

CREATE

MAGAZINE FOR SOCIAL
ENTREPRENEURSHIP

**Making
more
health**

SEPTEMBER 2022



**ENABLING AN
ECOSYSTEM
APPROACH**



Boehringer
Ingelheim





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

50,000,000

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

20,000

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

DEAR READERS,

It is not enough: supplying medicine, if the patients can't afford it, teaching about hygiene without ensuring access to soap, installing water filters with no feasible way for the community to maintain them. Solutions are not sustainable when the individual pieces of the overall puzzle don't come together.



Picture: Making More Health

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

For the past 12 years, Making More Health has worked to improve healthcare for both humans and animals in vulnerable communities around the world – by enabling social entrepreneurs and supporting their innovative solutions to better tackle the healthcare challenges of today. To date, we have supported 18 social enterprises and 120 social entrepreneurs. We are fostering a “changemaker culture” within Boehringer Ingelheim and have engaged 11,000 employees thus far to support Making More Health (MMH) initiatives with their time and expertise. In return, they gain invaluable experiences and new perspectives.

We cannot solve the healthcare challenges of today on our own. Smart partnerships that enable more impact have become essential. It is critical to understand that individual challenges are not isolated, but instead intertwined with a myriad of other topics. This is why MMH focuses on the “bigger picture” of health, by including interdependent issues relating to health, education and culture, infrastructure and economic development. Therefore, enabling an “ecosystem approach” has become fundamental. An ecosystem approach focuses on identifying strong partners which complement each other, identifying shared goals for framing and implementing sustainable social change. To also empower our partners to become changemakers as well. But how do we do this smartly and effectively? Through networking and cross-sector collaboration with other companies, social entrepreneurs, NGOs, etc. and in dialogue with vulnerable communities. This enables all of us to incorporate their perspectives, thus better addressing their needs and creating more sustainable solutions.

“Partnering for Impact” is the theme of this year’s Making More Health Together convention taking place 4-5 October. It is also the theme for this fourth edition of CREATE. Learn more about the inspiring stories of social entrepreneurs, Boehringer Ingelheim employees and our partners, who aim to create holistic health solutions around the globe.



mmhtogether.com

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SYSTEM CHANGE REQUIRES PARTNERS



Holistic challenges can be tackled only through interlinked solutions.



We all live in our own worlds where we feel we belong – right from the beginning of our lives. We find friends who “fit”, find the “right” environment and “discover” opportunities, building on our studies, societal and cultural environments. This is normal; and there is absolutely nothing wrong with it. However, by being in these “bubbles”, we often do not see and therefore miss opportunities to do things differently. That’s where smart partnerships, often with “different” partners from different sectors, can make a huge difference, such as by offering different perspectives and helping reshape already-established mindsets.

Doing things differently and doing different things are not equally easy tasks

We all know it: our world needs a deep and profound system change – it is no longer just about optimizing what we do. What we need is to question deeply: why do we do what we do? And consequently, we need to purposely create a new approach that goes beyond

individual projects and single players by utilizing a more network-based approach. This goes beyond our own sectors and organizations.

Building unusual partnerships is key to doing so: When we work with people and organizations beyond our comfort zone, we ask and – most of all – we are asked, different questions. Our established “bubble language” and basic beliefs are challenged. We start to question what we would have otherwise taken for granted and discover new and perhaps more disruptive ways of doing things. That is the added value of creating cross-sector, cross-societal partnerships and why they are a real source for innovation.

Scaling up, scaling deeper, scaling out

In our MMH Community activities in Kenya and India, we partner with local NGOs, social enterprises, and universities as well as with communities at the poverty line. We have started to understand how people live, where the real pressure points or weak spots are and why, and how these needs are interlinked with each other. We

