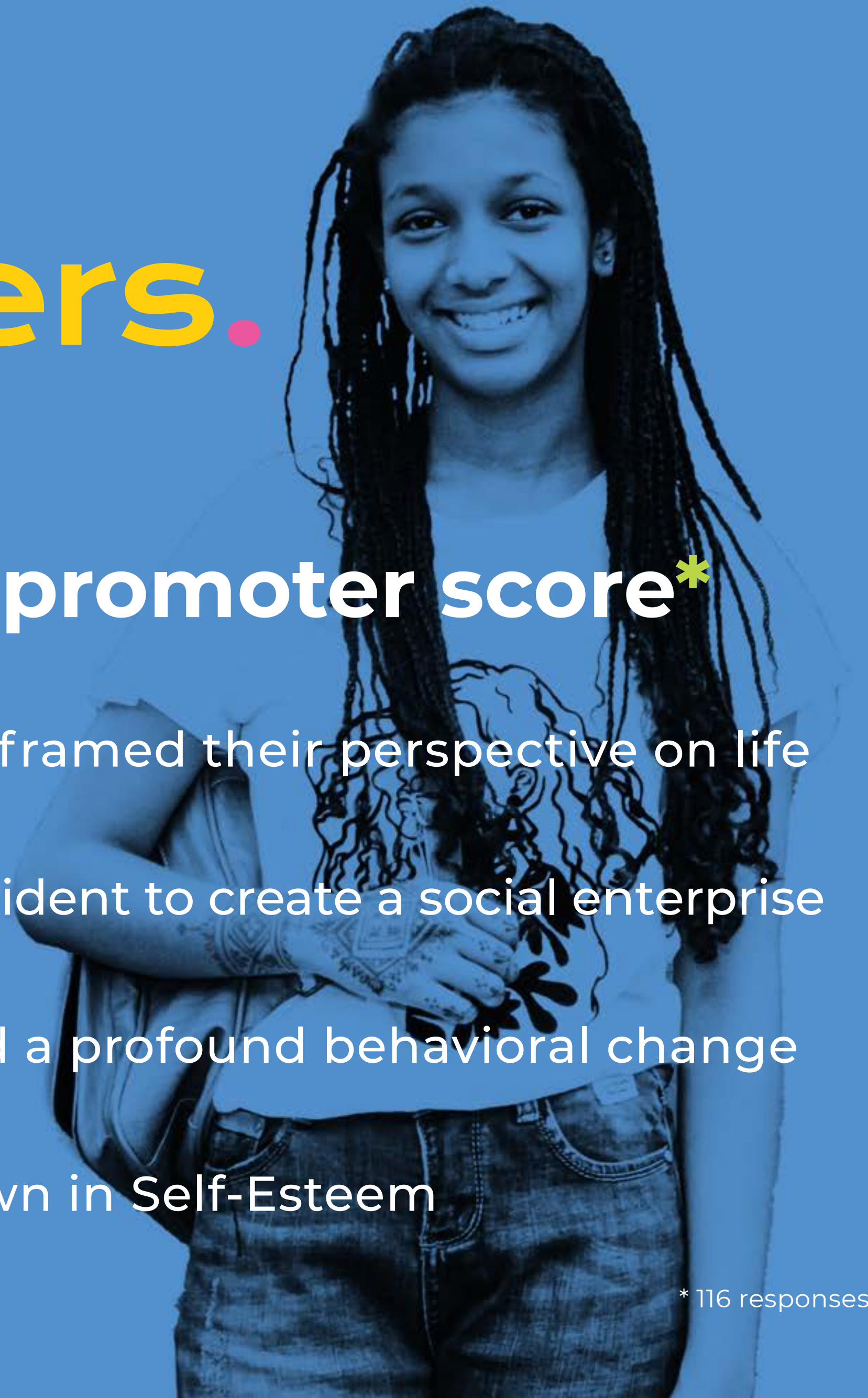
100% Scholars positively framed their perspective on life

100% of Scholars are confident to create a social enterprise

99% Scholars experienced a profound behavioral change

96% of scholars have grown in Self-Esteem

* 116 responses



Our year in numbers.

Number of new social enterprises which emerged: **15**

Capital raised independently by SINA social enterprises
in acceleration: **160.082 USD**

Full-time jobs created: **27**

Part-time jobs created: **32**

Compound annual growth rate of SINA enterprises:
51.65%

The SINAs.

