



Making More Health

# A TRANSFORMATIVE JOURNEY TOWARDS MORE HEALTH



Progress report 2019-2020



# EXECUTIVE SUMMARY

## Building and Empowering Communities to increase Health

Since 2011, Ashoka and Boehringer Ingelheim have built a collective global vision: increase access to health care for people, animals and their communities. Through our joint initiative, Making More Health (MMH), we support the systems-changing solutions of social entrepreneurs and combine diverse approaches along the continuum of care in a holistic approach. To achieve this vision, MMH com-

bines Boehringer Ingelheim's expertise in health care from the perspective of a family-owned business, with Ashoka's track-record of identifying, uniting and animating leading social entrepreneurs and their collective insights to inspire an "Everyone A Changemaker (EACH) world". This convergence of innovation, business, social entrepreneurship and changemaking has resulted in a diverse and

dynamic network of health influencers, including thousands of Boehringer Ingelheim employees engaged in health-related initiatives and more than 100 leading social entrepreneurs who collectively reach more than 9.3 million direct beneficiaries around the globe. Together, this network is addressing the most complex health challenges.



*Manuela Pastore*

**Manuela Pastore**  
MMH Global lead,  
Boehringer Ingelheim



*D. Leskova*

**Dana Leskova**  
Head of Corporate Strategy  
and Consulting



*Medard Schoenmaeckers*

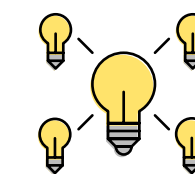
**Medard Schoenmaeckers**  
Global Head Communications  
+ Public Affairs, Boehringer  
Ingelheim



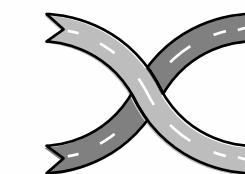
*Arnaud Mourot*

**Arnaud Mourot**  
VP Changemaker Companies,  
Ashoka

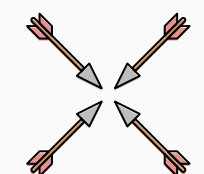
# MMH THEORY OF CHANGE



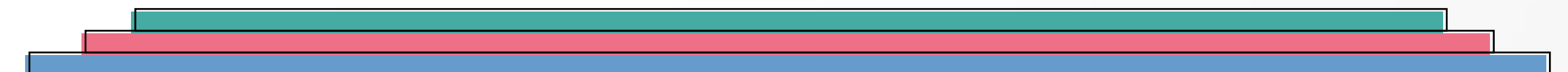
MMH identifies, invest in, and catalyze a global community of health actors impacting people, animals and planet



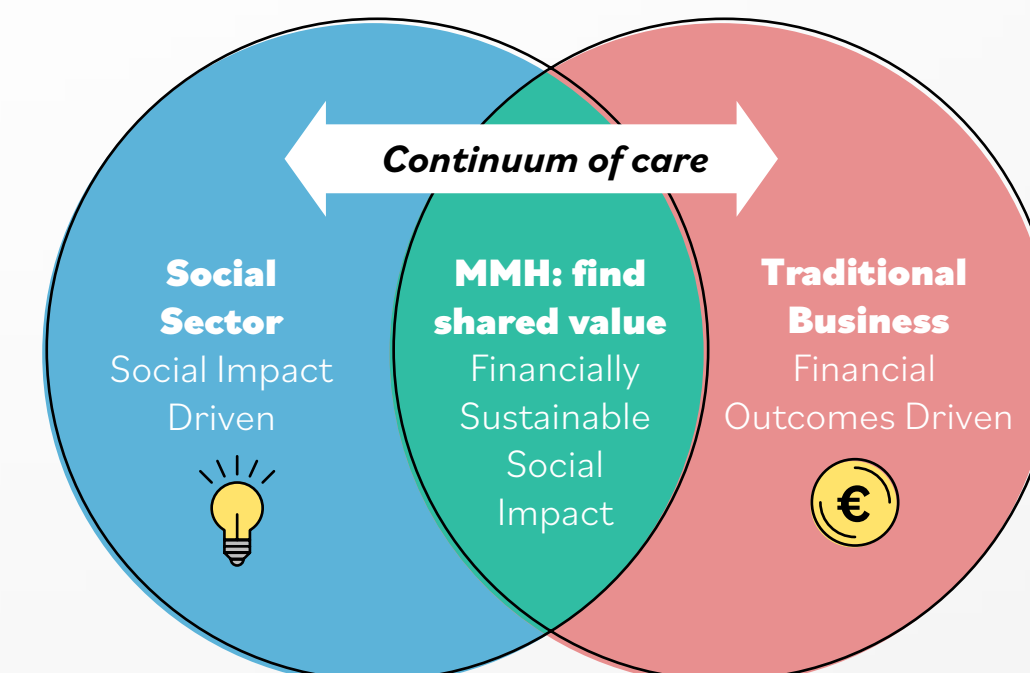
MMH inspires an international community of action oriented, intrapreneurial people who build new business skills through partnerships with the social sector



MMH fosters win-win collaborations across the social, public and business sectors and inspires an ecosystem for creativity and a platform for accelerating new innovations



