## IMPACT REPORT





SINA (SOCIAL INNOVATION ACADEMY)

WEARE THE CHANGE WE WANT TO SEE IN THE WORLD





## OUR PURPOSE

## REGENERATIVE COMMUNITIES IN A FREESPONSIBLE WORLD.

#### \*Freesponsibility

A word coined by SINA combining freedom with responsibility. It is the awareness of the positive and negative effects the execution of freedom has on others and the environment.

#### \*\*Regeneration

Continuous improvement in all aspects of work, life, and learning instead of sustaining the status quo. It involves understanding SINA as a living system with an evolutionary purpose, emphasizing a systems view and a decentralized organizational design with distributed authority.

## **PROBLEM**

## WHO WE ARE

In the past we were refugees, former child soldiers, and individuals from traumatic and impoverished backgrounds in Africa. For most of us each day was a struggle for survival to meet the most basic needs.

Today, we are changemaker-makers with the abilities to turn challenges into opportunities and create a future for ourselves. 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 create a world that works for everyone.

Unemployment stands at the heart of hopelessness among youth in Africa. With the youth population expected to double by 2050, young people lack opportunities and prospects, which fuels instability and perpetuates poverty. In response, SINA transforms these challenges into pathways for empowerment and entrepreneurship.



## WHAT WE DO

SINA unleashes the potential of disadvantaged youth in Africa to become the change we wish to see as social entrepreneurs.

As disadvantaged and refugee youth, we transcend our challenging experiences through SINA's freesponsible and self-organized five-step empowerment process. We develop personal and professional skills and uncover our life purposes, refusing to let our pasts define our futures. With the power of education, we acquire the skills and experiences necessary to become social entrepreneurs. We become changemakers and shift from being passive recipients of aid to active drivers of our own future, one person and one community at a time within self-organized and freesponsible "SINAs."

Each SINA learning environment unites youths (called "scholars") to locally own and locally self-organize through the freesponsible SINA Framework. Each SINA is for the community, by the community. All SINAs collaborate with each other to achieve a greater outcome than what could be achieved alone.





# THE SINA FRAMEWORK

Like caterpillars unable to imagine they can transform and fly, marginalized youth and refugees discover their purpose and become social entrepreneurs while leveraging existing strengths to turn challenges into opportunities. By taking on responsibilities and roles to run SINA, we create our own curriculum and gain the skills and experience necessary to develop social enterprises. Unlike in formal educational institutions, we do not graduate with a certificate and drown in unemployment. Graduation happens when a social enterprise is financially self-sustainable and jobs have been created.

## OUR SINA FRAMEWORK FOLLOWS A 5-STAGE EMPOWERMENT MODEL:

#### 1. CONFUSION STAGE

Also referred to as "Applied Social Innovation", the initial step is an intense and structured three months training about unlearning limiting beliefs, eliminating the fear of failing, expanding one's comfort zone, discovering oneself and one's personal purpose, and setting goals and action steps to achieve the personal goals. It focuses on personal development, self-reflection, building a growth mindset, and the ability to challenge ourselves. It is experiential, problem-based learning by doing in a responsible way.

#### 2. EMERGING STAGE

We use Holacracy to self-organize and gain hands-on experience in accounting, logistics, and outreach, building our own curriculum through the roles taken. Through Freesponsibility, we understand the impact of our actions. Decision-making goes beyond hierarchy or consensus, with role-holders holding each other accountable. Teams conduct customer research to validate new social enterprise ideas. We stay as long as needed, continuously growing and contributing to the community.

### 3. CONCENTRATION

Five-day bootcamp for social enterprise ideas and teams to validate assumptions and gain traction. We pitch to judges and can receive prize money for further implementation. Working spaces and mentoring are provided. Those not chosen try again in the next bootcamp, returning to the Emerging stage to continue growing in skills and abilities until another idea gains traction.

### 4. LINKING STAGE

Suppose an enterprise has generated revenues of at least 150 USD per month for three consecutive months. In that case, it enters the linking stage, where it is supported to formalize, register and be accelerated through intense mentoring to grow the impact and create financial forecasts, pitch decks and a business plan. Enterprises from all SINAs can apply to the SINA Acceleration Program to further scale their impact and receive support.

### **5. MASTERY STAGE**

We have graduated from SINA with our own jobs and social enterprises established instead of a certificate. In the final path, called the Mastery Stage, alumni usually stay in close contact with SINA and often become mentors and coaches of new scholars to pass on the skills and experiences gained. At this stage, the social enterprise is financially self-sustainable and has substantial positive social and/or environmental impact.



"YOU NEVER CHANGE THINGS BY FIGHTING THE EXISTING REALITY.
TO CHANGE SOMETHING, BUILD A NEW MODEL THAT MAKES THE EXISTING MODEL OBSOLETE."

