

CREATE

MAGAZINE FOR SOCIAL
INTRAPRENEURSHIP

**Making
more
health**

NOVEMBER 2021



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**NEW
PERSPECTIVES**



Boehringer
Ingelheim



ASHOKA



**OUR AMBITIONS FOR 2030:
CO-CREATING A BRIGHTER FUTURE**

50,000,000

lives will be impacted
through Co-creation with
our partners.

20,000

employees of Boehringer
Ingelheim will be engaged in our
ecosystem of change.

DEAR READERS,

Nowadays, one-dimensional solutions seldom work. Complex challenges need complex solutions. To be sustainable and impactful, diverse perspectives, approaches, and capabilities through traditional and non-traditional partnerships are required.



Picture: Making More Health

Dr. Ilka Wicke, Global Head of Making More Health,
Boehringer Ingelheim

Co-creation between employees and social entrepreneurs remains the core value of Making More Health (MMH), but what does Co-creation mean to us? True Co-creation can only occur when all partners involved acknowledge each other's strengths, recognize and respect each other's values, and believe that the final goals, which are based on a shared vision, will positively impact all parties involved – the communities, but also the partners themselves.

To make Co-creation happen, partners must trust each other and have a shared vision on which they base the activities and contributions. Under the umbrella of MMH, it is a collaborative process between social and business sectors and stakeholders to increase the impact on people's life. At the same time, it creates a win for all who contribute – in various ways, thus making the Co-creation also sustainable. This core value has positioned MMH as a catalyst to inspire creative, innovative, and meaningful solutions.

Through Co-creation with our partner Ashoka, Boehringer Ingelheim employees, and other stakeholders willing to create value, we will achieve our ambitions 2030 and contribute to a more social society. In this third edition of our magazine, we again have many stories of success to share: Our new digital program in Kenya, the collaboration with our Accelerator fellows, employees engaged in various projects around the globe through the Bag2TheFuture competition, the incredible engagement of our Executives in Residences and other leadership programs – this is all based on the commitment of our employees who have contributed with great passion as social intrapreneurs.

In stepping up our ambitions, we are looking forward to "Making More Health Together" (MMHT) 2021: a global collaboration hub to facilitate the Co-creation of our social entrepreneurs with diverse partners in more than 40 virtual live sessions from 6 different continents. Become part of our movement and explore partnership and collaboration with us. Share your ideas with new peers and start your journey at MMHT 2021 – to co-create a brighter future!



[mmhtogether.com/
signup/landing](https://mmhtogether.com/signup/landing)

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Become a part of our changemaker journey!

ON-SITE SOUND BITE

MANUELA'S CORNER



How does it really sound “on the ground”? – Collaborations between people from different cultures and backgrounds build on empathy and trust



Just imagine people who have been living for decades already at the poverty line would have a real chance to change their lives. Healthier, of course, while knowing much more about hygiene, nutrition, health conditions in general, and health prevention. Having good access to treatment and care facilities. Affordable health care systems.

In Western Kenya and South India, we offer health-and-animal-related training sessions for farmers, parents, people with albinism, the elderly and students, teachers, and informal health care workers: on hygiene, on women’s and men’s health, on nutrition, pregnancy, early childhood, safety.

But is this really enough and sustainable? Probably not. Because healthier lives are also based on healthier surroundings and better infrastructure, such as clean water, safe and accessible roads and storage halls for the harvest as well as on mental empowerment and education.

Thinking out of the box – leave your comfort zone

That’s where Co-creating with partners (local NGOs, social entrepreneurs, other companies from different backgrounds and sectors, universities, etc.) can make a big difference. It allows offering multiple answers to complex challenges in parallel. Where and how it is needed.

And it is our colleagues who volunteer and play an essential role in this “big picture of system change”.



Co-Creating real impact



Co-creation with tribal women in South India is based on trust

“IT’S NOT LETTERS ALONE, BUT THE COMBINATION THAT MAKES A REAL STORY (OF CHANGE)”

Manuela Pastore

WHY MMH?

MMH bridges the gap between the social and the business world, leading to more innovation and more effect. In the last ten years

10
million lives were impacted

Deliver tangible impact to vulnerable communities such as Bungoma County, by addressing key needs in the four dimensions of health, economic development, education as well as culture and infrastructure.

110
social entrepreneurs were supported

all over the world, in the fields of human health, animal health, and the environment with financial and in-kind support.

Pictures: Manuela Pastore

Whether they help social entrepreneurs grow and scale their work or directly develop solutions and/or teach people in the communities various skills to enhance knowledge in health, digital literacy, and primary business. They engage long-term, often organized in groups, and work with specific teams within the different communities in miscellaneous locations.

At the same time, we all learn a lot about different life conditions, cultures and values, needs, dependencies, and opportunities. We discover that we have a huge impact with a seemingly small contribution. We build relationships and trust – some of the essential elements to make change happen.

There is hope. Hope for a healthier and better life that will stay and develop sustainably. Hope for real impact and not just results. Or in other words: Hope that underserved communities one day might be able to write their own “success stories” instead of being able to read single letters only. ←

WHAT DID YOU LEARN IN 2020?

COVID-19 has highly impacted our communities. However, MMH could even expand its activities. The trusted network partnering (NGOs, universities, local authorities, etc.), Co-creation “across all borders”, and the MMH houses and school serving as community centers, but also “visible” centers of hope and mental empowerment have been key.



Manuela Pastore, Global Head Making More Health Community Activation

SHORT BITES FROM AROUND THE GLOBE

LEARN AND PLAY TO FIGHT GERMS

Lunchtime at a Coimbatore elementary school in India: The school bell rings, and children run to fetch their plates. Most of them don't wash their hands before eating. That's a serious issue as according to UNICEF over 700 children under age 5 die every day worldwide, from diarrhea linked to unsafe water, sanitation, and poor hygiene.

Raising awareness on essential hygiene topics in a playful way

To increase knowledge about hygiene and safety, the Bag2TheFuture Team "Learn Life Lessons Through Play" developed a workbook that children can use in their everyday lives. It includes interesting facts about hygiene and safety as well as fun games and educational elements. The plan is to print the books locally to further support local entrepreneurs and distribute them with the help of the non-governmental organization Karl Kübel Institute.



Julia Loeffelsend,
Animal Health Communications,
Boehringer Ingelheim

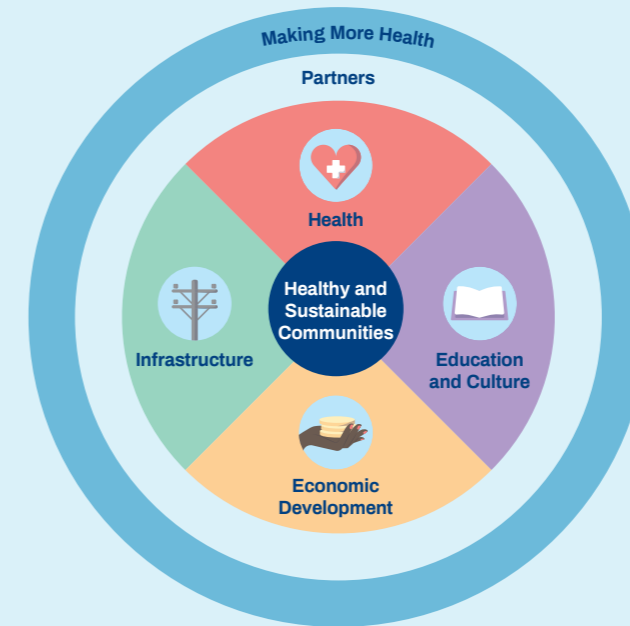
"WE HOPE THAT OUR INITIATIVE CONTRIBUTES TO MORE HYGIENE AND SAFETY AND ULTIMATELY TO MORE HEALTH."

MORE THAN

26,000

small ruminants and cattle treated without charge in Ghana: This is only one success of our COVID-19 relief campaign together with Accelerator Fellow CowTribe. The startup distributes veterinary medicines in hard-to-reach rural areas and helps small-scale farmers to overcome hardship caused by the pandemic. More health for people and animals!

FOUR DIMENSIONS



Making More Health is focused on four dimensions to create impact.

HEALTHY COWS AND HAPPY FARMERS IN INDIA

The Bag2TheFuture team "Healthy Cow, Happy Farmers" is committed to improving animal health, contributing to the development, and ensuring the livelihoods of remote communities. In 2019, the group participated in an Insights Week in the South Indian city of Coimbatore and was so moved by the challenges faced by small-scale dairy farmers that they decided to step up their contribution.

"Training-of-trainers": passing on knowledge

With a population of 1.3 billion, India is the largest dairy producer in the world, accounting for no less than 22% of global production. The main obstacles faced by small dairy farmers include low milk production, regular access to a veterinarian, and training opportunities. This is the gap that Boehringer Ingelheim employees will now fill in cooperation with a local dairy industry player.

"It is essential to listen to the local population and their needs. This is why we are going to collaborate with a local player in the dairy industry who will be a source of information, a support and a relay," explains Catherine Dubois, Brand Manager for the Ruminant segment in Canada. The project's core is developing and implementing an innovative training module that will enable dairy farmers to manage their herds better, improve animal health, and earn a sustainable living. "We hope to have it fully functional by the end of 2021," concludes Yoann Germain, Sustainable Development Manager in France.