**MMH**  
Bringing together  
business and social  
goals

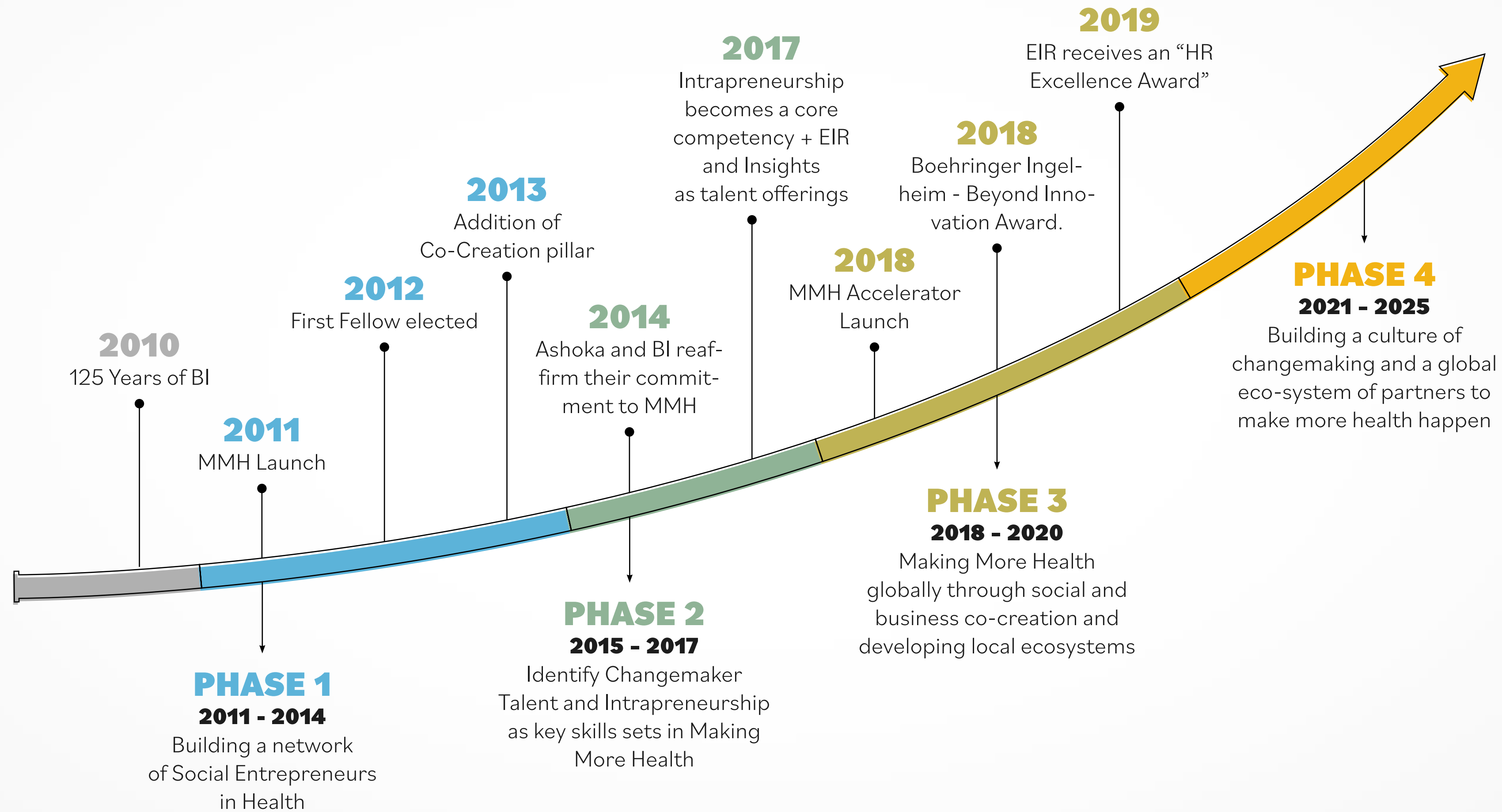


**Discover the potential of business and social convergence in new and exciting ways.**

# MMH A JOURNEY TOWARDS CHANGEMAKING IN HEALTH

*This journey illustrates how Boehringer Ingelheim, through MMH, progressively integrated social impact into the company.*

**Watch the MMH 10 years video**



**THE NOVICE/STARTER: Awareness**

Appreciates social innovation and systems change; sees potential to impact core business

**THE EXPLORER: Responsibility**

Moving beyond strategic philanthropy; articulates connection between social impact and core business

**THE PIONEER: Purpose**

Internalizes the change and actively connects it to core business with a higher organizational purpose identified

**THE CHANGEMAKER: Systems changer**

Actively changes an industry for the good of all

# MMH A GLOBAL NETWORK OF COMMUNITIES AND INITIATIVES

Making more health happen since 2011

100 MMH Fellows supported in 39 countries, reaching an estimated 9.3M\* beneficiaries.

## Central and North America

MMH Fellows: 10 | EIR: 8  
V4C program: 6 programs run  
Online course participants\*: 395

## Europe

MMH Fellows: 42 | EIR: 6  
V4C program: 1 in France, 3 in Spain, 9 in Germany  
Online course participants\*: 451  
Bag to the Future projects : 5

## Asia

MMH Fellows: 19 | EIR: 5  
Online course participants\*: 196  
Bag to the Future projects : 5  
Leadership week: 14 - 210 participants

## Latin America

MMH Fellows: 13 | EIR: 5  
Online course participants\*: 170  
Bag to the Future projects : 3

## Africa

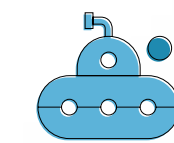
MMH Fellows : 16 | EIR : 18  
V4C program : 1 in Kenya + Afrika Kommt! (46 fellows)  
Online course participants\* : 469  
Leadership week : 2 - 30 participants  
Cocreations BI/SE : 7  
Bag to the Future projects : 3

Through concrete diverse MMH programs and initiatives we are fostering this Changemaker culture:



## DISCOVERING

Nearly 1 700 participants in the **Online course social intrapreneurship for innovation in health**, from 35 countries, **100%\* of participants agreed** "As a result of this course, I now understand the business case for partnering with social entrepreneurs."



## IMMERSING

**42 EIR in 16 countries, 82%\*** of the cohort agreed that their participation in this project helped them to self-identify as a changemaker.  
**16 leadership weeks in India and Kenya, 95%** of the participants stated they never experienced a similar powerful leadership training\*\*.



## SUPPORTING

**15 V4C projects** run in **5 countries**, After the 2019 program in France, **89%** of the participants identify themselves as changemaker vs **57%** before the program.



## BRINGING BACK

**2 editions** of Bag to the Future intrapreneurial contest:  
**17 projects** launched by teams of employees from 9 different countries.  
**16 co-creations between Boehringer Ingelheim and Social entrepreneurs** (including 7 via the Accelerator program).

**EIR:** Executive In Residence, leadership program  
**V4C:** Venture for Change, Youth programs

\*figures are based on self-reporting by Fellows, collected from their external communications (websites and annual reports)  
\*\*based on the survey of the last cohort of participants  
\*\* from 2018 survey

# BUILDING COMMUNITIES TO SUPPORT INNOVATIVE HEALTH ENTREPRENEURS

*At the core of MMH is social innovation in health.*

To enable everyone to have access to health and live a happy and healthy life, there is a need to think beyond classical frameworks and systems generated by the economic world. That is why MMH is dedicated to support social entrepreneurs creating unique solutions that disrupt traditional approaches and embrace a grounded and holistic vision of health access – for both people and animals.