-BUCKMINSTER FULLER



# OUR IMPACT TO DATE

12

**SINAs** 

50%

of SINA alumni ran their own enterprises

(based on a sample survey of 100 alumni in 2023)

683

scholars in 2023

80

Social Enterprises
born at SINA and
are still operational

Based on our data, for every dollar spent on a scholar entering SINA, the scholar is expected to surpass an average 10-fold return on investment within 10 years through a combination of:

- increasing their earned income
- impacting other people's lives through job creation and livelihood changes
- improving social and environmental impact through founding an enterprise



973

Jobs created

297

154

Full-time

Part-time

New jobs created in 2023

87%

Compound annual growth rate of SINA social enterprises





# DIRECT IMPACT ON SCHOLARS

We have seen a deep personal transformation of SINA scholars. As caterpillars eventually become butterflies, in SINA, the person transforms through discovering their purpose and gaining a growth mindset of possibilities. Many youths, who seemed to have given up on life or resorted to coping mechanisms such as drugs or alcohol, found a new purpose in life and gained the skills to create a social enterprise that often supports others as well.

SINA alumni earn 3x more than the control group who never entered SINA. Alumni also experienced a shift in monthly income from zero or close to zero through infrequent small daily jobs before SINA to formal and monthly salaries of typically \$50 - \$130 USD till as high as \$1,250 USD, lifting themselves out of poverty, while supporting others to do the same.



# DIRECT IMPACT ON THE COMMUNITY

SINA-born social enterprises paid salaries of a total estimated amount of \$420,336 USD in 2023 to the 973 jobs created, while having social and environmental impact in their communities.

The capital raised independently by SINA social enterprises within the last 3 years was over \$500,000 USD. The funds are often spent on infrastructure development to grow the enterprises and impact, benefiting the community.



# DIRECT IMPACT ON THE SOCIETY

SINA born social enterprises and alumni tackle critical issues on all SDGs for significant societal improvements and environmental benefits, such as reduction in malaria cases through mosquito repellent soap or thousands of tons of CO<sub>2</sub> captured and avoided through community biosand water filters.

# SOCIAL IMPACT EXAMPLE

#### **UGANICS**

Producing mosquito-repellent soap to address malaria, Uganics provides paid employment for over 48 individuals, primarily women. By successfully applying a cross-subsidy model, Uganics captures a market of both privileged and disadvantaged peoples. The purchase price of one bar in the tourism sector, for example, enables the company to sell two bars to rural Ugandans at an affordable price. On top of the scientific verification of the formulas, a 2023 company-led survey of 200 Ugandan households where the soap is used found an 88% reduction in malaria cases. As a result, families can expect to spend less on medical expenses and on sick-days. Most importantly, Uganics products can contribute to the reduction in child-mortality for children under the age of five.









## ECO IMPACT EXAMPLE

### **TUSAFISHE**

Tusafishe provides safe and clean drinking water to over 300,000 regular users, mostly in schools, refugee camps, and disadvantaged communities, through large bio-sand water filters. Filters use granite sand and moringa seeds. Tusafishe has captured over 50,000 tons of CO<sub>2</sub>, as more filtering leads to less water boiling. The filters themselves require the planting of moringa trees, so Tusafishe is responsible not only for carbon capture but also for avoidance and offset.





# DIRECT IMPACT ON SDGS:

- NO. 1: NO POVERTY
- NO. 4: QUALITY EDUCATION
- NO. 8: DECENT WORK AND ECONOMIC GROWTH
- NO. 9: INDUSTRY, INNOVATION, AND INFRASTRUCTURE
- NO. 17: PARTNERSHIP FOR THE GOALS

Indirect impact on SDGs, by SINA Social Enterprises and Changemakers:

• All SDGs

A SELECTION OF SINA SOCIAL ENTERPRISES 2023



## PAPER PRODUCE COMPANY

SOCIAL ENTREPRENEURSHIP ACADEMY

Paper Produce Company addresses the challenge of waste disposal in healthcare facilities by providing sustainable packaging solutions made from recyclable materials. They offer these solutions to pharmacies, hospitals, and other healthcare providers.

## TEG MOSQUITO REPELLENT

TRANSFORMATION INNOVATION HUB

The Tongogara refugee camp in Zimbabwe is located near a creek with much stagnant water. People's livelihood activities for survival include gardens, fish ponds, and livestock rearing, especially a piggery near this creek. These activities create mosquito breeding sites, affecting local families. TEG produces organic mosquito-repellent candles from essential oils that repel all kinds of insects to prevent malaria and other diseases.

## BIO-BRIQUETTES

TRANSFORMATION INNOVATION HUB

Transforming waste materials such as baobab shells, maize waste, sugar waste, dry leaves, cow dung, and organic matter into smokeless, odorless, clean, and eco-friendly briquettes to serve as an efficient fuel source for heating and cooking.

# VITALCARE CONNECT

JANGU INTERNATIONAL

Vitalcare Connect specializes in manufacturing comprehensive birth kits designed specifically for women in rural areas who often give birth at home without access to medical care. These kits are equipped with essential birthing supplies to ensure the safest and best possible childbirth experience.

## ECO-BELLEZA JANGU INTERNATIONAL

Eco-Belleza offers body lotions, creams and skin-care products with the natural ingredients of aloe vera snail slime, targeting customers with persistant skin issues and youth with acne.