KENYA: #END PERIOD POVERTY NOW!

156

days of schooling are missed by Kenyan girls on average in 4 years because they are ashamed of their menstruation. It's stigmatized, and sanitary products cannot be afforded.

50

women of the NGO WA-WA Kenya produced sanitary pads for other women and created income for themselves.

300

sanitary menstrual sanitation bags could be produced including two reusable pads, two panties and a piece of soap. The production costs were financed by private donations from Boehringer Ingelheim employees.

> 300

women and girls now have sanitary products and knowledge on how to manage their periods. Attention was drawn to this important issue through a MMH webinar, where three local ambassadors were invited.



UNLEASH
THE

POWER
OF
WE

Co-creation: It's not about doing good or doing business. It's about doing good business.

The world is constantly changing. We're growing, and we're getting faster, higher, broader – and more. In a globalized world like this, problems are also increasing. The climate crisis, pandemics, social deficits – everything is interconnected and interdependent. Complex challenges need complex solutions: It is no longer enough to work on a problem in piecemeal fashion – it just shifts and recurs in a different place in a new form.

In the last year and a half, we learned that in a globalized world, major problems can only be solved together. COVID-19 did not spare any country, did not subordinate itself to social ranking, and hit every age group. Traveling spread the virus, forcing us all to rethink how we want to live in this world in the coming years. How can we tackle the crises of the future together? One thing is clear – time is flying, so solutions must also be rapid in this fast-paced world.

**New times –
new approaches**

Many businesses, political institutions, and the social sector are working on the problems of our time. But they are not well equipped enough to create truly sustainable and practical solutions on their own. In the business sector in particular, the traditional approach to CSR is no longer sufficient. It is no longer enough to invest in small, regional environmental projects; it is no longer enough to send donations to developing countries; it is no longer enough to involve employees in social activities that have nothing to do with the core business of the company. Of course, these approaches have their added value, but they only treat the symptoms rather than solve them structurally. To achieve sustainable and holistic change, we need to collaborate with various partners in different sectors to tackle the root problems. Co-creation is the imperative of the moment.

But what does Co-creation actually mean? Originally from marketing and economics as a form of interactive product design with consumers, Co-creation in the social field describes “a collaborative process, where players from across different sectors – such as companies, social sector organizations, financial institutions, or government bodies – come together to co-design and co-implement new or improved products and services that address essential needs of underserved



Mask production during COVID-19 in South India

YOU CAN'T DEMAND TRUST; YOU DEVELOP IT THROUGH RESPECT AND ACTIVE LISTENING.



Partnerships are built on trust and empathy



Leave your comfort zone: Everyone can be a changemaker

populations.” Based on the idea of shared values and visions, a direct impact is thus achieved for all those involved – a win-win situation.

Collaborations are built on trust

The example of Making More Health can easily explain this: The initiative, originating from the partnership between Boehringer Ingelheim, a global pharmaceutical company, and Ashoka, the largest global network of social entrepreneurs, links the traditional business world with the social business world. By working with social entrepreneurs worldwide, we combine traditional business with health innovations that directly support communities in the network. Boehringer Ingelheim and Ashoka engage at the intersection of social entrepreneurship, employee talent development, and business strategy to identify, support, and scale new solutions to global health challenges – a win-win-win situation for the company, the social entrepreneurs, and the communities.

This approach is not about traditional investments and donations: MMH intends to achieve sustainable and holistic benefits. It is not a question of providing ad hoc and immediate assistance, but of developing, together with local

people, solutions that can be integrated into their daily lives and of building a healthy ecosystem on their own. For this, it is crucial not only to inject money as capital but also knowledge and skills. Boehringer Ingelheim has contributed diverse knowledge capital to MMH through a variety of specific staff and leadership programs, special training on the ground, not only in the field of health, but also in business development and promotion.

One example is the MMH Business Accelerator program, which supports start-ups in Sub-Saharan Africa to create and expand their enterprise. This is done by funding and providing the business know-how of employees who join these social enterprises and advise the local entrepreneurs in their areas of expertise as part of the Executive-in-Residence program.

Co-create a healthier world

But these approaches are not enough. At the end of 2021, MMH will enter a new phase to expand our Ecosystem of Change further. With our new platform “MMH Connect,” it will be easier to collaborate through MMH and work together for better health. →

¹ A Co-creation Approach to Social and Business Impact Today's Approach is not the Approach of Tomorrow – by Arnaud Mourrot and Sarah Jefferson

Pictures: Making More Health

TOGETHER FOR MORE HEALTH

From November 2021 onwards, social entrepreneurs from outside and inside of Boehringer Ingelheim will have the opportunity to seek mutual support and exchange ideas via the new Co-creation platform called Making More Health Connect.

Sabine Wilgenbus, a Project Manager at Making More Health, is responsible for the design and implementation of this new web-based Co-creation platform to drive social entrepreneurial engagement within the organization worldwide.



Sabine, why does Boehringer Ingelheim need a Co-creation platform?

The opportunities for social entrepreneurs to network with their peers have so far taken place at annual events. The social entrepreneurs of the MMH network worldwide are invited as well and, of course, that has been a great way to network so far. However, the social entrepreneurs have a different focus in their daily work – namely on solving social problems. This demands a lot of resources, so networking may be neglected. From my perspective, the most exciting aspect is that MMH Connect supports people from different countries and cultures to get together and engage for the common good.

And the new platform will make it easier for social entrepreneurs to network?

Exactly. MMH Connect is a matching platform that basically serves to match employees with social entrepreneurs to drive social engagement within the organization globally. MMH Connect invites people to get involved. However, that is only a fraction of the whole. It also offers users the opportunity to think outside the box and take on or support a project that you might not have done before. Developing your own skills in a new area – so it's also a learning platform. With MMH Connect, the social entrepreneur gets the opportunity to work with a global company.

How did the idea for the platform come into being and what is your current role in the project?

Since I started at MMH in 2013, we've been working with the idea of how to foster social entrepreneurial thinking and action and what we can learn from social entrepreneurs to bring this mindset into the company – all in a small team and with a start-up mentality. After a few years, we reached the point that the huge demand for employee engagement was difficult to manage. To ensure that the right projects are available to employees, there also needs to be a more effective solution that doesn't

just work on demand. We see that there is a lot of interest and that our colleagues are motivated because they can perhaps take on additional responsibility and contribute to society in the process. Over the past eight years, we have strengthened social-entrepreneurial projects in various communities and built strong networks. We are now supporting and facilitating this process with the platform. The decision to launch this platform was made in the middle of last year. In mid-May, I took over as project lead – by then, the rough concept was already in place. My current task is to design and implement the Co-creation platform.

What is the most exciting aspect of the platform for you?

There are many benefits that MMH Connect adds to Making More Health initiative. As already mentioned, the most exciting aspect is that MMH Connect supports people from different countries and cultures to connect and engage for the common good. To see the MMH community globally growing would be a massive contribution with a strong Co-creation impact. I am really looking forward to seeing the outcome and am super curious about all the future projects MMH Connect will bring about.

And what appeals to you personally in particular about MMH Connect?

For me, it has always been important to take responsibility for the society when the opportunity arises and when I am challenged – especially since we lead a life of abundance that is not available to others. Then it is self-evident that you must open oneself to such projects and if you get the opportunity even three times more. We must achieve a fundamental change in the system of our social society – donations alone are no longer sufficient and are not sustainable. MMH is also a special initiative, a partnership with the social entrepreneurial NGO Ashoka. It reflects our open mind and agility by bringing entrepreneurial thinking into the company and creating innovative

ideas together as well as taking ownership for our decision and actions, even under ambiguous circumstances. At MMH, I feel that a shared value approach leads to a win-win situation and I think this is important.

When will the platform be available?

The platform will be launched during the MMH Together Convention on November 11/12 – by then we want projects to be accessible on MMH Connect and the audience will be able to start to co-create. All in all, we want a high-performance platform because we have planned a lot. By the end of 2022, we already want to have 140 Boehringer Ingelheim employees registered on the platform and involved in around 140 projects.

What does Co-creation mean to you?

For me, Co-creation means using synergies from different players to come up with creative solutions that lead to truly innovative results. ←

ABOUT THE PERSON

Sabine Wilgenbus has been part of the global MMH team since 2013. The interest to get involved, Sabine says, has always been there. Friends call her a “caring person” and she demonstrates what this means in her daily in her daily work and commitment.



Sabine Wilgenbus, Global Lead MMH Connect, Boehringer Ingelheim

Pictures: Making More Health

For many years, the interaction between medical representatives and healthcare practitioners has been concentrating on medical therapies. But what if these conversations become broader and tackle general issues around health and society?

TALKING BEYOND BUSINESS

In Kenya, former sales manager Dr. Christopher Imbaya and his team are applying a knowledge-sharing approach to foster a diverse and healthy society.

Christopher, after 25 years at Boehringer Ingelheim and a successful career in sales, you decided to do things differently...

... because we felt that we can have a large impact beyond our usual business as medical representatives. There are pressing societal and health-related topics which we cannot address through pharmaceutical therapies, but through education. So we started to create, share, and discuss materials around Albinism, around safety at schools and at the workplace, and about hygiene measures against COVID-19 infections.

How does this work?