*Since 2011, Making More Health has built a community of **100 MMH Fellows** (social entrepreneurs in health), active in **39 countries** and reaching more than **9.3 million** direct beneficiaries. MMH has directly invested **€9.8 million** in finding and funding these social entrepreneur's incredible health innovations. An additional **€4.3 million** has been indirectly raised for Fellow in the Accelerator program in Kenya*

## IMPACT ON THE FELLOW COMMUNITY

*«Having been selected as an Ashoka Fellow and part of MMH contributes substantially to my work: belonging to the network implies new opportunities for partnerships, articulations and learning, to enhance the impact of my work [...]» Pablo Lecuona - Tiflonexo - Argentina*

*« Thanks to the help of BI, we have a scaling opportunity in Kenya with a local NGO partner. BI is supporting us in this journey. » Eszter Harsányi - Nesting play*

*« The project [between Siel Bleu and BI] starts from shared vision on how we can support patients with some non-pharmaceutical treatments. [...] » Siel Bleu*

## In 2018 and 2019, 12 Fellows joined the MMH community

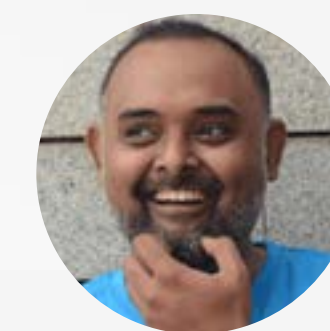
*Discover the 6 others Fellows along the report*



**Pablo Lecuona**  
**Tiflonexos - Argentina:**  
Creating a global community of visually impaired readers which, by using innovative and free tools supported by technology, is replacing the paradigm of dependency for the one of autonomy of blind people



**Helene Viruega**  
**Equiphoria - France (AH):**  
Improving the quality of life of both the patients and their environment by leveraging scientific research and changing the mindsets throughout the health ecosystem about patient care and non-drug approaches, with a specific focus on hippotherapy



**Shailabh Kumar**  
**Uplift Mutuals - India:**  
Setting up the first multi community mutual health micro-insurance model in India that is community owned and led, thus giving them control to take care of their health and health protection more proactively through a nonprofit society.



**Nneka Mobisson**  
**Mdoc - Nigeria:**  
Through an accessible platform, creating a system for communicating and connecting doctors and patients together to disseminate knowledge in the communities and villages on non-communicable diseases. Also providing access to coaches and to peer to peer learning to achieve patients behavior change.



**Femi Kayode**  
**Vetsark and Farmalert - Nigeria:**  
Building a system for livestock health and disease prevention. Empowering smallholder farmers with innovative mobile technology solutions and information services by giving them access to vital information that will improve their farming operations and overall livelihood.



**Zafer Elcik**  
**Otsimo - Turkey:**  
Creating affordable, easily accessible and impactful educational materials for families and children with autism or other special needs. By closing the gap between children in different learning cycles, Zafer and his team are creating a hub of solutions both for the children and their families.

**Discover all MMH Fellows** →

# MMH SUPPORTING PEOPLE TO BECOME CHANGEMAKERS

*Providing opportunities to innovate for health*

The MMH initiative places people at the center of everything. This means patients, employees, young people, social entrepreneurs and all other people involved.

To achieve this, MMH is embracing the Everyone a Changemaker vision by building programs and creating opportunities for individuals to discover and master changemaking skills to help make more health happen.

Boehringer Ingelheim employees are encouraged to open their eyes, hearts and minds and take action, rally teammates around them and engage, through their work, in socially impactful ways.

By creating this environment inside the company, MMH is contributing to build a Changemaker Culture for sustainable change, with employees.

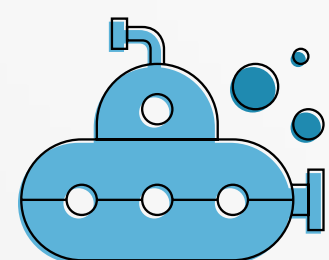
**Through concrete diverse MMH programs and initiatives we are fostering this Changemaker culture:**



**DISCOVERING** social innovation and intrapreneurship



**SUPPORTING** people in their changemaker journey



**IMMERSING** in Social entrepreneurship "on the ground"



**BRINGING BACK** the changemaker skills and action in the company

*In an Everyone A Changemaker «EACH» world, all people have the self-confidence, resources, Empathy and entrepreneurial Skill sets to contribute to positive, impactful Change.*

## DISCOVERING SOCIAL INNOVATION AND INTRAPRENEURSHIP: ONLINE COURSE

We know that social Intrapreneurship is a strategy for sparking, cultivating and advancing social innovation within institutions, but sometimes the first step, is about helping employees to understand the basics in intrapreneurship.

Our 6-week, interactive, online learning environment connects Boehringer Ingelheim employees with health professionals and social innovators from around the world and prepares them for lead roles in developing health innovations with social and business impact.

**1 700 participants from 54 Countries, in 10 editions**

**98%\***

of end-of-course survey respondents felt inspired to start and/or further develop an intrapreneurial initiative in their daily business or field of work.

**21%**

have already taken on an intrapreneurial project or action within 4 weeks of course completion

**73%\***

are planning to taken on an intrapreneurial project or action.

**100%\***

of end-of-course survey respondents confirm that they now understand the business case for partnering with social entrepreneurs as a result of taking the course.

\*based on the survey of the last cohort of participants

*« This course vividly explained to me how each and every one of us can start making a change. Being embedded in an companies network is enabling rather than preventing us from creating social impact. »*

BI employee from Austria participant

*« My company supports intrapreneurship in a way I had no idea [about] before, and that I can take part into a social project myself in my current role as long as I find the right people and project to start. It opened up my horizon and brought new opportunities to me. »*

BI employee from Singapore participant

# SUPPORTING PEOPLE IN THEIR CHANGEMAKER JOURNEY

As a worldwide initiative seeking to make more health happen, MMH recognizes the role that younger generations can and will play in achieving this goal. Therefore, helping young people to be equipped with changemaker skills such as leadership, teamwork, entrepreneurship and empathy is key. As such, these young people are supported by Boehringer Ingelheim employees to launch their own health venture via Venture 4 Change programs (V4C).

## Spain

Boehringer Ingelheim employees are finding value and meaningful engagement opportunities by working with teams of young people through online challenges.

In 2019, MMH V4C selected **5 teams of young social entrepreneurs** who are offering innovative solutions to challenges in the field of health and who are role models for other young people and their communities. Over the course of 3 months, youth teams were mentored by employees to advance their health venture, with a specific focus on building a sustainable business plan

In 7 years, **56 teams of young people have been supported**

**100%** of mentors would recommend this experience to another BI employee

*« I've learned from them the dream with which they undertake new challenges, which we should apply in our day to day.»*

Mònica Safont, Site Management Manager

## The United States

MMH has collaborated with: Stanford University, Cornell University and the University of Connecticut. Together with Ashoka, MMH also hosted a panel at the Ashoka U Exchange (the largest social innovation conference for higher education in the world, bringing more than 1000 innovators in education together every year to collaborate for impact).

## France

In 2019, MMH launched a 2-days challenge involving 28 BI employees and apprentices to increase the awareness on social innovation and foster a culture of changemaking. This was followed by a team working to present an idea to the Bag 2 the Future program, which is part of MMH. This Venture 4 Change was also able to deepen the link between generations of employees and diverse business units.

**100%** of the participants have now a better understanding of social innovation

**89%** wants to engage in actions solving social and environmental challenges

**93%** consider themselves as changemaker vs **57%** before the bootcamp

## Kenya

Launching for the first time in Kenya, 40 **students** from Kenyatta and Strathmore University participated in a series of 6 workshops focused on social innovation and entrepreneurship. Participants worked in project teams and actively engaged in tackling group tasks and assignments that combine theory and practice.