SCALE OUT

36

community volunteers

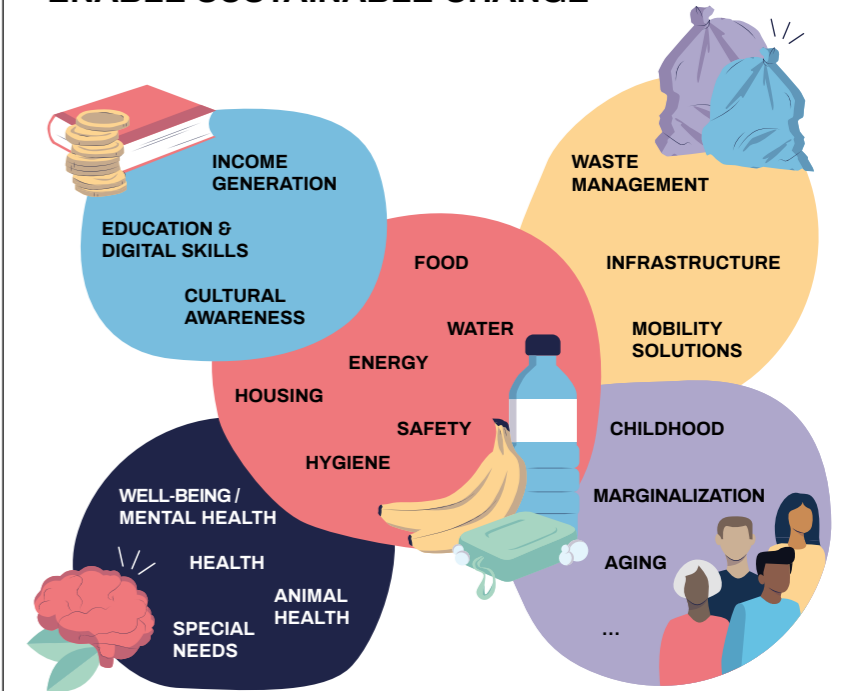
at the MMH center in Webuye have been trained in farming, basic health topics and income generation to start educating neighbors in peer-to-peer training sessions and also set up a volunteer-driven branch-office 200 km away from Webuye.

In the past year, they have reached more than 10,000 people living with albinism and in farming communities.

SCALE DEEP

The MMH community activation in Kenya has helped to create a network of local, national, and international organizations, from NGOs and social enterprises to foundations and companies. They are connecting with each other on many levels and combine their efforts with volunteers in the communities to build a movement of change.

MEETING BASIC NEEDS TO ENABLE SUSTAINABLE CHANGE



recognize the limits of investing in isolated activities and projects. Making more health is not possible without simultaneously ensuring better income, mobility, education, and infrastructures. If we build a network of solutions with partners from different sectors and the communities and involve them actively as “owners”, we discover new ways of doing – together. That’s when we really can start to talk about creating sustainable solutions for long-term achievement.

Besides scaling up, it is also important to scale solutions deeper, while also tackling the roots and interdependencies of those needs. To share ownership with our partners and those who are trained, this means sharing that ownership: When community members start to teach instead of being taught, the impact grows exponentially. This is certainly a paradigm shift in how we think about ownership. It’s a solution created WITH the people, instead of FOR them. It’s about building networks and creating movements of change. Linking together partners leads to linked solutions that enable us to tackle basic needs with a much broader and

more holistic approach. This way, it is not just about one solution for a specific issue, but about interlinked solutions for interdependent challenges.

This is also applicable for our employees engaging in projects, whether by sharing basic business or digital skills, teaching how to make soap or facilitating cultural exchange sessions. These activities often bring people together who would otherwise never meet. It’s where passion and trust come in. Networking with “unusual” partners is a powerful, insightful, and very needed step that leads to new ideas, more impactful partnerships, and a more sustainable ways of doing things. It also restores the value – particularly to our own organizations.

Smart partnerships that can help build an ecosystem of change – by allowing a mindset shift in the approach to tackling projects – have the potential to act as real “Change-engineers”. That’s where sustainable solutions and real change for the better truly begin.

By the way: When was the last time that you connected with someone from outside your comfort zone? ←

WHAT WE DO

In our MMH Community work, we collaborate closely with local and international NGOs, self-help groups, universities, social entrepreneurs, and our own employees to tackle basic needs in communities: from food to mobility, health to water, and education to self-confidence.

The key to success in powerful partnerships is trust: being able to connect and act as a “change-engineer” creates solutions that are more sustainable.



Manuela Pastore, Global Head of Making More Health Community Activation



makingmorehealth.org

SHORT BITES FROM AROUND THE GLOBE



HEALTH4YOU

When Sven-Oliver Tröbs learned about the possibility to join the Health4You initiative in Kenya, he accepted immediately. Health4You aims to train local communities in Kenya and India in basic business, health and digital topics.

Sven gave two trainings in Eldoret and Webuye (Kenya) on first aid, such as resuscitation and wound care, but also on topics of behavior during thunderstorms, etc.

“Much of what we take for granted in Germany on the basics of medical care was unknown by the participants. Small things can make a big difference here for the people we support”, he says. When asked about his personal motivation in supporting Health4You, Sven shares his previous experiences in traveling to remote areas in South Africa to support patients in need. “These impressions are still with me today and, along with the support of MMH, have led me to offer on-site training.”