Very similar to our successful educational models in medical topics: We created leaflets on – for example – COVID-19 hygiene measures, brought them to our HCPs, discussed with them the need for education of patients, and shared materials to distribute further. When waiting for their appointment, patients take time to read and learn. In case of questions, the doctors and nurses are there to help.

How many leaflets have you distributed so far?

Since April, around 5,000 – and we need to re-print. What became really obvious was that we have a shared interest there with the doctors. There are so many fields where good education can help to foster better health or a better society: be it protective hygiene measures, basic rules to avoid serious injuries at the workplace, or equal treatment of discriminated minorities. To raise awareness on such topics is always the first step.

Picture: Francis Gikufu

This is quite a task. What do our sales representatives have to do with fighting discrimination, for example?

More than you may think. Take the case of Albinism, for example. Albinism is little spoken about or understood. Discrimination arises from false beliefs and mystification of albinism's striking appearance. Most people simply don't know that Albinism is a non-contagious, genetically inherited condition characterized by a lack of pigmentation in the hair, skin, and eyes. It is a societal taboo, and we are bridging from science to help people understand. Transmitting this through healthcare practitioners is a very powerful way because patients listen to their doctors.

Has your sales team stopped educating about medicines but started talking about societal taboos now?

Both things go hand-in-hand very well. We see that doctors and nurses have a high interest in educating their patients comprehensively. For better health, conscious decisions, and ultimately, this is linked to a better society. The little time we may cut from medical questions, we easily compensate through recognition and a deeper connection with our partners. In addition, everyone in the sales team is also a citizen who wants to engage in the big picture and make an impact.

How did you come up with this idea?

It was born out of a typical Co-creation situation where the Making More Health background of Boehringer Ingelheim's Manuela Pastore and our sales experience met. In addition, Boehringer Ingelheim expert Klaus Eckert helps us to organize and drive

this pilot. All of this is carried by one underlying question: What else can be our contribution to the greater good, using our unique capabilities? We consciously stepped outside our boxes and went on a journey which brought us right into broad societal conversations.

Although still a pilot, is there any impact that you can see from this field-force engagement already today?

Patients pick up the leaflets and carry them home, they use the online-links we are providing, they engage with doctors. We are already preparing not only to print more paper but also to extend the range of topics where we can educate – be it through our knowledge as medical experts on topics like diabetes and wider indications like retinopathy or through the vast experience with societal issues in the Making More Health team. And the wider Sustainable Development – For Generations program with all its initiatives spreading from healthcare over people topics and environmental aspects certainly bears further potential through its global collaborative network.

Was there a particular factor which made this a success?

Well, we applied the same scrutiny to the leaflet content and distribution as we do for our medical materials: So a thorough materials development, an intense education of our field force, and a sophisticated customer segmentation to learn what works where best and how we can optimize.

So would this be a model also for other regions of the world?

For sure. This is a win-win situation that reflects our culture at Boehringer Ingelheim to co-create, collaborate, to own, and to contribute for the greater good. This good experience can be replicated, certainly with different topics but applying the same principle. Beyond, this also helps corporate reputation as our customer-facing representatives are the first and deepest point-of-contact with healthcare practitioners. ←

AS SIMPLE

A quarter of today's world population is facing issues with access to clean water. A small device which costs only a few cents helps to disinfect drinking water and reduces associated health risks.



AS A SMILE

Diarrhoea, cholera, dysentery, typhoid, and polio: According to the World Health Organization, contaminated drinking water is estimated to cause 485,000 diarrhoeal deaths each year. Globally, at least 2 billion people use a source of drinking water contaminated with feces.

Kenya has the third-largest number of people in sub-Saharan Africa who drink directly from contaminated surface water sources – 9.4 million people. Factors like inadequate protection of watering places and poor hygiene practices are leading to contamination by human faeces. Washing clothes and sharing watering places with livestock lead to further detrimental effects on the water quality.

Solar radiation against germs – in a sustainable way

Since June 2020, a device not larger than a brick helps the community in Bungoma County to manage their drinking water. 140 Water Disinfection (WADI) packs were the start of a pilot project run by a MMH environmental expert team in cooperation with the Austrian company HELIOZ, inventor and producer of WADI.

WADI delivers a solar-powered UV measurement and visualizes the process of solar water disinfection in PET bottles. It measures UV-radiation and shows when sufficient disinfection of bacteria and germs has taken place, not even requiring an external power source. The application: water in plastic bottles up to three liters is laid out into the sun.

The WADI device beneath measures sun intensity and time of exposure. Once the UV radiation has reduced the germs sufficiently, WADI displays a smiley. The process takes a few hours, depending on the intensity of solar radiation. “We use the power of the sun and a robust and durable sensor technology, which is easy to use for everyone – this is an important factor,” explains Ingo Weiss, project lead at Boehringer Ingelheim.

Pictures: Making More Health



Training in Bungoma County (Western Kenya)

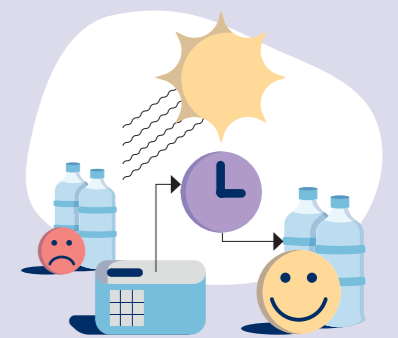
Pilot project supported more than 6,000 individuals

The first project region was clustered into six pilot areas with 40 households each. In addition, two schools were involved, totaling to around 6,000 individuals supported. “HELIOZ is delighted to participate in this initiative and to support the local organizations with WADI technology and related expertise. Together with Making More Health and Boehringer Ingelheim, we are able to provide safe drinking water and contribute to local COVID-19 relief measures in Bungoma County.” says Gregor Riss, Head of Business Development at HELIOZ.

Training and sustainable implementation

Starting July 2020, local partner NGOs were trained on the WADI device – and since then they spread the word, help with local implementation, and maintenance of the WADI devices, and they train households and communities in the use of the equipment as well as in better hygiene practices. Until today, 450 WADI devices were put into operation in Bungoma County. “Sustainable improvement of the health situation in poor surroundings requires a variety of simultaneous activities: Health and hygiene trainings, investments into infrastructures as well as income generation. Investing in a better drinking water quality is for sure an essential element to make more health happen,” says Manuela Pastore of the MMH initiative. ←

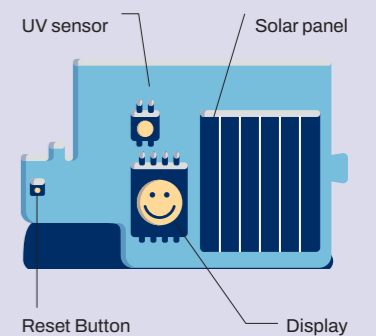
HOW DOES IT WORK?



SODIS is a “Point of Use” treatment system that uses solar radiation to inactivate waterborne pathogens (= microbiological contamination).

The SODIS method was developed in the 1980s and further investigated by the Swiss research institute EAWAG.