The program encouraged participants to develop innovative, scalable and sustainable ground-breaking solutions on how to improve sanitation and hygiene for children and youths aged between 6-25 years in slums.

*“Our aim is to create new opportunities through innovative approaches. By partnering with new talents, universities, professors, teachers, as well as employees, the output presented will contribute to the development of sustainable solutions for all participants and their communities.”*

**Sabine Emmerich**, Boehringer Ingelheim, Global lead of Making More Health Venture4Change programs

## Afrika Kommt!

Leading German companies demonstrate their commitment to Africa since 2008. AFRIKA KOMMT! is an initiative that offers young managers from Africa the chance to gain insights into their working processes and management methods. During the program, both sides can forge important contacts for a sustained and successful economic cooperation.

**47 Afrika Kommt! “fellows”** have been taking part to MMH initiatives, such as the online course and the Social Impact Leadership Lab. This Lab aims at developing SE projects for the participants of AK! program for their home countries (initiated in August 2019 and ongoing)

*“Having a fulfilling career to me means that I work with a purpose to make the world a better place. This means pursuing a career that offers me the opportunity to be creative and to be actively engaged in the development of solutions that address social challenges, more so, in the developing world,”*

**Elizabeth Mwangi**, our Making More Health (MMH) Afrika Kommt! fellow is from Kenya.

## Germany

Venture 4 Change facilitated **2 YES (Young Entrepreneurs in Science) workshops** were held. PHD's from different German Universities participating in this program initiated by Falling Wall Foundation, to spark entrepreneurial skills. Spending an essential part of this project to learn about intrapreneurship, how employees become (social) entrepreneurs and sharpen their senses as owners of social projects.

**Learn more about V4C programs**



# IMMERSING IN SOCIAL ENTREPRENEURSHIP “ON THE GROUND”

## EXECUTIVE IN RESIDENCE (EIR)

The Making More Health Executive in Residence program gives BI leaders the chance to realize the systemic and lasting social impact by collaborating with some of the world’s most innovative social entrepreneurs.

The participants develop leadership and entrepreneurial skills while working onsite, from 3 weeks to 6 months, in an agile and innovative environment alongside a leading social entrepreneur and his/her team.

They tackle a specific challenge to drive forward healthcare innovation experiencing the challenges, passion, entrepreneurship and agility of a social entrepreneur.

This immersion program is key in the shift toward changemaker Culture inside the company by supporting leaders to connect with social movements and realize the role they can play, and the “power” they have to affect social issues.

**42 EIR placed in 16 countries since 2010, with an ever-growing pace**

*A Program that benefits employees as well as Fellows :*

**100%\***

of the Fellows would recommend participation in an Executive in Residence experience to another Ashoka Fellow and their team (agree or strongly agree)

**83%\***

of the participants believe they will be able to apply what they have learned in their BI role

**100%\***

of the participants developed a new perspective on how I define success for me and for my company

**100%\***

of the Fellows said they will apply what they have learned from participating in this project to their role as a social entrepreneur or as a leader in a social entrepreneur’s organization.

\*figures from the 2019 cohort survey

**Program “Executive in Residence” was awarded with the HR Excellence Award in Berlin in the category “Best Leadership Program”. The HR Excellence Award recognizes innovative flagship projects in leadership development to realize systemic and lasting social impact.**



**ANDREAS HEINECKE  
DIALOGUE SOCIAL  
ENTERPRISE - GERMANY**

Overcoming the barriers between «us» and «them» by creating exchange platforms that immerse people in worlds very different from their own in order to break down prejudices, to communicate and understand barriers that exist across different cultures, and to empower marginalized people

« By interacting with people from different paradigms, i.e. with different ways of thinking/working, it broadens my thinking and way of looking at our business/operation. »

Quote from a fellow who received an EIR in 2019

« This definitely will assist me in putting customer/user centricity in front while performing my tasks and also gives a good reflection on working in uncertain/tough situations. »

BI employee from the EIR 2019 cohort

## LEADERSHIP WEEKS MMH INSIGHTS

MMH insights is a unique and disruptive leadership program consisting of one week in India or Kenya “out of the comfort zone” in an ambiguous environment where business and social needs meet each other.

**This program gives the participants the opportunity to:**

- Gain better understanding of what MMH does and the value it brings to both BI and society
- Explore innovative social entrepreneurial business models
- Develop disruptive and innovative ideas, enhancing social entrepreneurial and intrapreneurial thinking

Since 2015, a total of 15 leadership weeks have occurred in Coimbatore, India and 2 pilot weeks have occurred in Kenya. More than **380 participants from various countries** have participated.

This program is more than just a program, a **starting point for many employees to engage more in Intrapreneurial initiatives.**

60% of the participants engage in MMH projects afterwards. For instance a group of participants created a 12-modules health program created and delivered by a diverse group inside and outside of BI which is now in its third years and a total of 24 modules. In Kenya a regular hygiene training for 1500 families and animal health training for 1000 farmers has been set up as a consequence. 70 % of all Bag2the future applications are going back to former MMH Insight week participants.

↑  
**Learn more about MMH leadership programs**

« [...]this program shows what can be reached with very little things. And how fast it can be! It shows also the engagement of the different people, who are proud of what they do. »

2019 Leadership week participant

« Increased awareness of social responsibility and as a role model for co-workers in my role as an intrapreneur. »

2019 Leadership week participant



# BRINGING BACK CHANGEMAKER SKILLS INTO THE COMPANY

## BAG 2 THE FUTURE CONTEST - INTRAPRENEURSHIP

It's an internal International contest, first edition launched in 2018 and the second in 2019, to **encourage Boehringer Ingelheim employees to act as social intrapreneurs** and to engage with societal challenges. In total 46 projects proposals have been submitted by cross-functional teams of 6 to 7 BI employees from various countries. After a final selection, **17 projects** are currently implemented or are under development, from a soap business in India to water shelters for homeless dogs in Mexico.

Bag 2 the future is not just a contest, but a way for employees to **engage, as teams, in a sustainable way**. It's often the starting point for a bigger thing, helping to create movement in the company: raising awareness among colleagues, engaging them in supporting the chosen cause, connecting with other teams and business units to grow the scope and impact of the project... Bag 2 the future teams also engaged additionally up to 20 employees per team for volunteering, money collecting, specific expertise (IT, communication...).