## SAFEPLAS

ARISE YOUTH FOUNDATION

SafePlas upcycles plastic waste in refugee settlements for innovative latrine slab and soffers a cost-effective and sustainable toilet for refugee households. By reducing plastic waste and empowering local communities, SafePlas promotes environmental stewardship and community engagement.

## SWIFTSAN HYGIENIC SOLUTIONS

JANGU INTERNATIONAL

Swiftsan Hygienic Solutions produces an enzymatic solution called 'Cho Master' to address the issue of overfilled latrines in urban Uganda. Unlike the harmful practice of using motor oil to increase the logevity of latrines, 'Cho Master' reduces human waste volume and neutralizes odors without negative environmental impacts, as all ingredients are biodegradable.



Frimo supports social enterprises in East Africa with accounting services, audits, tax advise and legal processes for compliance and enterprise growth.

## PASSION FASHION AND DESIGN

TRANSFORMATION INNOVATION HUB

In the Tongogara refugee camp, improper garbage disposal practices contribute to severe air and waste pollution, threatening public health and the environment. Passion Fashion and Design produces sandals by upcycling old car tires. The enterprise also promotes waste disposal in bins and collects waste for the enterprise expansion and the introduction of further upcycled products.

## ELEVATES

JANGU INTERNATIONAL

Elevates creates educational materials that help children with learning and attention difficulties through interactive, practical, and user-friendly learning aids in the form of puzzles. These tools address specific challenges such as short attention spans and repetitive behaviors by enabling hands-on learning experiences. Additionally, by repurposing old furniture, the enterprise not only utilizes resources effectively but also creates jobs.







## SINA GLOBAL

THE "SINA GLOBAL" TEAM IS COMPRISED OF 10 MEMBERS, MOSTLY FROM DIFFERENT SINA COMMUNITIES.

#### **Serving all**

existing 12 SINAs to achieve their maximum impact

#### **Enabling replication**

of new SINAs and supporting highquality standards across all SINAs

#### **Accelerating**

the impact of social enterprises from all SINAs



## THE SINAS

SINAs are locally owned, self-sustaining, and independent communities implementing the SINA Framework of freesponsible empowerment for social entrepreneurship.