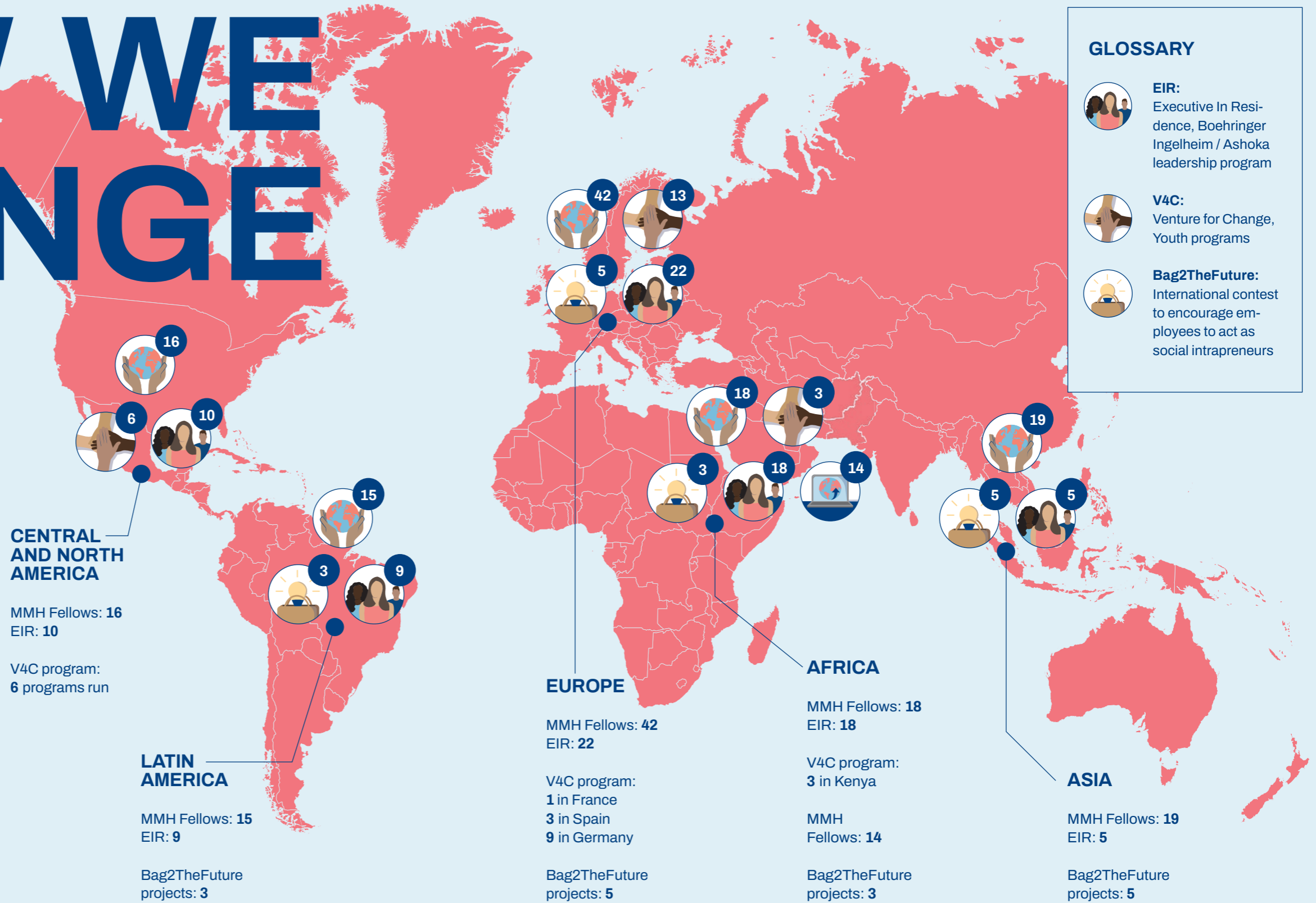
COMPONENTS



HOW WE CHANGE

MMH is built on a global network of communities. Our programs and initiatives have had an impact on the lives of 10 million people since we started in 2011.

THE WORLD



The secret of MMH's success is undoubtedly based on the engagement of our employees who have contributed in large numbers and with great passion as social intrapreneurs. Through collaboration with more than 110 Fellows and external organizations, we are fostering a

changemaker culture worldwide. More than 60 Executives in Residence have helped social entrepreneurs in our MMH network to develop their activities. Hundreds of employees have engaged locally with our partners and invested personal time and effort in international projects worldwide. ←

COMBATING ANTIBIOTIC RESISTANCE

Crises, such as the current pandemic, teach us that despite modern technologies and medicines, we are not resilient to all forms of environmental adaptation. Antibiotic Microbial Resistance (AMR) is one of them.

The problem of antibiotic resistance is acute but still not fully understood. One potential root cause which we need to consider: water pollution during pharmaceutical production in India and China, which produce 80 to 90% of antibiotics worldwide. Antibiotics released in the environment during the manufacturing process can create resistant bacteria. In the short term, people living near these sites are exposed to polluted water. In the long term, AMR spreads and will lead to a global problem.

To address this, Jochen Schönbrunner, Mathias Locher, and Reinhold Maeck of Boehringer Ingelheim Corporation EHS applied for the Bag2TheFuture competition – an important milestone at this time: Their project focused on AMR in India and China and the respective API production within our supply chain. “We as a pharmaceutical company have a responsibility for our supply chain. Our common primary goal must be to maintain economic growth and secure the health of our patients and communities as well as a clean environment,” so Jochen.



Environment and health are closely linked

By ensuring more sustainable manufacturing in the supply chain of a pharmaceutical company, AMR hot spots can be eliminated. In the first step, the team created a series of images showing how contamination occurs and how it can be prevented. Afterwards, they established minimum standards targeting the emission of wastewater from manufacturing sites. In 2020, Boehringer

Ingelheim joined the AMR Industry Alliance, where the pharmaceutical industry was encouraged to drive higher standards throughout the supply chain. Boehringer Ingelheim takes this topic serious and uses similar processes for water for any production of our drugs. It is now part of the BI water strategy. ←



amrindustryalliance.org/progress-report/

SEEDS OF HOPE

Following a momentous road trip, the spiky fruits of prickly pears have the potential to transform a village in Algeria.



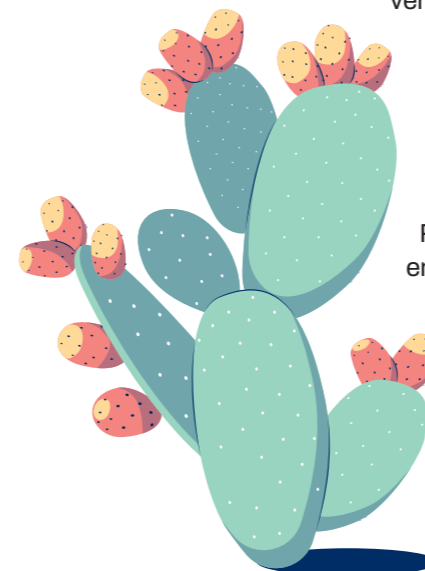
Visiting local schoolchildren in rural Algeria

When Redouane Soualmi was driving out of the Algerian capital city Algiers to attend his grandmother's funeral far away in the countryside, he made a momentous encounter.

En route, the Public Affairs official gave a lift to a hitchhiker, an elderly man called Hajj, who lives in the village of Kahouat El Reh, somewhere between Algiers and Redouane's destination. On their way through the countryside, the hitchhiker told him about his simple and rough life in the mountainous region of Ain Defla.

Most inhabitants lack a proper job and need to walk up to 6 miles to get access to drinking water. It was not before long that both men talked extensively. This conversation left a lasting impression on Redouane.

While participating at a MMH Insights workshop in Kenya three months later, another impressive memory was created, as Redouane recalls: “It was empowering to see how people can have an impact on their communities. That was the time when I remembered the road trip and thought: Let's connect this village with Making More Health.”



Pictures: Making More Health

Economic development for villages

Back in Algeria, Redouane rallied some colleagues behind this idea. Since the village is situated in a rural region, the initial thought of helping the villagers gradually expanded into a project related to agriculture. The project team quickly realized the potential of prickly pears, a tasteful fruit that grows easily in that region. Therefore, the motivation was born to train the locals to grow these prickly pears while informing them on how to dry the seeds hygienically and sustainably. By doing so, the villagers will be able to sell the fruits to a manufacturer, who can extract highly valuable oil from these fruits. This business set-up aims to offer hope for the regional economy.

To this end, the project team is currently creating a co-operative for the villagers, so that they have a legal entity which will safeguard their future business activities. As part of this set-up, the project team plans to conduct basic business trainings with the villagers to foster knowledge in areas such as simple administrative writing, documentation, mail systems, and cash follow-up. In the meantime, the Algerian project team has also been involved in immediate relief for Kahouat El Reh, organizing bag donations for schoolchildren and blankets for the winter. In August 2021, the project team built a water well to facilitate access to better and healthier water sources for the locals and their agricultural purposes. Regardless of the future, the present already provides seeds of hope. ←

YOU REAP WHAT YOU SOW

Sustainability against deadly diseases – with natural resources. This is how we fight Malaria in the MMH community in Bungoma County, Western Kenya.

It starts with just a small bite – and suddenly, people suffer from high fever, paralysis, and other severe symptoms. According to the latest World Malaria Report released on 30 November 2020, there were 229 million cases of malaria worldwide (2019). The majority of those affected and at risk live in sub-Saharan Africa, which includes the MMH operational area in Kenya. Malaria is usually transmitted via the bite of the Anopheles mosquito. The plasmodia – single-celled parasites – pass from the mosquito’s salivary glands into the bloodstream, from where they trigger the infection. The mosquitoes feel especially comfortable in stagnant waters and humid tropical climate, as they have the best reproduction conditions there.

More than 4 million annual cases of malaria in Kenya

The symptoms of an infection with malaria vary and depend on the type: From mild fever and nausea to severe pneumonia and pulmonary edema, the infection can be fatal in the worst case. Malaria is particularly dangerous for children and elderly people because high fever and nausea cause quick dehydration. In the worst case, this dehydration leads to death, especially for people without direct access to clean drinking water. If diagnosed early, malaria can be treated well with special drugs. However, many people in Africa, especially in rural areas, do not have access to medicine and healthcare providers. In addition, people living in poverty cannot afford to pay for these drugs.

To combat malaria outbreaks, there have been concerted efforts by government agencies to promote the use of mosquito nets and the provision of anti-malaria prophylaxis. However, the response is generally reactive to outbreaks and therefore has not been effective in reducing the spread of Malaria. More than four million cases of malaria are annually reported in Kenya. Artemisinin combination therapy (ACT) is the standard treatment for malaria across Africa.

To prevent malaria in Bungoma County in Western Kenya, Making More Health joined forces with a French humanitarian association, La Maison de l’Artemisia and started a pilot project in our communities in Western Kenya. The NGO is researching the leaves of the plant species Artemisia* to determine if it works as a tea infusion, a herbal remedy



Artemisia is part of the Kenyan pharmacopeia

for malaria. MMH wants to support this research and at the same time enable our communities to protect themselves at least preventively against the disease. The WHO currently does not recommend the use of these plants against an active malaria infection, due to the lack of research on the effects of Artemisia as a treatment. But Artemisia can have a preventative effect.