He encourages all colleagues to take the leap and do the same.

“WE HAD A GREAT EXCHANGE DURING THE TRAINING SESSIONS. I WAS ABLE TO LEARN A LOT FROM THE PARTICIPANTS ABOUT THEIR CULTURES AND PERSPECTIVES.”



Dr. Sven-Oliver Tröbs
Medical Advisor,
Boehringer Ingelheim

#PAVING THE WAY FOR FUTURE GENERATIONS

1

school re-built from scratch to create a safe teaching infrastructure and environment for children in Webuye, Kenya.

700

students now have access to education in refurbished classrooms, and soon, a cafeteria and playground.

100%

of the children are continuing their education.¹

¹ Source: Annual Project Report, Core Health & Wealth, corehw.org

THE POWER OF COLLABORATION

Making More Health Together 2022 Highlights



Making More Health Together is a two-day multi-stakeholder forum for sharing innovative ideas and bringing together ingenious individuals from different sectors with the common goal of addressing the most pressing global health challenges of our time. This year’s convention will be held on 4-5 October and focuses on the importance of “Partnering for Impact”.

Why? As our globalized world continues to shift in fundamental ways and health crises expose inequalities and marginalize vulnerable communities even further, finding more sustainable solutions is essential. Forging innovative partnerships has become the key, as it enables a more holistic approach that takes

different perspectives, skills and resources into consideration, therefore creating more impactful solutions. This year’s convention brings social entrepreneurs, thought leaders, corporates, NGOs, academics and many more to come together, engage, collaborate and innovate.

Participate in person – either in Ingelheim (Germany) or Nairobi (Kenya) – or virtually. Through workshops, panel discussions and breakout sessions, we’ll discuss trends transforming the future of healthcare, facilitate dialogue between business and social sectors and support in enabling non-traditional partnerships and collaborations. ←

Don’t miss out on this opportunity to become a partner for impact! Register at mmhtogether.com

“Making More Health Together is a unique opportunity. It allows others to join a network and collaborate to create solutions for sustainable change.

Driven by a joint purpose to positively impact the lives of communities around the world, we are looking forward to new partnerships to increase our ambitions of ‘more health’ even further.”

Yeleka Barrett, Making More Health, Global Partnerships Senior Manager, Ashoka

ECO SYSTEMS FOR

CHANGE

In Africa, Making More Health programs are improving the lives of thousands of farmers, due to an ecosystem approach that enables change through collaboration.

It all started with a phone call - one that would change Dr. Kayode Femi's life forever. Growing up in northern Nigeria, Femi had aspirations to become a doctor. But once he found himself at university, he decided to pivot to veterinary medicine. "One thing I knew for sure," he says, "was that I wanted to make people's lives better." In addition to medicine, he had always had a keen interest in business. So, after completing his studies at the top of his class, he started his professional career as an assistant at a business consultancy.

"I was pretty much a nobody in that office," Femi remembers. "The job was OK, but I didn't really feel that I was making much of an impact." One day, the office phone rang. It was a friend of his boss, a poultry farmer, and the woman was distraught. She had taken out a substantial loan to help keep her business afloat, but now a disease outbreak had wiped out half of her chickens. Epidemics like these are the leading cause of losses to livestock farmers in Nigeria, accounting for over 70% of livestock deaths.

Discovering meaning through your work

"My boss came to me and said: 'Aren't you a veterinarian - maybe you can help?'" Femi recounts. Vets are scarce in Nigeria. At the time there were only about 7,000 veterinarians to serve a population of around 150 million. Femi drove out to the woman's farm, identified the underlying problem, and within three days the mortalities had stopped. "For the first time, I felt so fulfilled in my job," Femi says. "I realized that I was actually able to help these people, that they really needed my expertise."

The young veterinarian decided he wanted to better align his professional life with his personal values, so he quit his consultancy job. His vision: To work independently as a vet. Although his former boss proved to be very supportive of this decision, the next steps weren't easy. Femi found an internship with a local vet and shadowed him for several months. Then he scraped together his savings and founded his own animal clinic and consultancy service, which he named VetPro. Looking back, Femi has to laugh a little: "Here I was at 25 years old, miles away from home, starting out on my own venture. It was scary at times."



Co-creation is based on shared values and a common vision.

"WE CANNOT WORK IN ISOLATION AS INDIVIDUALS - PROJECTS MUST COME TOGETHER TO SOLVE COMMON ISSUES."

Dr. Kayode Femi, Founder & CEO, FarmAlert



A visit at the FarmAlert office.



Building a brighter future, one farmer at a time.