SINAs are locally owned, self-sustaining, and independent communities implementing the SINA Framework of a freesponsible education for Social Entrepreneurship. They do this through:

- **unleashing individual potentials** of marginalized youth
- **eliciting relevant skills and experience** through running the community
- **giving birth to social enterprises** with purpose and profit



Founded | 2015

Permanent Scholars: 19

Community Scholars: 416

Location | Mpigi

Jangu International.

(SINA Mpigi)

SINA Mpigi is the first SINA created and is located in the Mpigi district, about one hour outside of Uganda's capital Kampala. Since 2015, it has provided proof of concept and serves as a replication center for the creation of new SINAs.

Advances in 2021

Jangu International was able to accept new scholars and fully resume after a long break in November. Jangu International trained scholars throughout the year in the surrounding communities. New scholars were accepted and programs fully resumed in November. The lockdown period was used productively for infrastructure and renovations

- SINA Village renovated and ready to accommodate guests comfortably in self-contained rooms
- Agriculture for self-sufficiency expanded
- Trees planted
- Satellite internet installed through Avanti Communications
- Interior and exterior of the main hall repaired
- A papyrus ceiling and tiling for the ICT Hub installed

Enterprises 2021 | Jangu International

Smart Kitchen Solutions




Due to economic reasons during the COVID restrictions, Barbra's mother was forced to reduce the family meals from three to one per day. Cooking fuels are also one of the main reasons for deforestation in Uganda, as the population is growing rapidly, with almost five children per family on average. Barbra founded "Smart Kitchen" to offer affordable clean energy briquettes as an alternative to charcoal. The briquettes produce less smoke, are eco-friendly, burn longer, and are made from organic and agricultural waste.

Nunu Fund



Nunu Fund offers parents a convenient way of saving for the future of their children through a payback system on purchases made in shops of essential commodities. On the other hand, small-scale businesses are enabled to attract and retain customers to grow their business.

A woman with dark skin and braided hair is smiling while working on a wooden structure. She is wearing a dark shirt. The background is a warm, orange-toned image of a workshop or construction site. In the bottom right corner, there is a large, abstract, pink shape that resembles a stylized flame or a brushstroke.

“ I was a girl not believing in myself. I knew that I am nothing. I wanted to kill myself due to the things I was going through. Here at SINA, it is a place where I was welcomed, no one judged me. People accept you the way you are. I was able to discover myself and my potential, and I healed from the traumas I faced when growing up.

Barbra Nantongo

Founder of Smart Kitchen Solutions

Enterprises 2021 | Jangu International

Ashanti Foods



Ashanti foods store aims at creating a quick and fun cooking experience for young professionals in Kampala by timely delivering freshly prepared and pre-portioned ready-to-cook organic foods at their doorstep for tasty, nutritious meals in less than 15 mins.



Founded | 2018
Scholars | 18
Location | Nakivale

Unleashed.

(Potential in Motion)

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.

Advances in 2021

Despite COVID restrictions, the community succeeded in welcoming two new groups of scholars, but activities were limited. The enterprise “Refugees Global Talent” was able to hold its annual festival with a total of 79 artists at the end of the year when restrictions were eased. The Oasis Bakery, operated by Unleashed, scaled up productions and procured a van for bread deliveries and a professional generator to bridge frequent power outages.



Founded | 2018
Scholars | 45
Location | Yumbe
District, Uganda

SINA Loketa.

(Potential in Motion)

SINA Loketa is located in the Bidibidi Refugee Settlement in the north of Uganda, one of the largest refugee camps in the world, with around 235,000 people.

Advances in 2021

SINA Loketa was able to implement a music school and craft a partnership for the construction of an amphitheatre-style building as a community center for 2022. The startup Generous Design Africa was able to obtain a recycling machine as an investment to recycle plastic into everyday items on a larger scale.

Enterprises 2021 | SINA Loketa

Scrap Recycling Company



The enterprise recycles metallic waste, which is often poorly disposed of and produces saucepans and knives in the Bidibidi Refugee Settlement.

Eco Shoe Africa



Recycling old shoes, this enterprise makes from a few old shoes new pairs, which are affordable and target refugee children.



Founded | 2019
Scholars | 60
Location | Kampala,
Uganda

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 2021

Despite all challenges in 2021, Lazima Nipate Academy was able to keep going and also conduct the Social Impact Award (SIA). An independent jury selected different startups from the Ugandan ecosystem, and after an intense mentoring phase, three winners were chosen.