Cultivation of the plants

The first phase of this cooperation started in April 2021. Together with our local partners Golden Age Albinism Support Program (GAASP) and Core Health and Wealth International, five Artemisia seed nurseries were set up: one in Eldoret and Tongaren, two in Webuye (one at the MMH house and one in the local community), and one at Kibabii University in Bungoma. The nurseries generate enough planting materials for at least 5,000 households. The overall goal of this project has been to identify whether the Artemisia plants would grow in that region and to learn how to

SOMETIMES IT'S THE SIMPLE SOLUTIONS THAT MAKE A BIG DIFFERENCE.

* We use the generic term "Artemisia" to refer to Artemisia afra and Artemisia annua plants.

run effective training sessions with community members on the farming and preparation of the tea infusion: "We are planning to support 13,600 people," said Chrisantus Ongulo (GAASP). The community was sensitized on the importance of Artemisia products and the usage via farmer cooperatives and networks, church meetings, schools as well as other public sessions and gatherings. Besides, the community was supported by farmers in the production of Artemisia tea by making seeds accessible.

In addition, the community was trained by an experienced agronomist of Maison de l’Artemisia on the proper cultivation of the plant. Based on the Training-of-trainers (ToT) principle, knowledge can now be shared within the community, and thousands of households can take care of their own plants. The first successes were celebrated on the last World Malaria Day in May. In the Making More Health house in Webuye, the first tea from the own harvest was brewed. Even those who had not been actively involved in the harvesting and cultivation of the plant actively supported the project: the dried seeds and leaves have to be weighed and packaged so that they can be passed on to others.

Providing malaria protection

This ToT approach has already paid off in recent years. Following the motto "Help me to do it myself", MMH develops a sustainable ecosystem together with the local community, driving a holistic change. This approach is resource-efficient and also strengthens the sense of community. Everybody is involved in the project and makes their contribution to it, within their capabilities. The cultivation, care, and preparation of the seedlings is taken care of entirely by the local communities.

However, in the next phase of the project there are still a lot of questions to be answered and the efficiency of the plant needs further research. More knowledge has already been gained through the pilot

project in Bungoma County, which is driving research into the plant. In addition, the community has been able to develop its farming and production skills. It is a step in the right direction to provide malaria protection to more people in the future. ←

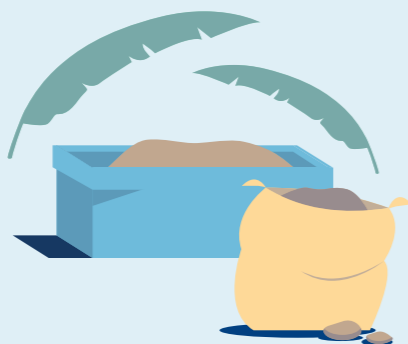
PLANTING LOG: KENYA



1

THE COMPOST

We make several layers from fresh organic material: Leaves, grasses – it should not be too big. Then we add a layer of chicken or cow manure. Finally, we cover it with a layer of soil and water it. We repeat a couple of times and finish off with a layer of soil. It should not be higher than a handspan. After 8 weeks, the compost will be ready to use.



2

THE SEED BED

Artemisia is a fragile plant; therefore we start it off in a seed bed or tray. We make a seed bed directly on the ground and use a wooden frame to mark out the seed area. To protect the seedling from rain and storms we make a shelter with palm leaves. To prepare the soil for the seed beds, you need some good compost and a sieve to remove any lumps. Then we can mix it with local soil. It should not be too rich, otherwise the seed will germinate too fast. After this we can move to pasteurizing of potting soil. For this, we put a cane of boiling water on the soil to reduce the load of pathogens in the seed bed which could harm the growth.



3

SEED PLANTING

We start by preparing the seeds. They are really tiny, so we mix them first with some ready sifted sand (1 teaspoon of seeds to 10 teaspoons of sand). Shake well to get a good mix! Then we sprinkle the seed and sand mix gently over the seed bed. Next we fix the seeds by delicately spraying them with water. It is important to cover the bed with a mosquito net to protect the seeds from animals. If all goes well, we'll see the first results in a few weeks. We make sure that we remove any weeds as soon as they appear.



4

THE PLANTING

The first Artemisia leaves are rounded – it is easy to identify them by their second leaves, which are a bit more jagged. To plant out these young plants, we prepare wide rows in the ground before. Then we dig deep holes, water them, and put some of our compost in it. We make sure that they have enough space to grow.



5

PLANT CARE

We water the little plants every morning and again in the evening. It is important that they get enough water, so they don't flower too soon. Adding some dung is vital, so the plant will get nutrients. The next step is weeding – Artemisia likes to grow alone.



6

HARVESTING

Finally! The plant reached a nice height. We cut off the branches with buds and yellow flowers. Harvesting is a gradual process spread over several weeks once the first flowers and buds appear. The best time of day to cut the plant is when it is hottest, as then the plants are driest and there is no chance of rot. It is essential to reserve some of the bushiest plants to leave them to flower and form seeds for more plants.



7

DRYING

The easiest way to dry Artemisia is to spread the plants evenly on a plastic sheet in a dry and shaded place, e. g. indoors. After the rain season, we can take the sheets outside. The process will take 3–4 days. After this, they are ready to be shredded by a machete.



8

PREPARING THE INFUSION

For the tea, we need 1 liter of boiled water and 5 grams of dried leaves. We leave it to infuse for 15 minutes. Then we filter it. It looks slightly golden – for a preventative effect you have to drink one cup every day for 7 days. Enjoy!

OVERCOMING FEMALE GENITAL MUTILATION



More than 200 million girls and women have undergone genital mutilation worldwide, including in Germany. The Bag2TheFuture team **Operation Future** strives to help end female genital mutilation.

“WE WANT TO EMPOWER GIRLS AND WOMEN WHO ARE AFFECTED.”

Jörg Nothdorff

How was the idea for the project born?

Petra: In December 2019, I decided to take part in the Bag2TheFuture competition. I wanted to make a difference and have an impact beside my core job. This is why I compiled a team in the new year. After we got the go-ahead, the project officially started in May 2020. The fact that female genital mutilation is also present in Germany has surprised me very much, so I could not get this topic out of my mind. And while the problem obviously also exists in our country, there are few initiatives that focus on the affected communities here.

Jörg: I joined Petra's team at the beginning of 2020, when I was looking for a MMH project that I can support. I took a look at the subject and was shocked of this high extent. First I thought that these practices might be primarily religious, and I was surprised that they are carried out in so many cultures. I've always wondered: Why? Why do you cause so much pain without any real benefit? This is a societal debate that should be conducted by all – men and women – and receive more attention.

Where do you see the greatest need for action?

Petra: My greatest wish is to achieve that genital mutilation is no longer a taboo subject. There are so many misunderstandings because nobody is talking about it, neither women nor men, not even among themselves. I keep realizing that once people are given information, they no longer insist on it. Many do not know what this practice can cause with regards to health and therefore, do not relate existing problems with the

mutilation. Men sometimes do not even know women without genital mutilation and therefore do not question it. The lack of knowledge combined with the lack of communication creates a vicious circle that our team wants to break.

The heart of the project is the website launched in August. How can your website help to overcome genital mutilation?

Petra: Our website is called womENTire. It contains the word entire – whole, complete, total. This is our message. We want all women to be able to have autonomy over their bodies. The special thing about our website is that we offer tailored Q&A for different roles and can thus not only help affected women, but also show, for example, a family member or a friend what they can do. We try to use simple language that is easy to understand, and we offer short animated explanatory videos. An area for people who are confronted with the subject in their job is also planned, e.g. midwives, doctors, teachers, or social workers. A relationship based on trust and knowledge is important here, and we've been told that there is still a big lack of information. In addition, there is the possibility to find further support via a contact search, which can be filtered by city and category. At this stage, the website is available in three languages: German, English, and French. But our goal is to offer it in other languages and thus make the page accessible for even more people.

Jörg: I think another key word in this topic is empowerment. We want to empower girls and women and show them what their options are, including, for example, surgeries that can at least partially improve their well-being. The website is primarily for people living in Germany. It is important to draw attention to the legal situation in Germany in order to explain to those who are affected that female genital mutilation is a criminal offense, that they do not have to accept it, and how they can defend themselves against it. →



Petra Barth,
Teamlead GMW Operations
Document Quality & Standards &
Functional Support
Boehringer Ingelheim



Jörg Nothdorff,
Compliance Project &
Assurance Manager,
Boehringer Ingelheim

Pictures: Making More Health

“WE LEARNED IT’S NOT JUST A TRADITION, BUT A SOCIAL NORM AND AS SUCH USUALLY NOT QUESTIONED.”

Petra Barth

In which areas did you participate most?

Petra: Fortunately, my manager strongly supported me in this project, and I was allowed to use a large part of my working time to drive the project forward. However, we have taken all important decisions in our weekly meetings with the core team. Because I had the most time available, I was responsible for coordinating the activities and bringing all the results together.

Jörg: The team worked extremely well together. Everyone dedicated as much time to the project as their resources allowed. As a member of the Ethic & Compliance department, I have tried to incorporate my expertise in this area and the experience from my daily work. For example, the womeNTire website uses a tool to create animated explanatory videos which I first learned about in my day job. And it was great that we had several team members from the legal department to look together in the legal background of things.

How would you describe the progress of the project? Have there been challenges?

Petra: Unfortunately, because of COVID-19, our team never had the opportunity to meet, discuss, and plan the project in person. Most team members only know each other virtually. Of course, that made it more difficult. Nevertheless, we have grown together closely over time. And the pandemic supported our clear focus on Germany, which prevented us to fall into the “white savior” trap.