### Educational program in South India

Medical training to tribal villages residents through 12 structured modules on a variety of health topics



### Creating water shelters for homeless dogs in Mexico



### Rabies vaccination project in Nepal



### Goat training

Developing a simple practical and effective ways to educate smallholder farmers in rural parts on how to keep their goats healthy and well and run a first training in a village



### Soap production training in India



*« Collaboration with unusual partners gives me the opportunity to live design thinking. [...]. It encourages me to focus on the people and leads to human centered solutions. Failures are a source of learning during the process. It is a mindshift not only a methodology. It has changed my way to do my daily business. »*  
**Birgit Quint**, Boehringer Ingelheim – Global Senior Healthcare Innovation Manager - Germany

*« The team has pursued our Bag2thefuture project with so much energy and passion and we will certainly continue with that spirit moving forward! That's intrapreneurship and learning by doing! »*  
**Uday Bose**, country head of UK

*« True, meaningful innovation is helping people create solutions for themselves. It's innovation "with" people, not "for" people. »*  
**Frank Kornely** – Boehringer Ingelheim – Senior International Product Manager – Germany  
 Bag 2 the future participants

# MMH AN INTERNAL MOVEMENT

*“When we started to involve actively our employees [...] in leadership programs and connected them to our projects onsite [...] the MMH movement inside the company started.”*



**Manuela Pastore**  
Global MMH lead

*“While working with entrepreneurs and contributing with their expertise they also learn new, unexpected approaches and this experience fosters the development of AAI (Agility, Accountability and Intrapeneurship)”*



**Dr. Eduardo Lioy**  
Strategy + Consulting

*“It is this passion and experience to engage with the social entrepreneurs via MMH which is then reflected back in their daily business, how they challenge themselves to lead their teams differently, how they interact with their employees with more empathy and active listening, how they take decisions and solve challenges with pragmatic approaches.”*



**Verena Metzler**  
HR Talent, Leadership+Org. Effective.

*“Pillars of MMH have become core elements of our global leadership development”*

*“For me MMH has always been the vehicle or let’s say the chance to overcome the traditional barriers.”*

*“Today, they form a growing network around the globe that empowers our employees in a rapidly growing curve to act as intrapreneurs.”*

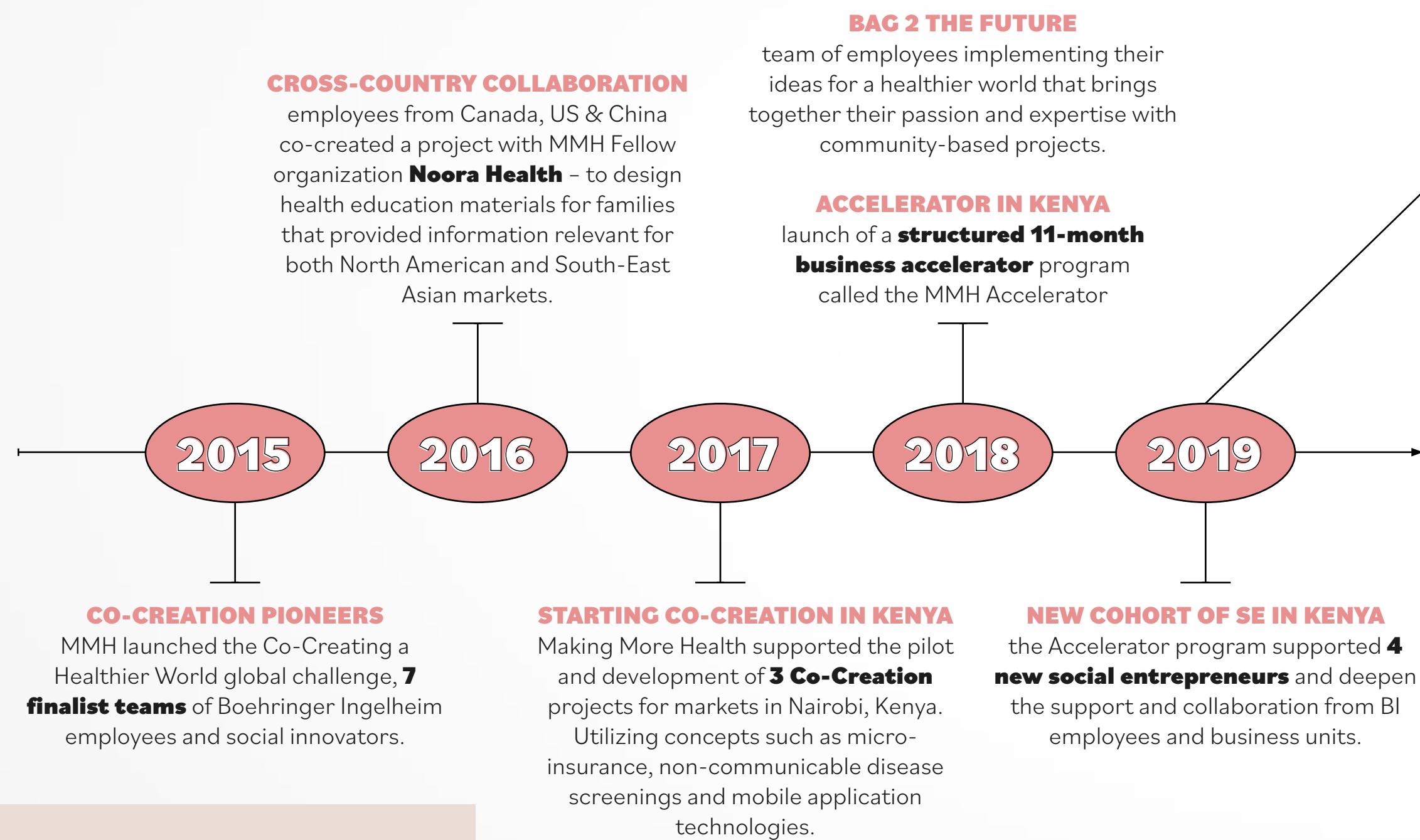
*“Engaging into the MMH co-creation with Fellows and Entrepreneurs brings the BI MMH community closer to the (health) needs of underserved communities experience”*

*“MMH contributes like a powerful catalyst to the personal development of our employees who get involved in the related initiatives.”*

# CO-CREATION WITH SOCIAL ENTREPRENEURS

By joining forces, co-creation is a way to solve complex health issues that cannot be solved by one player, one project or one institution alone.

## MMH co-creation journey since 2015: more than 17 collaborations with social Entrepreneurs

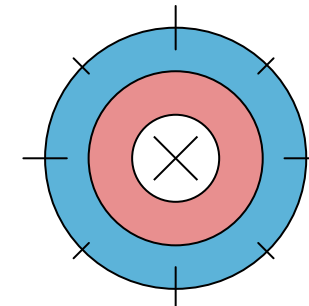


« By design co-creation is [...] about finding a common playing ground where partners can contribute their skills and expertise to increase the impact of the whole. »  
**Sarah Jefferson** – Ashoka

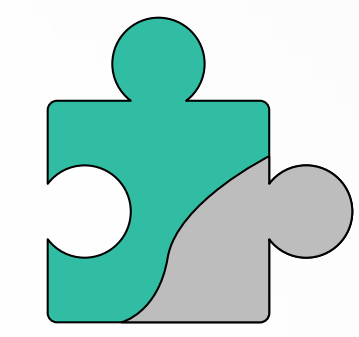
**STARTING ACTIVITIES WITH MMH SE AND LOCAL PARTNERS**  
 Together with Thorsten Kiefer, an MMH Fellow, and the KKID, we facilitated a hygiene awareness program in rural schools

**CO-CREATION WITH SIEL BLEU**  
 MMH fellow **Siel Bleu** together with an International product manager launched an online platform which patients with Idiopathic Pulmonary Fibrosis (IPF) can access guides to physical exercises and a connect with their peers.