Enterprises 2021 | Lazima Nipate

UMOJA Agrofarmers



Supporting refugee farmers to access land and provide quality seeds, as well as skill training in sustainable agricultural practices.

Poetherapy



Many of the 1,4 million refugees in Uganda went through traumatic experiences, which can manifest themselves in depression. Poetherapy is fighting depression and promoting sustainable mental health through edutainment and artistic events in the form of poetry, music, and comedy. Furthermore, workshops enable young refugees

Enterprises 2021 | Lazima Nipate

Watoto Are Tomorrow



Tackling the language barrier among refugee children in refugee camps by providing English training programs and skills training that are engaging, affordable, innovative, and fun by using a learner-centered approach for a culture of better communication.



Founded | 2021
Scholars | 76
Location | Kyegegwa
District Uganda

Arise Youth Academy.

Arise Youth Academy is located in the Kyaka II Refugee Settlement in western Uganda, where about 125,000 people find a new home. The majority are from the Democratic Republic of Congo.

Advances in 2021

After a challenging start in 2020, Arise has been able to procure land through SINA Global and started the construction of its own space while activities continued in a rented and provisional space. Its first social enterprises emerged in 2021.

Enterprises 2021 | Arise Youth Academy

Safe Delivery Destination



Students in rural Uganda lack a safe way to reach schools. Motorcycle-taxis (“Bodaboda”) are sometimes the only transport possibility if walking is not an option. The motorcycles expose the children to accident risks, and children are often in the hands of strangers. Safe Delivery Destination provides a safe and secure transportation system by which students are transported by well-trained and properly identified motorcycles.

“Life decided to give me another chance to shine when I joined SINA. I was living a hopeless life as a refugee. I was out of school. I had given up on myself. I believed a refugee could never achieve anything and is supposed to sit and wait for aid. In SINA, I went through personal development and discovered myself and my potential. It opened my eyes and changed the way I see the world. I now perceive challenges as opportunities, which has changed my life a lot.”

Guilaine Bayubasire

Co-Founder of Arise Youth Foundtion





Founded | 2020
Scholars | 21
Location | Chipinge
Zimbabwe

Transformation Innovation Hub.

(TIH)

TIH is located in the Tongogara refugee camp and was initiated by request of UNHCR for support of the 21,000 refugees living in the camp to create a future for themselves through social entrepreneurship.

Advances in 2021

Due to the global pandemic, the priorities of UNHCR had shifted and financial support, as initially thought of, was not possible. SINA Global was able to leverage support for the first buildings, which were successfully completed with a hall for sessions out of upcycled plastic bottles, toilets, and a kitchen. Using the established techniques, an enterprise replicating the building technology, training, and building for others started shaping as TIH's first social enterprise.

New SINAs.





Founded | 2021
Scholars | 19
Location | Bukavu
DRC

Social Entrepreneurship Academy.

(SENTA)

Advances in 2021

The co-founders Bernadette Itongwa and Arsene Bashizi had been in SINA at Jangu International from 2017 and first joined the Lazima Nipate Academy for the SINA replication in Kampala. They learned valuable skills and insights on how SINA can be applied within a city context. In 2021 both returned to the DRC to register and create the Social Entrepreneurship Academy (SENTA) in the city of Bukavu. The implementation started with the first pioneer scholars in 2021, and SENTA implemented the Social Impact Award (SIA), where nine social enterprise ideas were selected and mentored. In the end, the three winners were also the ones becoming the first social enterprises from SENTA.

Enterprises 2021 | SENTA

Priorité Santé



Providing medical services and guidance to the people of Bukavu to prevent risk factors for cardiovascular disease and reduce the risk of stroke.

Paper Bags



Producing paper packaging as an alternative to using plastic bags. They also develop other products made from recycled papers while providing youth employment opportunities through recycling to speak up about their experiences while learning coping strategies for light depression. For severe depression, Poetrerapy directs them to professional counseling services.

Enterprises 2021 | SENTA

Tout ART



Fighting the growing mental illnesses in Bukavu City and youth unemployment by collecting plastic waste and transforming it into decorative items.



Founded | 2021
Scholars | 92
Location | Kinshasa
DRC

Congo Innovation Academy.