Jörg: COVID-19 has brought significant changes in our daily life: new ways of working, new routines, and new topics. All of this is quite challenging. The challenge is of course also to plan your own resources and balance your daily work as well as the project support.

How did you manage to build a website? Do you have the IT skills necessary?

Petra: No, not at all. We contacted several NGOs active in Germany and asked how we could contribute to end this practice. Based on their feedback, we only decided in autumn 2020 to create a website. The project could only be implemented so successfully because we received a lot of internal support from Boehringer Ingelheim – especially from IT colleagues. The license for the video tool and all the programming work was covered by them for free; without that help we would not have been able to finance the construction of a

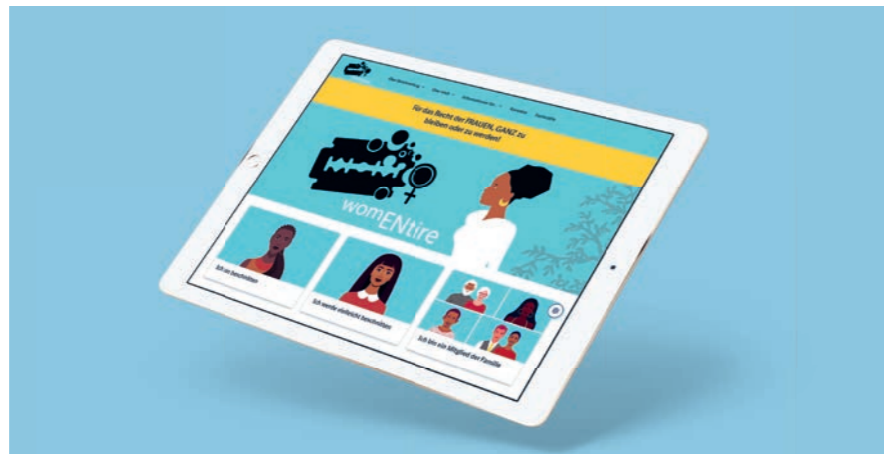
website. Our core team consists on average of five people, but we certainly have worked with about 12 others who have supported us with their expertise in a wide variety of areas. Boehringer Ingelheim’s large network was crucial to the project and everyone contributed their part of knowledge.

Jörg: I fully agree with Petra. The support from so many sides was overwhelming: One contact to a colleague led to another – as people really try to make things possible within their professional network and find someone who can help us. The different Bag2TheFuture teams have also been so supportive, and from my point of view no one ever felt that it is a competition. So many people helped, and the resulting diversity of perspectives was extremely valuable for the project.

In addition to the internal Boehringer Ingelheim support, Nala e.V. has been a very important partner in this project as well. The organisation is active with members from the affected community and the cooperation was extremely valuable in terms of knowledge and insights. Together we discussed what topics we exactly want to explain and how to prepare and communicate it. This is, of course, crucial for such a sensitive issue. ←



Have a look at the website here: makingmorehealth.org/projects/womentire/



A BRIGHT FUTURE IN AFRICA

“Hello Tomorrow” is connecting people in Africa with Boehringer Ingelheim employees in the fields of business, digital technology, and health education, helping them learn from and with each other for a brighter future.

Pictures: Making More Health

“EVERYONE WAS REALLY COMMITTED AND CREATIVE DURING THE TRAINING. I REALIZED HOW POWERFUL IT IS TO PUT PEOPLE IN A ROOM AND LET THEM GENERATE AND SHARE IDEAS AMONG EACH OTHER.”



Marie-Helen Wessling,
Internal Auditing, Boehringer
Ingelheim Corporate Center

M MH has launched three training initiatives dedicated to offering hands-on solutions for ongoing challenges in African countries like Kenya: GOBIZ, GoDigital, and Health4you. Collectively called the “Hello Tomorrow” program, virtual training sessions within the initiatives are held by Boehringer Ingelheim employees. Health and digital trainings implemented in India over the last years highlighted the need for these programs and offered some good insights on how to set up trainings. The sessions are based on a Training-of-trainers approach geared to maximize the social impact of the programs in the participating communities. Local NGO partners

are a key part of the program: They not only help to organize the trainings in a specified MMH center, but also make sure that the people who participate feel welcomed and understood. Group sizes range between 20 to 25 participants per session, giving attendees enough opportunity to engage and learn in the group.

GOBIZ started successfully

GOBIZ was launched to share knowledge on business topics such as strategic planning, finances, and marketing. The participants in Bungoma County and Eldoret in Western Kenya are farmers, women and men

“IF YOU WANT TO DO THIS RIGHT, YOU NEED TO COMMIT TO YOUR CHOSEN PROJECT. BE AWARE THAT IT WILL TAKE TIME AND ENERGY – BUT THAT IT’S TOTALLY WORTH IT.”



Joao Lopes,
Quality Manager MIDI,
Boehringer Ingelheim

who are running or setting up micro-enterprises, and people with albinism. The long-term goal is to empower individuals by helping them build and develop their business strategy and skills.

“We wanted to extend the scope of MMH initiatives with this project,” explained Project Coordinator Cristian Torreblanca explained. “After successfully completing several waves of training sessions, GOBIZ is really up and running now.” GOBIZ is present in three locations in Western Kenya and will also launch in Indian MMH communities (scavenger families, microentrepreneurs from in and around Coimbatore) soon. In addition to volunteering as a trainer himself, Cristian actively keeps an eye out for colleagues who might be interested in joining the ever-growing group of people who have taken part in the GOBIZ experience so far.

Learning is a two-way process

One of those colleagues was internal Auditor Marie-Helen Wessling. She had already been involved with MMH through an Ashoka workshop, so when Cristian approached her about becoming a GOBIZ trainer, she was open to the idea. The learning curve was steep: The program typically involves a pilot phase in which trainers run their ideas with a small focus group. “That’s when I realized I had more questions than answers,” Marie-Helen recounted. Undaunted, she modified her training module on assessing business profitability and was ready to go.

After her initial presentation to participants engaged in for example chicken farming, basket making, and hairdressing, she had them split up into groups of 4-5 and asked them to develop a financial plan for the next year and then interact with the other groups. The results surprised and delighted her: “Everyone was really engaged and creative. I realized how powerful it is to put people in a room and let them generate and share ideas among each other.”

“IT’S AMAZING HOW THE GOBIZ PROJECT ALLOWS ME TO FULFILL MY PERSONAL GOAL OF SUPPORTING OTHER PEOPLE WITHIN THE FRAMEWORK OF THE COMPANY I’M WORKING FOR.”



Cristian Torreblanca,
Corporate Center & BI X Controller
Manager, Boehringer Ingelheim

Leaving your comfort zone for growth

Netherlands-based Quality Manager Joao Lopes was one of the first Boehringer Ingelheim employees to volunteer as a GOBIZ trainer. He had been following the activities of MMH and was eager to get involved. His training session aimed to teach basic concepts of market research to small-scale entrepreneurs with albinism, and Joao quickly realized that he needed more information to prepare for this novel challenge. “To be honest, I was a bit overwhelmed in the beginning,” he confessed. So he reached out to a colleague who had already done a training session with the same community to learn from his experiences. Joao also contacted the local NGO facilitator. “He was really supportive and supplied me with helpful material

and practical advice,” Joao said. The GOBIZ newbie went into the pilot session feeling well prepared and only needed to change a couple of things before the actual training session a week later “started”. In spite of the challenges of the virtual learning environment the pandemic had imposed, things went well for Joao: “Everyone asked a lot of questions and really engaged with the material.”

Giving a lot to get back even more

So what would the GOBIZ team tell colleagues interested in joining them? “If you want to do this right, you need to commit to your chosen project,” Joao said. “Be aware that it will take time and energy – but that it’s totally worth it.” Marie-Helen added: “Remember that it’s not just about you. It’s also about the participants

“WE EMBRACE THAT GROWTH FOR THE SAKE OF OUR PASSION – TO MAKE AN ONGOING DIFFERENCE IN SOCIETY.”



Kiran D'Souza
Head of IT META,
Boehringer Ingelheim

and what you can learn from them.” And Cristian summed up what the project meant to him: “It’s amazing how the GOBIZ project allows me to fulfill my personal goal of supporting other people within the framework of the company I’m working for.”

GoDigital: enabling change through digitalization

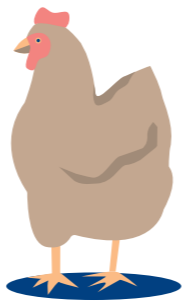
The second “Hello Tomorrow” initiative is GoDigital Kenya, which aims to accelerate the creation of a robust digital environment and spread digital knowledge within local communities. Project Coordinator Kiran D’Souza explained: “We want to empower people by enabling them to access knowledge via the internet and letting them discover how digital technology can positively impact their lives.” 250 digital devices were collected and will be distributed in the MMH communities. Access to the devices and to the internet is key for launching the training units. These are being developed to teach participants digital skills, but the learning process is not a one-way street. “Our teams have learned a lot,” Kiran confirmed. “We embrace that growth for the sake of our passion – to make an ongoing difference in society through giving.” He is also looking ahead: “We want to plan and execute a program that is both successful and scalable, so that it can be implemented in other countries in the future.”