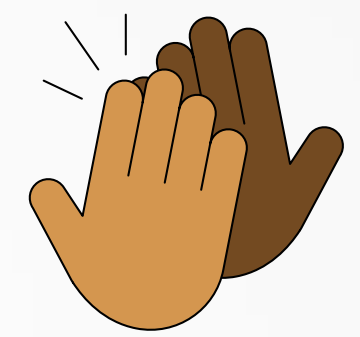
**Sylvie Branche-Letinois**, Head of global Marketing Pulmonary and Intrapreneur, Boehringer Ingelheim.  
 « [Siel Bleu], Together with BI, they have combined their respective areas of expertise to develop a digital platform where patient from IPF can learn more about specific physical activities adapted to their disease, [...] Lots of other possibilities will also be possible in the future. »



**OBJECTIVE**  
 Join forces and experiences to give patients with Idiopathic Pulmonary Fibrosis the opportunity to practice physical exercises adapted to their condition for more well being and the opportunity to be part of a community.



**SOLUTION**  
 An online platform which patients with Idiopathic Pulmonary Fibrosis can access which provides guides to physical exercises and a connection with their peers



- SHARED-VALUE MUTUAL BENEFITS**
- For the patients**
    - Maintain/Improve well-being
      - Accessible at home
      - Build communities
  - For Siel Bleu**
    - Provide service accessible to larger group
    - Live their Patient centric approach
  - For BI**
    - Demonstrates concretely “Beyond the pills”
    - Co-creation to know more about the patients (access to aggregate data)
      - Image internally and externally / Innovation

**Siel Bleu** GROUPE ASSOCIATIF

**SIEL BLEU FRANCE**

As the elderly live longer lives and make up an increasing percentage of the population in Europe, Siel Bleu is helping them overcome the various physical and psychological ailments that prevent them from enjoying their latter years

Watch the video

# MMH COMMUNITIES IN INDIA AND KENYA

Connecting and empowering MMH communities locally to improve health in a holistic and sustainable way

## INDIA

Since 2015 MMH has been involving with communities in Coimbatore, South India and partnering with several organizations to increase access to health and wealth.

### 2015-2017 From Charity to Business

Donation & relationship building in villages



Empowering local networks & trust



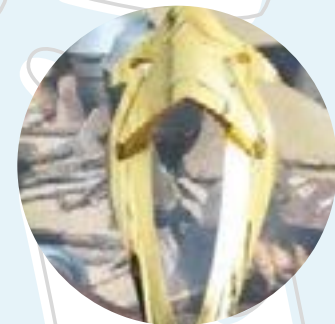
Digital trainings for informal health workers



Prevention program for self-help groups



Reputation building: best CSR Practices Award



Starting activities with MMH SE and local partners



### 2018-2020 From single solution to system change approach

Human and Animal Bond: MMH in action



Asset and knowledge: the goat program



Co-creation with local institutional partners



Empowering locals to build microenterprises



Basic business trainings



MMH Awareness Center at tribal hospital



### 2020-...

MMH involving other companies



Learn more about the different projects in India



## KENYA

In 2018, based on the experience and learnings from India, MMH started engaging in an ecosystem and community based approach in Kenya.