Starting out can be intimidating

Luckily, that first client sang the vet's praises across the community. His client roster soon swelled and he was using his veterinary and business skills to help farmers at up to 30 poultry farms. He hired an assistant to stay on top of the growing workload. But during their day-to-day work, his little team was being confronted with numerous other challenges. "A lack of veterinary doctors is not the only problem farmers in Nigeria are faced with," Femi explains. "I was going out to these rural farms and encountering issues like bad stock, poor quality feed, disease outbreaks and a lack of funding support. I started to ask myself: What else can I do to help?"

Meanwhile, the budding entrepreneur had a close friend with a background in social entrepreneurship who had seen firsthand how passionate the veterinary doctor was about helping people and their animals. Case in point: When a bovine epidemic in Femi's home state threatened the lives of thousands of cattle, he made the long trip up north to help vaccinate 100,000 heads of cattle. "This is a huge issue in Nigeria," he explains. "One of the Nigerian states recently lost about 3 million dollars' worth of livestock because there was no access to vaccines."

Pictures: Dr. Kayode Femi

Nigerian farmers face challenges

Approximately 10 million livestock farmers in Nigeria can't easily access quality animal health products and services. Local infrastructure such as roads and railways are found in poor condition and supply chains deemed fragile. Low productivity is also a problem when it comes to livestock: A cow in Nigeria averages about 1-3 liters of milk, compared to up to 40 liters in other countries. Weak veterinary surveillance systems don't always spot issues on time. For example, there is a growing threat of antimicrobial resistance, i.e. when available drugs no longer work. All of these challenges are occurring against the backdrop of a possible food crisis, due to increased population growth, which projects that Nigeria's population of about 200 million will double by 2050.

The goal: to build a brighter future for farmers

Femi and his business partner talked about how they could address these challenges and work together to have an even bigger impact on their communities. In 2019, the veterinary doctor launched the social enterprise FarmAlert. This community-strengthening business has partnered with Boehringer Ingelheim and Ashoka within the framework of the Making More Health initiative and receives additional support from Nigeria's veterinary council and police force.

FarmAlert supports smallholder farmers in the Nigerian communities of Lagos, Ogun, Abuja and Kaduna, who are often located in hard-to-reach rural areas with limited access to vital resources. The mission: To form partnerships with farmers and pet owners and create a peer-to-peer network where easy access to quality animal health products and services is affordable. FarmAlert's motto: Building a brighter future, one farmer at a time. The next big milestone came in 2021, when FarmAlert was chosen to participate in the Making More Health Business Accelerator initiative. The Business Accelerator is a structured 11-month program where cohorts of experienced social entrepreneurs in the healthcare space are identified and provided with capacity building, as well as technical and financial support to develop, pilot, test and present their innovations to investors.

Business Accelerator gives a boost for success

Being part of the Business Accelerator initiative proved to be a key milestone for the promising social enterprise, as Femi explains: →

THE BUSINESS ACCELERATOR CYCLE

1

SELECTION

Duration: 4 months

- Call for applications
- Review of applications
- Due diligence
- Selection

2

KICK-OFF WORKSHOP

Event

- Kick-off of accelerator activities

3

PILOT DESIGN

Duration: 2 months

- Strategy review & gap analysis
- Pilot design and planning
- Executives in Residence (EiR)/ Expert recruitment and mentoring
- Pilot pitch preparation

4

PILOT PITCH

Event

- Presentation of pilot plan
- Winner(s) awarded €50K to fund pilot implementation

5

CO-CREATION WORKSHOP

Event

- Collaborative problem-solving and innovation between social ventures and Boehringer Ingelheim employees (co-creation)

8

SCALE-UP

Duration: 12 months

- Scale-up implementation
- Community collaboration
- Monitoring and evaluation
- Investor access support
- Investor engagement
- Reporting

7

SCALE-UP PITCH

Event

- Presentation of pilot results and scale-up plans
- Winner(s) awarded €250K to fund scale-up activities

6

PILOT EXECUTION

Duration: 8 months

- Pilot implementation
- EiR/expert placement & engagement
- Monitoring and evaluation
- Investment readiness coaching
- Scale-up planning
- Reporting



“Business success and growth can be a challenge. You need to have a robust business and marketing plan, find and manage reliable staff, and continue to secure funding for your venture.” But the growth that FarmAlert experienced through the program was impressive and speaks to the power that these kinds of partnerships can have in transforming lives.