#### All SINAs implement the <u>SINA Framework</u>:

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

## SINAS

### **Cape Verde**

Morabeza Innovation Academy

### DR Congo

Social Entrepreneurship Academy
Congo Innovation Academy

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#### Kenya

Global Innovation Valley

#### Tanzania

Njombe Innovation Academy Ubunifu Foundation

#### Uganda

Jangu International

Youth Innovation Hub

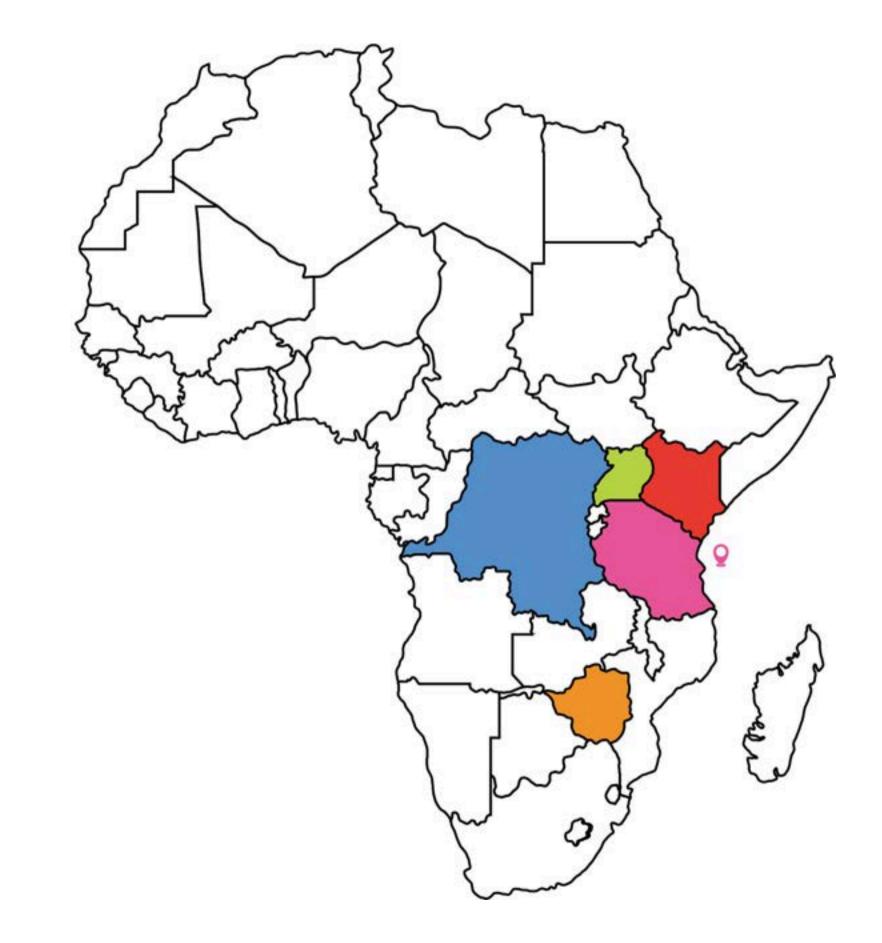
Lazima Nipate Academy

**Arise Youth Foundation** 

SINA Loketa

#### Zimbabwe

Transformation Innovation Hub



## 12 HOURS, 12 COMMUNITIES

#### <u>Full 12h Livestream</u>

On "Giving Tuesday," 28th November, we hosted a 12-hour continuous live stream across all 12 SINA Communities in six countries and different refugee camps. The stream featured engaging tours, testimonials, and stories from each SINA community, highlighting our Community of Communities and the significance of SINA to us.



#### 20 Minute highlights



## SINA SUMMIT

The 2023 SINA Summit brought together SINA members from 14 existing and upcoming SINAs and 16 nationalities represented amongst 50 participants. Many came from different refugee camps and settlements. International guests and volunteers also participated in the theme: "If you want to walk fast, walk alone. But if you want to walk far, walk together". A range of activities and discussions promoted collaboration and knowledge-sharing and collectively building the future of SINA.



## JANGU INTERNATIONAL

**Founded:** 2015

**Number of Scholars: 70** 

**Location:** Mpigi, Uganda

The first and main SINA Community

#### **Highlights in 2023**

- Hosting the SINA Acceleration program and SINA Summit
- Hosting SINA Replicators
- Regenerative bamboo construction
- 1st Bamboo Summit



"SINA is where the magic started. When I joined in 2016, I learnt and got to know my values, beliefs, strengths and weaknesses. With this, I followed and focused on my passion for construction to create an amazing enterprise using unburnt and ecologically friendly interlocking bricks. It's because of the skills that I got from SINA which is also helping me share with different youth in different parts of Uganda."

Justin Owere Founder of Justev Building Systems



# IST BAMBOO SUMMIT

The first "Uganda Bamboo Summit" in Mpigi organized by Jangu International showcased sustainable bamboo construction and fostered collaboration among stakeholders, offering insights into bamboo farming and industry opportunities. It left participants motivated and creatively engaged to use bamboo as a sustainable material for construction, product development, and social entrepreneurship.



## SINA LOKETA

Founded: 2018

**Number of Scholars in 2023:** 114

**Location:** Bidibidi Refugee

Settlement, Uganda



## LAZIMA NIPATE ACADEMY (LNA)

**Founded:** 2019

Number of Scholars in 2023: 50

Location: Kampala, Uganda

#### Highlights in 2023

- Successful implementation of the Social Impact Award (SIA) in Uganda
- Split into two SINA Communities for 2024 and beyond to increase the impact for urban refugees: "Lazima Innovation Hub" and "Cosmo Foundation"



## ARISE YOUTH FOUNDATION

Founded: 2021

Number of Scholars in 2023: 55

**Location:** Kyaka II Refugee

Settlement, Uganda



# TRANSFORMATION INNOVATION HUB (TIH)

Founded: 2020

Number of Scholars in 2023: 80

**Location:** Tongogara Refugee

Camp, Zimbabwe



# SOCIAL ENTREPRENEURSHIP ACADEMY (SENTA)

Founded: 2021

Number of Scholars in 2023: 45

Location: Bukavu, Democratic

Republic of the Congo (DRC)