Health4You

The third initiative is Health4You which started in July 2021 with 20 community members in the MMH house in Webuye, located in Bungoma County in Western Kenya. Julia Limbacher (HR), who is coordinating the program, explained: “It is a training on basic health topics, such as safety issues to prevent accidents, first aid, skin and eye care, safe water, and hygiene. Very often small behavioral changes can make a huge difference in people’s life and protect health.” Health4You raises awareness among farmers, teachers, midwives, and people with albinism. The collaborations with the communities take many different forms and are strongly driven by local demand. ←

Pictures: Making More Health

ENSURING A LIVELIHOOD WITH POULTRY FARMING

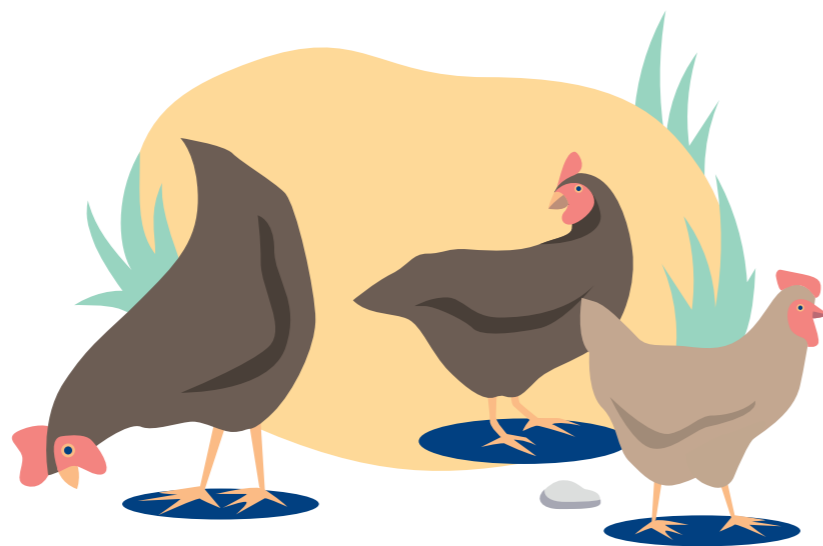


Bringing poultry farming to the people to improve their lives. This idea was already born in 2016 and got more concrete and expanded by participating in the Bag2TheFuture competition early in 2019, focusing on Homa Bay, Kenya.

Fresh eggs and cooing chickens running around – what sounds like a beautiful farm holiday is a lot more than this for many people in Homa Bay, Kenya. The Bag2TheFuture team around Dr. Ellen Lapuck has already helped more than 20 farmers to set up their own small chicken farms, ensuring a long-term source of income for the local people. Instead of providing financial support, which is only a short-term solution, they show people how to generate their own permanent income.

Get help to help yourself

The core team of this project consists of seven people from various areas. Beside Dr. Ellen Lapuck, it is Dr. Billy Apola, Dr. Moses Arokoyo, Dr. Peter Bracken, Dr. David



Chemirmir, Arif Haq, Dr. Joseph Kipkemoi and the Ashoka Fellow Blessing Mene who want to advance the implementation of poultry farming in Homa Bay. The team helps to implement the construction of a chicken house for 500 chickens and give the farmers business trainings. On the one hand this

enables the people from Homa Bay produce eggs and the meat to eat. On the other hand, by selling the eggs, they gain additional income and thus financial stability. This extra income can be invested, for example, in the education of children, which in the long term puts them in a better position.

“IN MY OPINION HELPING PEOPLE TO HELP THEMSELVES IS THE KEY TO LONG-TERM SUCCESS.”

Dr. Ellen Lapuck

An important element in the construction of the project are the business trainings. They are just as important as the chicken house and how to keep proper keeping of the chickens. When it comes to selling animals, it is essential that farmers know how to negotiate and find a fair price.

Why chicken?

Compared to other animals such as cattle, chickens are quite simple to raise. You need relatively little space for keeping them and no special background. In addition to that, the initial investment amount significantly lower and already after a few months the first profits can be made. All in all, chickens are quite easy to handle. The chickens' products, eggs and meat, are also a good source of protein, which makes a good contribution to a healthy life and the well-being of the farmers. As the goal is to extend the project to other countries, this also confirms chickens as a good choice. Actually, and originally, the project was planned to start in Uganda and a return is planned. ←



Dr. Ellen Lapuck
Senior Scientist, Clinical,
Boehringer Ingelheim

Pictures: Dr. Ellen Lapuck



3 QUESTIONS TO DR. ELLEN LAPUCK



Animal and human well-being

Why did you participate in the Bag2TheFuture competition?

The topic of poultry farming has been with me for many years, a long time before the start of the Bag2TheFuture competition. I began working in this field during veterinary school, before I came to Boehringer Ingelheim. This project is very close to my heart. It makes me happy to support the farmers and enable them to create their own, sustainable business. I am proud to work for an employer with such a strong social commitment who supports projects like this.

What challenges have you faced so far?

The pandemic was and continues to be really challenging to us. Besides the fact that we had to change the location of the project and shift to Kenya, COVID-19 also had a lot of impact on how we worked in Homa Bay. The safety of all project members was most important, so we've had to postpone business training for the farmers until we are able to travel safely in person.

What does being a social intrapreneur mean to you?

That is a really good question. For me it means being able to use my knowledge, skills, and experience to improve the living conditions and lives of other people. The success of being a social intrapreneur relies on the cooperation and Co-creation of all involved parties. In the case of this project, it is through the interaction of experts from different fields, perspectives, and ideas that we have been able to implement this project so successfully.

LESSONS TO LEARN



Education is key. So is the safe use of medication. This is why a MMH project team has initiated virtual training sessions for healthcare providers in Brazil.

Providing patients with the medications they need is a key task for healthcare providers across the world. By doing so, they can change lives for the better. At the same time, there is something equally important: The awareness of side effects and so-called adverse events medication may cause and the importance of its proper use. If not properly used or overdosed, medication may harm to a patient.

Lara Rodrigues has trained this awareness. After having studied pharmacy at the University of São Paulo, she has been working for Boehringer Ingelheim in the pharmacovigilance department in Brazil. However, the safe use and handling of medication is not common place in her home country, as Lara explains:

“People are used to take medicines on their own, without having been properly informed about the risks.” This problem is deeply rooted within systemic challenges healthcare providers face there every day: Extensive working hours due to understaffing lead to a lack of time and resources for proper investigation into adverse events. Most importantly, healthcare providers lack the basic training to even be able to monitor, report, and assess issues. On top of that, comprehensive trainings are hard to find and finance.

Creating change by training

With these challenges for healthcare providers in mind, Lara was looking for a way to offer support beyond

her daily work. Together with her colleagues Alessandra Zago and Santiago Schiaffino, also employed in the Patient Safety and Pharmacovigilance department of Boehringer Ingelheim, a project team was founded. The team realized that trainings could be central to change. By providing easily available and free trainings for healthcare providers, awareness for the safe use of medication would be raised and multiplied. As Santiago points out: “We want to offer a tool for obtaining and maintaining knowledge.”

Setting the stage for the sessions

When it came to the implementation of this initial idea, Lara thought of her alma mater. As one of the largest universities in Brazil, the University of São Paulo has public visibility for such an educational project. Despite having finished her studies, Lara had maintained contact with academic staff, which facilitated the creation of a project-based partnership between the university and the Making More Health project team. In joint discussions, the academics and the project team filled the idea of training sessions with content. This



“THIS COURSE SHOWED ME THE IMPORTANCE OF HAVING AN ACTIVE PHARMACOVIGILANCE SERVICE.”

Alinne Maria Fontes de Oliveira, pharmacist and participant

hands-on approach excited the collaborators early on, as Alessandra explains: “We really co-created the agenda of the training sessions. To have such a close cooperation between academia and the industry is really extraordinary here.”

First achievements and a positive outlook

Finally, the project team was able to schedule a 30-hour “Patient Safety and Pharmacovigilance Course” that was split into four modules and offered by the Pharmacy College of the University of São Paulo and the Fundação Instituto de Pesquisas Farmacêuticas (FIPFARMA). Each module assembled speakers from a practical background. Their audience in turn came from a variety of professional areas: healthcare providers, hospital staff, pharmacists, nurses and biologists as well as the industry.

In total, around 50 people participated in the three-month course from November 2020 to February 2021, which included a learning set full of workshops, recorded classes, and synchronous meetings with discussions. Due to the COVID-19

pandemic, the sessions were completely virtual. However, as Lara points out, “The energy increased with every session as the participants asked for more and more information.”

The interest among participants persisted throughout the training period and was also supported by the long-term format, which emphasized continuous training sessions. This approach fostered the knowledge and gave participants time for reflection. Participants have expressed their desire to take their newly acquired knowledge to their medical institution in order to contribute to a systemic change from the inside towards patient safety. Others highlighted the cross-industry composition of the workshop.

Start small, grow big

After all, the first Making More Health training for healthcare providers in Brazil exceeded the expectations of the project team, speakers and participants alike. With additional trainings planned, there is also the possibility of expanding the idea and format to other countries. ←

WHAT IS ...

... pharmacovigilance?