Albinism awareness project



MMH Menstruation Day in the slums of Nairobi



Partnership with local NGO Ampath



Venture4 change program with students



Hygiene awareness programs



MMH Kick out diabetes activities in Eldoret



Soap production training for income generation



Learn more about the different projects in Kenya

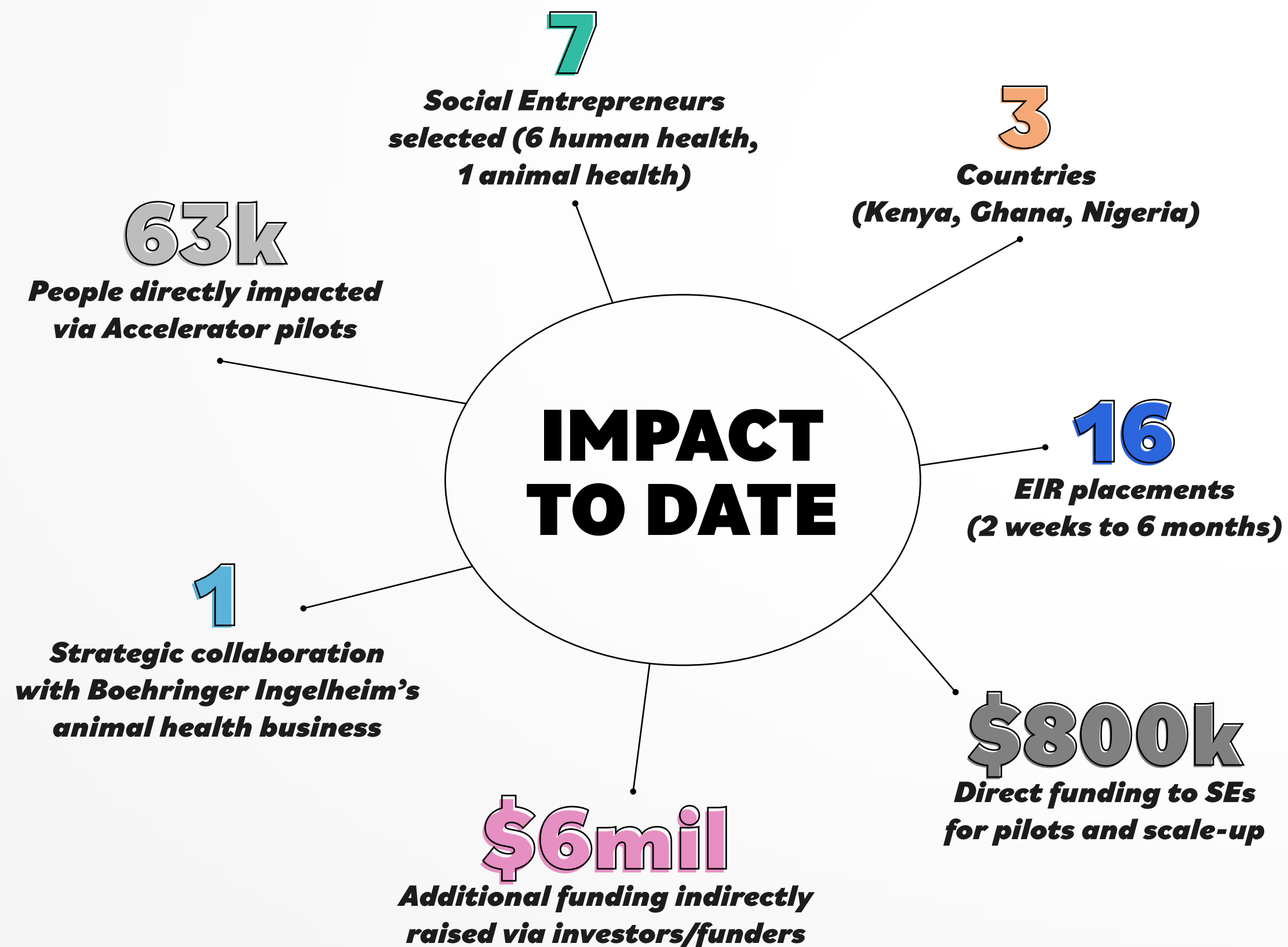


# ACCELERATOR IN KENYA

*Co-create with social entrepreneurs to bring together social and economic impact.*

The MMH Co-Creation Accelerator (MMHA), currently in its third year, was developed by Ashoka and Boehringer Ingelheim to scale the work of social entrepreneurs increasing access to human and animal health in Africa.

The MMHA combines Ashoka's expertise in social entrepreneurship with Boehringer Ingelheim's business acumen and knowledge of the healthcare industry. It includes hands-on strategic support from Boehringer Ingelheim executives via the Executives in Residence (EiR) program as well as links to external investors.



**PETER AWIN**  
COWTRIBE - GHANA

Developing a comprehensive national scale system for animal health and disease prevention by enabling livestock farmers by using a simple and easy to access mobile technology and a mobile based system of alerts, information and education.

## FELLOW'S PROJECTS SUPPORTED THROUGH THE ACCELERATOR PROGRAM ARE COVERING:

- Last-mile distribution of health commodities via Community Health Entrepreneurs
- Wellness platform for chronic diseases
- Micro-clinics in Nairobi's informal settlements
- Innovative pharmaceutical supply chain solution
- Last-mile distribution of animal vaccines farmers in Ghana
- Integrated care ecosystem for NCD patients in Nigeria
- Building NCD treatment into maternal and child services in Nairobi

« We have to challenge the status quo and think differently in order to address the barriers to healthcare in sub Saharan Africa. »

**Eduardo Lioy**

Head of Corporate Sustainable Development, Boehringer Ingelheim

« New solutions require breaking out of our siloes and co-creating across the social, business and public sectors; social entrepreneurs are leading this new way of working. »

**Arnaud Mourot**

Vice President Global Corporate Alliances and Changemaker Companies, Ashoka Innovators for the Public

« Together with the support and collaboration of Boehringer Ingelheim and Ashoka, Healthy Entrepreneurs developed a sustainable business model on NCD health care in rural communities in Kenya which has contributed to the success of our business. »

**Tinka Langendam**

Project Manager, Healthy Entrepreneurs

« Working with the Making More Health team has served as a catalyst for testing new approaches to NCD management. »

**Imo Etuk**

CO-Founder and CTO, mDoc

« The goal is to help build the healthcare infrastructure in Africa, from raising awareness, education, prevention, diagnosis, intervention and then rehabilitation, thus closing the loop. »

**Jean Scheftsik de Szolnok**

Member of the Board of Managing Directors and Head of Animal Health Business Unit, Boehringer Ingelheim

**MMH Accelerator to foster local social innovation and increase access to health-care among underserved communities**



# AN AGILE COMMUNITY RESPONSIVE AND UNITED TO COPE WITH CRISIS

The Covid-19 crisis has affected the health and wellness of populations around the world. It has taken a toll on the daily lives and financial livelihoods of nearly a quarter of the world's global

population, also in our MMH activities and our network of social entrepreneurs. MMH quickly reacted and launched a series of actions to support the community.



**678K€**  
**IN FINANCIAL SUPPORT TO:**

**MMH FELLOWS**  
**171K€**  
**Emergency funds** distributed to **33 MMH Fellows** who are working on the front lines to combat the effects of this virus and support the needs of their communities, putting an additional strain on their own operations and their livelihoods.

**LOCAL COMMUNITIES**  
**80K€** to cover the basic needs of the community work in Kenya and India.  
**30K€** EUR to support other SE who collaborate closely with MMH/MMH movement

**ACCELERATOR FELLOWS**  
**135K€**  
**emergency funds** disbursed to those social entrepreneurs working on the frontlines to support the purchase of masks, gel, safe transport solution.  
**250K€**  
**special project funds** to help social entrepreneurs to adapt to covid-19, mainly the reality of social distancing (setting-up telemedicine solutions, tele-education programs,...)

**Common actions with local communities to cope with the covid19 crisis showed a great example of how win win engagement pays off and of how what we have built in the past makes a difference now.**

**Learn more about the different projects**

**Learn more about MMH fellow's responses to covid19**

# MMH INTEGRATING ANIMAL HEALTH

Boehringer Ingelheim Animal Health is the second largest animal health business in the world. Animal Health is strongly connected to Human

health. In order to have a real health continuum it is naturally that Animal Health projects are increasingly present in MMH, as employees where bringing ideas and engaging in this field.

## MMH & ANIMAL HEALTH A FOCUS ON THREE PRIORITIES:

### Access to health care

by improving quality of life and supporting economical development of smallholder farmers in developing countries (bring innovative health solutions to our customers and prevent diseases in livestock)

### Human-animal bond

by raising awareness of the benefits of this relationship on wellbeing, quality of life,...

### Human-animal interactions

by reinforcing disease awareness in order to increase human health status by prevention of zoonoses and to increase animal health status by prevention of diseases



### DEBORAH MCCAULEY VIEW - NEPAL AND US:

Investigate, diagnose and support management of diseases that affect our endangered wildlife



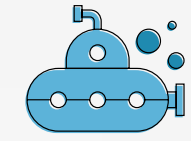
### LEON BADIARA GENETIC CENTER BURKINA FASO (AH):

Combatting extreme poverty and improving health levels by modernizing milk production by educating and spreading financial resources for the poorest farmers throughout Burkina Faso and neighboring countries.



### DISCOVERING

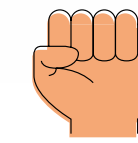
animal health Fellows as guest speaker in the online course and case study



### IMMERSING

2 Innovation weeks focus on Animal health in India and Kenya  
People from Animal Health BU going on EIR placements

## ANIMAL HEALTH IN MMH



### SUPPORTING

**6 Animal health MMH Fellows** elected in 6 countries. In **Kenya**, we have an ongoing **animal health training** (every 2nd week) for 1000 farmers (since Oct. 2019 - today, ongoing) - Additionally, now other people are involved, too - eg families from our MMH school (750 students) and 85 families with albinism. They have got chicken and learnt about poultry by the same team.