#### Highlights in 2023

 Successful implementation of the Social Impact Award (SIA) in DR Congo

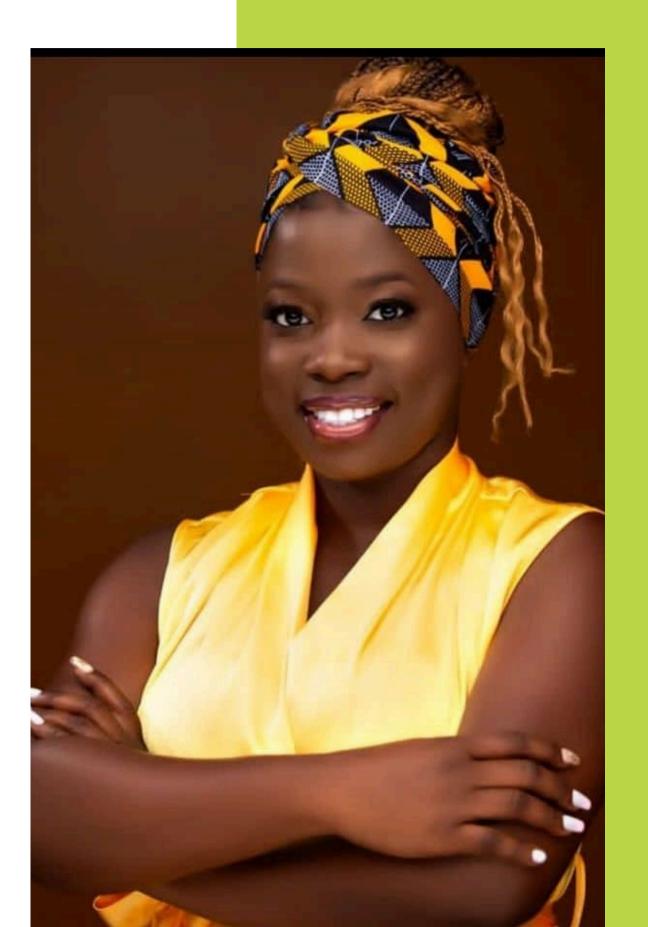


"Entrepreneurship is about transforming obstacles into opportunities, and through SINA, we not only innovate but inspire and create ventures that WOW the world."

Juliet Namujju Founder Kimuli Collections

Julie, presenting at One Young World in Belfast Watch here





### CONGO INNOVATION ACADEMY (CINA)

Founded: 2021

Number of Scholars in 2023: 53

Location: Maluku (near Kinshasa),

Democratic Republic of the Congo

(DRC)

#### Highlights in 2023

• Procurement of four hectares of own land on the outskirts of Kinshasa and construction of first upcycled plastic bottle house.



### GLOBAL INNOVATION VALLEY (GIV)

Founded: 2022

**Number of Scholars: 50** 

**Location:** Kakuma and Kalobeyei

Refugee Camps, Kenya



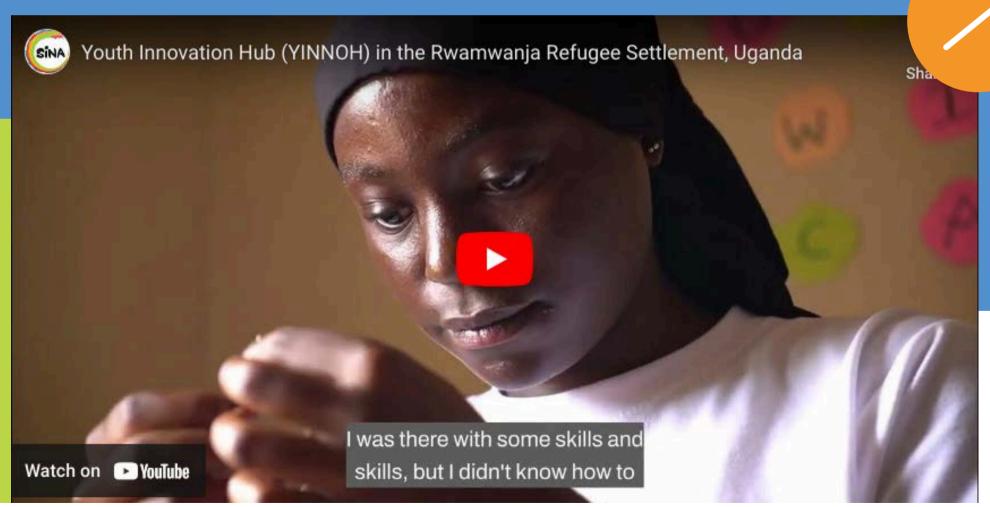
#### YOUTH INNOVATION HUB (YINNOH)

Founded: 2022

**Number of Scholars:** 39

**Location:** Rwamwanja Refugee

Settlement, Uganda



## NEW SINAs

For the creation of a new SINA, a team of 2 - 3 youths from a community spends 12 months in Uganda to experience and live the SINA Framework. They go through the SINA Framework for a deep personal transformation and are then trained on everything needed for successful replication, to create their own locally led and locally self-organized and freesponsibe SINA Community.



## UBUNIFU FOUNDATION

**Founded:** 2023

**Number of Scholars: 17** 

Location: Zanzibar, Tanzania

"I've learned a lot: how to take risks, how to discover myself, how to live with people with different mindsets, how to change my limiting beliefs, and how to bring impact to my community. I came back as a caring person who enjoys seeing others grow and develop. I realized that what I'm doing is not only for me but also I have to think about other people and the creatures that are there and for those that will come after us. It's not only about yourself but about the community, the people around you, and everything that surrounds us."

Saida Marik
Co-Founder of Ubunifu Foundation (SINA in Zanzibar, Tanzania)

See full testimony <u>here</u>



Saida Marik



## NJOMBE INNOVATION ACADEMY

**Founded:** 2023

**Number of Scholars: 15** 

Location: Njombe, Tanzaniaia



## MORABEZA ACADEMY

**Founded:** 2023

Number of Scholars: 9 Location: Sal, Cape Verde

The youngest SINA Community started in November 2023.



#### ACCELERATION

The SINA Acceleration Program supports established but early-stage social enterprises from all SINAs to grow and scale their impact. In 2023, a total of nine enterprises from the 7th Cohort of the SINA Acceleration program participated, comprising five enterprises from Uganda and four from Zimbabwe. The program adopted a hybrid approach, combining online sessions with physical bootcamps for the enterprises in Transformation Innovation Hub in Zimbabwe.