Pharmaceutical companies and health authorities monitor the safety of their medicines during all stages of drug development and beyond. However, no medicinal product is without risk. Sometimes, adverse events can occur. An adverse event is any untoward medical occurrence in a person or animal who has received a pharmaceutical product. According to the World Health Organization, pharmacovigilance, also known as drug safety, “is the science and activities relating to the detection, assessment, understanding and prevention of adverse effects or any other medicine/vaccine related problem.” Healthcare providers on the ground play a crucial role as they can report adverse events experienced by their patients.

A PASSION FOR HEALTH IN COLOMBIA

A Colombian NGO is teaming up with Boehringer Ingelheim to improve the health and well-being of humans and animals.

Early in 2020, employees got in touch with the Colombian MMH fellow FEDAR (Fundación para la Estimulación en el Desarrollo y las Artes) to collaborate and address health-related issues in the region. Their joint goal: To enhance the health and well-being of people and animals in the southern municipalities of Popayán and La Hormiga through education and digitalization, thus empowering local communities through practical support.

Collaboration for more health

Under the patronage of General Manager Jorge Martin del Río Soto and the leadership of five Colombian colleagues, around 50 employees from Boehringer Ingelheim engaged as volunteers in four projects planned together with FEDAR.

“These co-created social intrapreneurship projects were born out of a shared passion to improve health in our communities,” Project Coordinator Edison Núñez explained. “The first step in the work with an entrepreneur is to build trust between everyone involved, with the goal of finding solutions to address our partners’ needs –



The Colombian “FEDAR Farm”

not ours.” The “Filled with Love” initiative is coaching pregnant women in rural communities on topics such as good nutrition and prenatal well-being. Since the cooperation was launched in May 2020, communication has been mostly virtual. “Sometimes it’s very challenging,” Ana María Pérez, one of the four project leaders, said, “but if you stay flexible in your approach, things usually work out.”

Edison tries to mitigate these drawbacks through thoughtful gestures: After visiting the “FEDAR Coffee” initiative (a business model to produce and sell sustainable coffee which also works with disabled young people attended by the NGO), he sent each of volunteers involved in the project a “Thank you” package of coffee. The team is supporting FEDAR on systemic growth levers for example branding and commercialization strategy.

Sharing knowledge is key

The sustainable agricultural approach “FEDAR Farm” is being supported by educating farmers on pets and livestock maintenance and food safety issues. The fourth cooperation – FEDAR Social – aims to raise awareness for all the initiatives via digital and social media platforms to begin establishing channels – not only to spread the FEDAR mission throughout the world, but also to promote products produced by this community.

“It is imperative to listen to the partnering NGO and the community, as well as staying versatile for changing course if necessary,” said Edison. “The feedback from both FEDAR and our colleagues involved has been very positive, and we are looking forward to continuing to advance these projects – and many similar ones – in the future.” ←

Picture: Making More Health

CLEAN WATER FOR KENYAN CHILDREN

Joint project between Boehringer Ingelheim and KERSIA provides education and practical resources for more water safety.



Access to safe drinking water is a human right

The world of social intrapreneurship has a new power couple in Africa: Boehringer Ingelheim is collaborating with the global biosecurity and food safety expert KERSIA to implement educational programs in school environments in rural Kenya. Beginning with water safety, the partners’ goal is to raise awareness for hygiene and infection control issues in order to prevent

water-borne diseases and improve community health.

In rural African communities, schools cannot always provide a sanitary water supply. Ensuring that children have reliable access to clean water helps prevent diarrhea and other illnesses, thus improving their nutritional status and general health. This in turn can reduce school absenteeism, enhance scholastic performance and thus foster youngsters’ overall

development. There are now innovative and economically viable solutions to making rain and river water safe to drink, with education a further vital building block in the push for better water safety.

The initial roll-out of the Training-of-trainers program is planned for four larger schools in Bungoma County in Kenya, with the intention of expanding the program to cover ten schools with more than 7,000 children. Participants include teachers and parents, but also local entrepreneurs as well as official bodies such as local and national educational/health departments. In addition to implementing four 1-hour-training sessions on hygiene-related topics, the program offers complementary material such as questionnaires, leaflets, webinars, and video tutorials for further learning.

Cultural change through education

The program launched with a pilot project spearheaded by project coordinator Dr. Agustin Mariscal on site in Kenya in 2021. The trained physician went out prepared to educate participants on water safety, but the unfolding COVID-19 pandemic brought other issues to the fore. “In addition to talking about KERSIA’s water safety solutions Aquatabs and Aquatabsflo, I had to quickly pivot and share my knowledge on infection and disease prevention instead,” Agustin recounted. “But it was very rewarding because participants were keen to understand the science I was able to share with them.”

Enlarging the scope of educational offerings is one reason KERSIA was keen to partner with Boehringer Ingelheim’s social intrapreneurship program. For the future, the vision is to tap into Boehringer Ingelheim’s core competencies like the intersection between human and animal health or the rational use of antibiotics. “Together, we want to build trust in the communities we are serving,” Agustin said. “By contributing to cultural change through education, we ultimately hope to improve and save lives.” ←

Picture: Riccardo Lennart Niels Mayer

MAY WE ASK?

More than 6,000 employees have already engaged in MMH activities. But what did they learn during this time and why do they act as social intrapreneurs?



Boehringer Ingelheim change-makers is a reality in everything we do! We are pening up possibilities to provide health and take care of those who need us the most.

Dolores Valenzuela, Boehringer Ingelheim Mexico & CAmCar



Since I have always tried to care for people in need, MMH gives me this opportunity to do this within a very strong network of like-minded supporters.

Jan-Cassen Kraus, Boehringer Ingelheim SCM Animal Health, Germany



I noticed the huge impact that a small amount of support can have for a person who is struggling. This struck me deeply.

Uday Bose, Country Managing Director and Head of Human Pharma at Boehringer Ingelheim UK & Ireland



I feel a great sense of satisfaction knowing that I can help make other people's lives better, and in this way give back to society.

Hilke Rosskamp, Boehringer Ingelheim MMH Community Activation Team, Germany

ARE YOU A CREATOR?

A creator is a dedicated person who wants to make the world a little better. Someone with a can-do attitude who will go the extra mile to make things happen.



CREATING SHARED VALUE



Ralf Tepel, Executive Director
Karl Kübel Stiftung

If we look into the actual meaning of Co-creation, we are talking about a multiple-way, open, and dialectical process of interaction, collaboration and knowledge sharing between different stakeholders. In this particular context, we could also finally add “cultures” to create something innovative, adapted to the needs of the stakeholders at all ends. The cooperation between MMH, the Karl Kübel Institute for Development Education (KKID) and Karl Kübel Stiftung (KKS) started with some visits back in 2014, to learn about the interventions of different NGOs in India in the field of tribal development in Coimbatore, South India.

This was the starting point of the so-called leadership weeks, which united managers from various international units of Boehringer Ingelheim in a different environment, out of their comfort zone, close to the realities of rural and mainly tribal communities in India.

This direct exposure to the realities and challenges of local communities in terms of health, nutrition and other basic needs as well as the possibility to discuss such matters with the local communities at eye level was enriching for everyone. What followed was a dynamic process of jointly developing projects, like the development and implementation of a 12-module health awareness training, closely related to the day-to-day challenges of local health workers. If we look at the impact, especially under the impression of the COVID-19 pandemic, we can note: The cooperation has stoked the entrepreneurial fire in the community, catalyzing the spirit of social entrepreneurship.

Furthermore, increased caution within the local communities in terms of social distancing, wearing masks, and principles of WASH was noticed. The incidence rate of the COVID-19 pandemic among the target communities of MMH was very low, also due to the openness of local communities to discuss health issues and also their preparedness to take own initiatives on the local level.

Co-creation requires mutual trust and sensitive moderation

A long-term focus is an absolute must to drive things forward – with a flexible approach to the ultimate cause. It requires a sensitive moderator/mediator, knowing the pulse of all stakes involved. The broader the schematic elements, the better will be the participation, and we can bring more resources into the scheme.

Building a wider scope even if implementation could be skewed or narrowed makes projects more resilient to unforeseen events such as COVID-19. Building a Resilient Community (BRC) can become a reality. However, changes cannot happen overnight – it requires an unwavering commitment to the cause with perseverance. ←



Dr. T.K. Nathan, Chairman Karl Kübel
Foundation for Child and Family

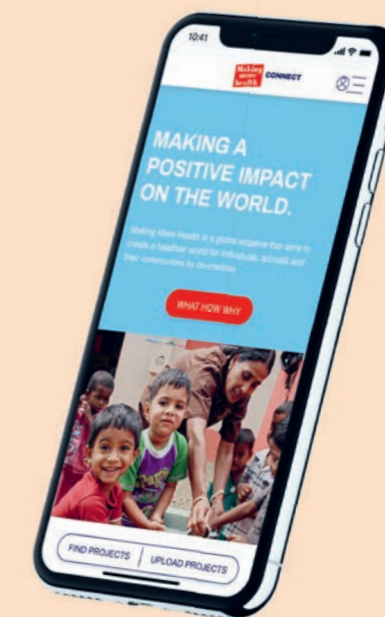
Pictures: Making More Health

JUST ONE CLICK TO CHANGE THE WORLD

You want to get active and become a real changemaker? You want to support MMH projects and work with like-minded people? You want to support social entrepreneurs with your business know-how and expertise? Then register now on the MMH Connect platform and make more health happen:



mmhconnect.org



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We welcome your thoughts.
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