(CINA)

Advances in 2021

Daniel Baraka and Israel Baelongandi were both referred to SINA as potential replicators. They found each other at their time in Mpigi going through SINA in 2020. Both decided to team up and create a SINA in Kinshasa, the capital of the Democratic Republic of Congo. Because Israel is living with a disability, the focus of the SINA is supporting other youth with disabilities to turn challenges into opportunities. After renting a space and getting started in 2021, the team could achieve a lot through gaining first independent financial support and having first enterprises emerge.

Enterprises 2021 | CINA

SafeWewa

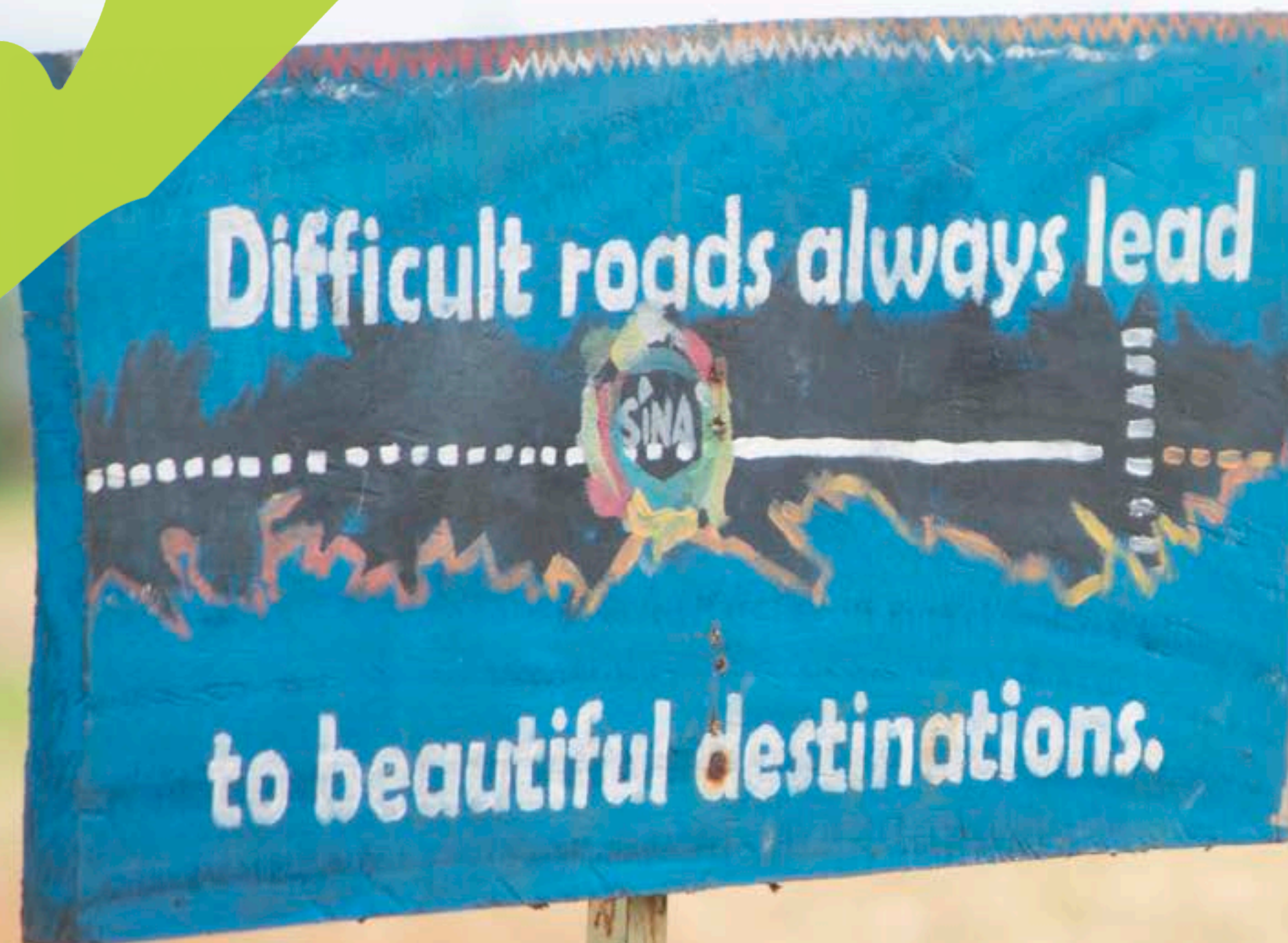


Safe Wewa strengthens the professionalism of taxi-motorcyclists and increases road safety in Kinshasa by raising awareness and training drivers to reduce the rate of road accidents and help build sustainable incomes.