The Acceleration program offered the enterprises different learning opportunities, including a field visit to Ecobrix and online masterclasses covering topics such as defining the cost of goods sold and business registration insights. Acceleration also co-hosted sector lab events focusing on water, sanitation, regenerative agriculture, finance, and the circular economy. These events allowed enterprises to exchange best practices in running social businesses and facilitated networking among participants.



## ECO-BELLEZA

Coming from a small village in Uganda, life was never easy for Angella Babirye. At just nine years old, her father passed away, leaving her and her mother to try and fend for themselves. Angella's mother worked hard to pay for school fees, but the money never seemed to be enough. Despite their hopeless circumstances, her mother instilled in Angella the importance of education and pursing her dreams.

As Angella grew older, she began to financially provide for the family by selling fruits and other food items. The money she earned often went to support her siblings' education, while hers still lagged behind. Even so, Angella dreamed of having a good career either as a nurse, a lawyer, or as a businesswoman.

In pursuit of her dreams, Angella's aunt, an experienced entrepreneur, began imparting business and farming knowledge to her. With her aunt's guidance, Angella learned how to sell, how to farm, and how to be a businesswoman. She continued to build her skills in agriculture, all while continuing to hustle by selling fruit and while studying at high-school. As she considered what to do next in her life, Angella began to develop a passion for cosmetics. Throughout her time in school, she battled severe acne, leading to low self-esteem.

She joined SINA at Jangu International and further unleashed her potentials. Angella co-founded Eco-Belleza with Kato Ronald and Kule Jankson. Through its production of natural skincare products, Eco-Belleza envisions a world where individuals feel naturally confident. Their products included natural slime–based cosmetics like lotions, creams, and organic soap to manage acne breakouts. In the next few years, Angella hopes to influence the local beauty industry by encouraging people to adopt skin care products that utilize natural ingredients.



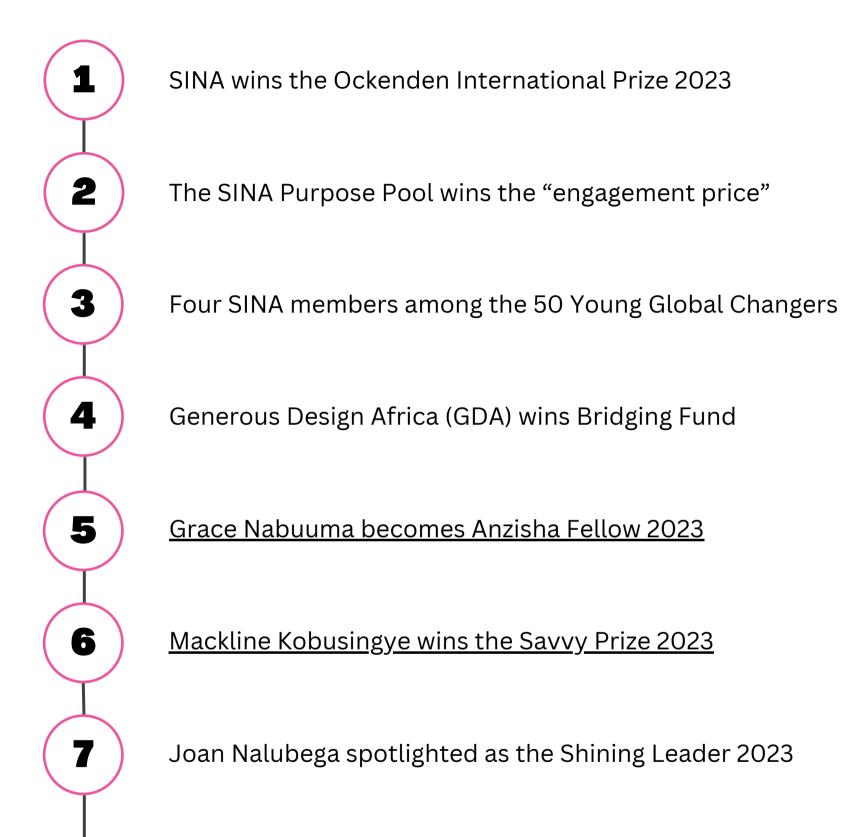


## PURPOSE POOL

The SINA Purpose Pool is a community-powered impact venture platform, combining capacity building with access to capital through a social entrepreneur and impact-centric investment mechanism. It is based on revenue-share loans and bridges the gap of finance for a SINA social enterprise to grow its impact. Traditional investors would not be able to cover investments between \$5,000 to \$20,000 USD.

The 2023 portfolio companies experienced remarkable growth, with an average compound annual growth rate of 48%. The portfolio's impact extended beyond financial metrics, contributing to job creation. In 2023, we invested in two impactful SINA social enterprises in Uganda: Farmplus and Nunu Fund. Farmplus provides affordable protein supplements made from black soldier fly larvae, helping livestock farmers access feed at a lower cost. Nunu Fund empowers disadvantaged parents through savings platforms and educational loans.