### BRINGING BACK

#### 4 intrapreneurial projects

- **More Health for goats:** a team of BI employees scale up a goat health training in rural parts of South India by partnering with diverse organizations, editing a booklet and a digital version of the training
- **Rabies vaccination project in Nepal:** Human Pharma and Animal Health employee teaming up to teach communities about prevention and provide rabies vaccines
- **Boogy with your beagle:** neglected dogs are given to patients with NCDs > care, love and movements are helping both
- **Water Shalters for homeless dogs** project in Mexico launch by Fabiola Negrete from BI Mexico

*« Leon brought innovation to the Dairy industry of Burkina Faso. Farmers are keeping different generations of crossbred cows producing twelve times more than the local breeds. Moreover, they are trained and coached.*

*Referring to Paul Shane Spear's quotation about changing the world, I can say that if one person can't change the world, Leon's project is going to change the world of each farmer in Africa. »*

**Dr Lazare TANO**  
Boehringer Ingelheim Animal Health

*“ Apart from helping small holder goat farmers to succeed in a sustainable way there is another objective in this project. Through this pilot experience, we learn and inspire other Boehringer Ingelheim employees to think outside of our normal boundaries and win a stronger sense of purpose and fun in their daily work. This helps us to consider strategically how and where we can contribute as animal health leaders in markets in which we may not traditionally operate in today.”* **Dr Elisabeth Kamphuis**, Germany, Animal Health Manager, BI

# MMH WHAT'S NEXT

## CONVENTION 2021

**Convention in 2021 to Celebrate a successful 10 years of Making More Health.**



*The MMH convention was the catalyst for me to start being active; so many social entrepreneurs sharing their experience, passion and way of seeing the world from a different angle was a source of inspiration. And, of course, at the MMH conference I had the unique chance to meet Siel Bleu! »*

**Sylvie Branche-Letinois**, Head of global Marketing Pulmonary and Intrapreneur, Boehringer Ingelheim.

*« The Making More Health Convention is another great example of how big corporates and social entrepreneurs can learn from and complement each other in addressing big societal challenges. It is the famous 1+1 > 2. »*

**Annette Jung**, Head of Southern Europe & Africa at Philips Capital, Program Lead Social Entrepreneurs at Philips Foundation

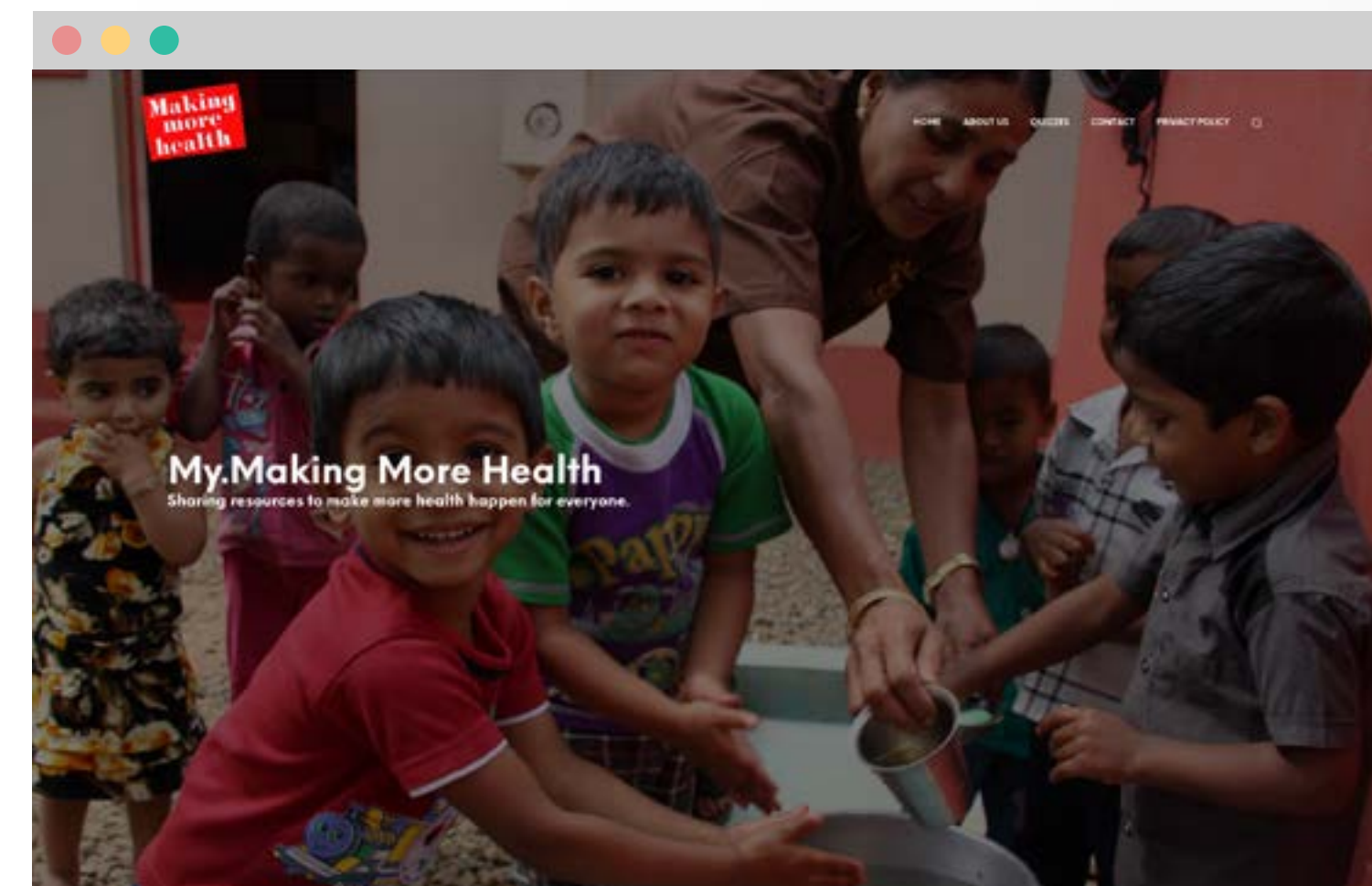


**Watch the MMH 10 years video**



## MY.MAKINGMOREHEALTH.ORG PLATFORM

**Sharing and disseminating knowledge to improve health prevention**



**In April 2020, launch of the platform my.makingmorehealth.org :**

My.Making More Health offers free to download resources that will help you learn and raise awareness on health-related topics such as well-being, prevention, hygiene, and safety issues. We have used these resources to create interactive learning sessions for Making More Health

training in South India and Western Kenya. This platform is intended to provide helpful health information for the general public, NGOs and social workers – for all those who work “on the ground”.