Nica Fashion



Nica Fashion fights against environmental pollution by recycling sachets into stylish fashion objects for women, young adults, and couples. The company was founded by a young disabled woman, amputated of the right hand. She has overcome the challenges of disability by giving value to her life and the environment surrounding her.



Other
achievements.



Acceleration.

A success story

Generous Designs Africa

Uganda hosts over 1.5 million refugees. In 2015 Emmanuel Lomoro and his family fled to Uganda to seek refuge from a war that was going on in South Sudan. They got hosted into a refugee settlement called "Bidibidi." When refugees arrive, the essential item given to them to build a structure for a house is a tarpaulin. Over time, they wear out due to sunshine and rain and become plastic waste. Generous Designs Africa used this as a starting point to make affordable, durable, and waterproof school, laptop, and shopping bags. It became a social enterprise nurtured into existence by SINA Loketa with a vision of sustainable communities free from plastic waste.

During the Bootcamp of the SINA Acceleration Program, the team realized a need to pivot based on the pains of their customers and newly discovered market potential. The enterprise started paying women and youth in the refugee community per kilo of plastic waste collected and recycling plastic into items like clothes pegs, school rulers, shirt buttons, and cups sold

to the refugee community and beyond. SINA was able to support with a linkage to procure a plasticpreneur machine to scale up productions to about 300 products a day.

"From taking part in the acceleration, we are able to increase sales hence more income that has enabled us to pay four team members," says Emmanuel Lomoro.

Awareness that "waste is only waste if you waste it" spread in the community. Generous Designs has collected and recycled close to one ton of plastic waste and is currently working with 105 youths to collect plastic waste. Fifty-five women have been impacted through the exchange of their finished products for home items like broken basins, buckets, plates, and other products that can be recycled. The enterprise plans to replicate its model in other refugee camps and to increase the impact on the community by engaging more vulnerable women in the recycling process.

SINA Purpose pool.

The Purpose Pool is an innovative funding mechanism that harnesses the power of the community to mobilize investment for the most impactful SINA social enterprises. Our ambition is to prove that a human-centered, inclusive and regenerative investment model for impact entrepreneurs in underserved markets is viable: impactful, profitable, and scalable. In 2021 we invested 15.000 USD in two social enterprises in Uganda. Patapia supports refugee women with micro-loans and Generous Designs Africa, recycling plastic waste in the Bidibidi Refugee Settlement. The investments increased the enterprises' operational capacity and significantly scaled their impact and revenue. Patapia has been able to increase its monthly revenue from 250USD to 1500USD per month. Both enterprises pledged shares into the Purpose Pool. Through a quarterly repayment of a 5% revenue share, the entrepreneurs purchase them back until 2.5x the investment is reached. Then the loan is repaid, and the entrepreneurs become investors with shares in the Purpose Pool to decide on the following investments.





Awards and recognition.

Energy Globe National Winner

Tusafishe

Changemakers of the ChangemakerXchange

[Victor Mafigi](#), [David Monday](#) and
[Sheila Alinda](#)

WIA540 Finalist

Rebecca Aime

Secretary-General's for Sustainable Development Awards 2021

Kimuli Fashionability

Women's Economic Empower- ment (WEE) Accelerator Programm of the Miller Centers for Entrepreneurship

Kimuli Fashionability

Acumen Fellow

Angella Marjorie

Influential Leader 2021

Etienne Salborn

The 2021 Meaningful Business 100

Juliet Namujju

In the media.

[Tusafishe on DW](#)

[SINA in the Aunua Magazine](#)

[CINA in Kinshasa on RTUS](#)

[Forbes](#)

[Reform Africa profiled by Reuters](#)

[Daily Monitor Uganda](#)

[Faith Aweko on the Mukazi Series](#)

[Yale Africa Startup Review](#)

[Kisitu Aloysious on RBB](#)

[Kimuli Fashionability on DW](#)

[Kimuli Fashionability on CNN](#)

[SINA in the “Catalogue of
Radical Pedagogies”](#)



Turning Challenges Into Opportunities

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

Social Entrepreneurship Academy (SENTA), Bukavu, DRC, founded 2021

Congo Innovation Academy (CINA), Kinshasa, DRC, founded 2021

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