## AWARDS AND RECOGNITION





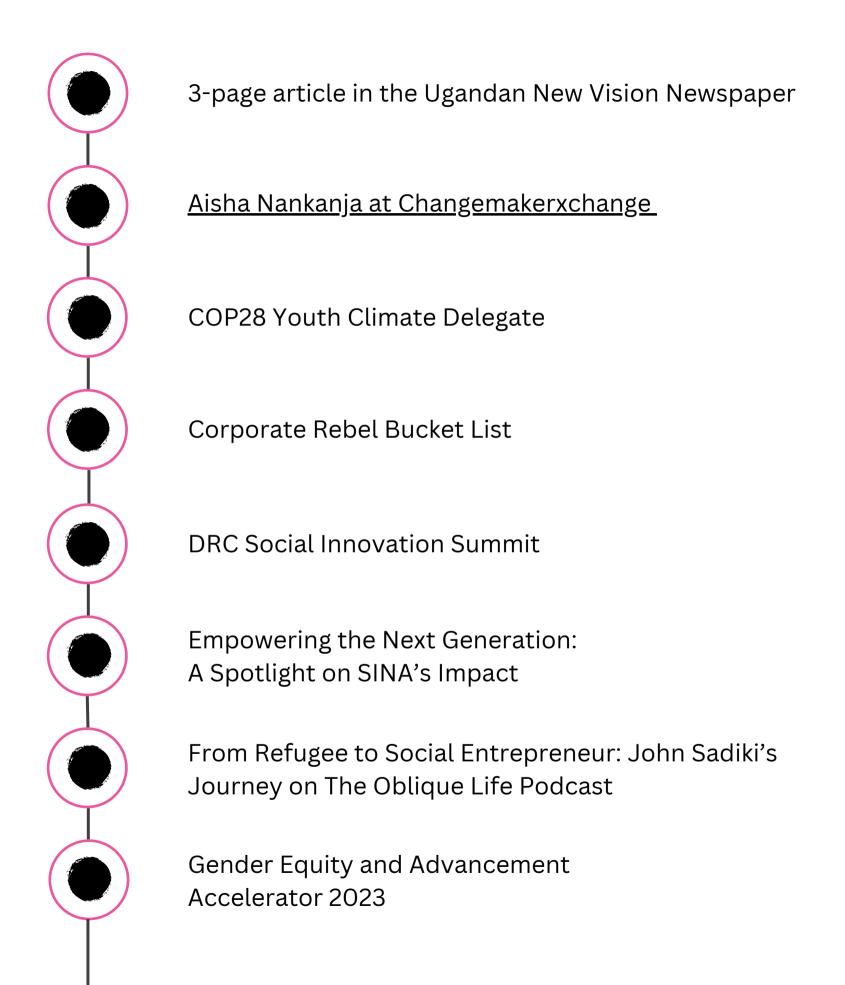
#### Two SINA Members at the Mandela Washington Fellowship Summit in Washington DC

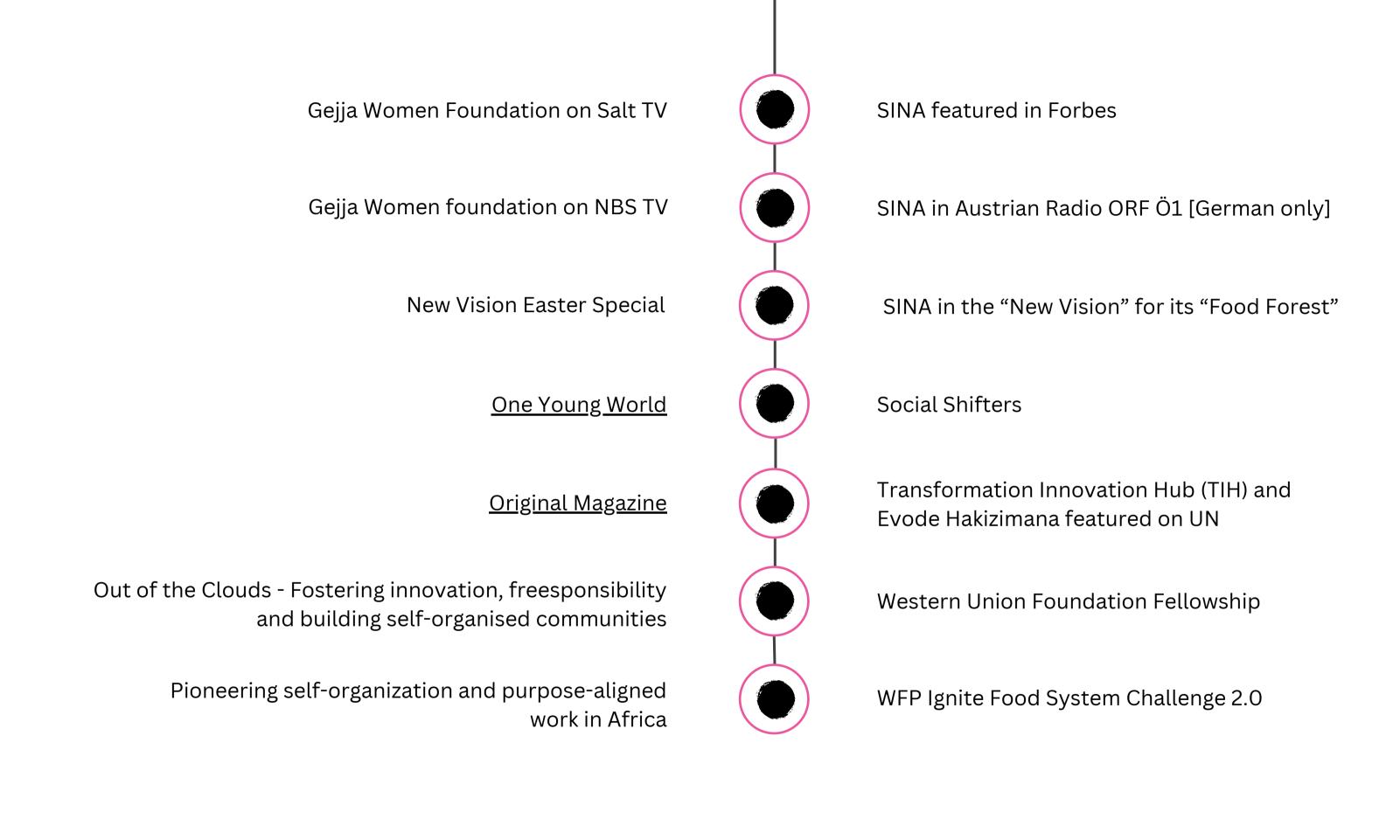
Daniel Baraka from our SINA Community in Kinshasa (Congo Innovation Academy) and Johnmary Kavuma from Upcycle Africa were both invited and met at the Mandela Washington Fellowship Summit, which took pla...

← SINA (Social Innovation Academy) / Aug 3, 2023

8 Joan Nalubega wins Top 30 under 30 CEO Award Catherine Nakayemba as 9 Westerwelle Founder of the Year SINA Member meets German Chancellor Olaf Scholz 10 in Berlin 11 Aime Rebecca becomes Acumen Fellow 2023 12 Stella Lukwago becomes Vital Voices Grow fellow 2023 13 Faith Aweko wins the Mkazipreneur Impact Awards Two SINA Members at the Mandela Washington Fellowship 14 Summit in Washington DC **15** SINA at the World Agility Forum

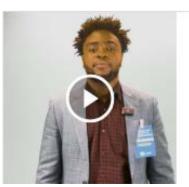
## IN THE MEDIA AND INTERNATIONAL PARTICIPATIONS





### GLOBAL REFUGEE FORUM, GENEVA

Two SINA replicators (Evode Hakizimana Havyarimana and Sylvain Himbana) were invited to participate in the Global Refugee Forum in Geneva in December 2023. Both became active contributors to the global dialogue on refugees, driving forward refugee self-reliance and the mission of empowering communities and fostering sustainable change.



#### [Video] UNHCR, the UN Refugee Agenc on LinkedIn: #refugeeforum

"Once we start to act, hope is everywhere."
Handing the mic to Evode Hakizimana, a Burundia...

in linkedin/Dec 26, 2023



#### WAYS TO SUPPORT

We're on a mission to empower 750 changemakers for 2024. Your contribution can sponsor a SINA scholar to unleash her potential and become a social entrepreneur.

**DONATE NOW** 



**Unleash Potentials (40 €)** 

Sponsor a disadvantaged youth in SINA for 40 € per month to become a changemaker and social entrepreneur.



**Transform a Life (480 €)** 

Sponsor a youth for 1 year to become a changemaker and social entrepreneur.



Scaling Impact (1.800 €)

Become a changemaker-maker & sponsor a SINA social enterprise to scale its impact.



**Sponsor a Cohort (4.800 €)** 

Sponsor 10 scholars in one intake in a SINA to become the change they wish to see as social entrepreneurs.



#### www.socialinnovationacademy.org

#### SINAs:

Jangu International – Uganda, Mpigi, founded 2015
SINA Loketa – Uganda, Bidibidi Refugee Settlement, founded 2018
Lazima Nipate Academy – Uganda, slum area in Kampala, founded 2019
Arise Youth Foundation – 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
Youth Innovation Hub (YINNOH) – Rwamwanja Refugee Settlement, Uganda, founded 2022
Global Innovation Valley (GIV) – Kakuma Refugee Camp, Kenya, founded 2022
Njombe Innovation Academy – Njombe, Tanzania, founded 2023
Ubunifu Foundation – Zanzibar, Tanzania, founded 2023
Morabeza Academy – Sal, Cape Verde, founded 2023

#### SINA Global:

Uganda: "SINA (Social Innovation Academy) Ltd. by Guarantee", registered in 2018 Germany: "SINA (Social Innovation Academy) gGmbH", registered in 2019

SINA was started in 2014 under, and is still supported by "Jangu e.V.", founded 2009