Before entering the MMH Business Accelerator program, FarmAlert had an annual revenue of US\$500,000 and was serving roughly 2,000 farmers. One year later, in 2021, these numbers had more than doubled, to US\$1.2 million revenue and about 5,000 farmers – and in 2022, those numbers are projected to rise again to US\$3 million in revenue

and approximately 10,000 farmers¹. “This collaboration has been truly transformative,” Femi says. “Without it, our continued success would not have been possible.”

Embodying the principles of co-creation

“Trailblazers like Dr. Femi are leading change in their communities through the power of collaboration and networking,” says Dennis Mbugua, Making More Health Manager in Sub-Saharan Africa, who supports social entrepreneurs within the Business Accelerator. The FarmAlert project embodies one of the core principles of the Making More Health initiative of

Boehringer Ingelheim and Ashoka, namely that of co-creation. Based on shared values and a common vision, co-creation is a collaborative process where players from different sectors (i.e. companies, social sector organizations, financial institutions, governmental bodies, etc.) collaborate to jointly design and implement new or improved products and services that address essential needs of underserved populations. All parties involved experience a direct impact from the co-creation process, making it a win-win for everyone.

“Within the FarmAlert project, our strategic approach is to implement what we call the three A’s – availability, accessibility and affordability,” Dennis explains. Strategically placed service centers ensure that farmers always have everything they need in one central location. There are partnerships with existing veterinarian shops and the Nigerian police to make animal health products readily available to farmers. Farmers are given ongoing access to quality education, information and services in their local community. In addition, relationships with manufacturers and importers are leveraged to negotiate discounts and pass those savings on to the farmers.

Education: a key factor in enabling change

One key area where FarmAlert is really making a difference is in the field of education. Take the poultry farmer who started out doing backyard farming with a few chickens: After the Covid pandemic, she participated in a FarmAlert training program and began learning more about critical topics such as biosecurity and feed optimization. Then she applied that expert knowledge on her farm and grew her flock from 5,000 to 26,000 birds. This successful transition to large-scale poultry farming not only benefited the farmer and her family, but also allowed her to help supply fresh eggs to children from the community, thus improving their nutritional status and health.

At the FarmAlert Academy, farm owners and farm hands can participate in a structured 10-week education program, taking an examination at the end of the course to become certified. As part of the Making More Health initiative, Boehringer Ingelheim provides relevant training through its employees and offers its own facilities to help implement training sessions by external experts or community meetings. Training collaborations have taken place with FarmAlert covering topics



Communities benefit from successful farmers.

such as business refresher courses, market adaptation and pricing strategies. FarmAlert also has its own radio station that offers educational content and reaches approximately 1 million farmers across Nigeria.

Creating robust and healthy ecosystems in Africa

FarmAlert is a model for how different actors can come together to enact positive change: farmers, animal health professionals, vaccine manufacturers, the Nigerian government as well as Boehringer Ingelheim and Ashoka as key partners of the Making More Health initiative. Now Making More Health is working to take things to a whole new level and help create robust ecosystems. Here projects interconnect and potentiate each other’s impact by utilizing existing synergies.

“We cannot work in isolation as individuals – projects must be merged to solve common issues,” says Kayode Femi. FarmAlert is currently strengthening its ties to CowTribe, an animal health and disease prevention project in Ghana. Using mobile technology, they are supporting livestock farmers through an easy-to-use system of alerts, information and education. There are also ‘My-Medicines’ collaborations to co-create ‘My Vet’ and deliver last mile solutions to farmers and pet owners. “When I drove out to that farm so many years ago, I never would have thought that my professional life was going to become so enriching,” Femi says. “I’m really excited to be able to collaborate with people around the

world and continue on this path that is allowing me to give back to my community.” ←

“TRAILBLAZERS ARE LEADING CHANGE IN THEIR COMMUNITIES THROUGH THE POWER OF COLLABORATION AND NETWORKING.”

Dennis Mbugua, MMH Manager, Boehringer Ingelheim

¹ All information for this article was provided by Dr. Kayode Femi.

BUSINESS ACCELERATOR COHORT 2022

1

CLINIC PESA
www.clinicpesa.com



Clinic Pesa offers a healthcare financing solution for uninsured, low-income individuals in Uganda. The digital platform enables micro savings, provides micro loans and facilitates payments.

2

FLARE EMERGENCY SERVICES
www.flare.co.ke



Flare Emergency increases access to over 80% of Kenya's ambulance services to decrease expenses and increase time efficiencies. Emergency response times have now been reduced from about 3 hours to just under 15 minutes.

3

MY-MEDICINES
www.mymedicines.africa



My-Medicines brings over 900 pharmacies across Nigeria to consumers on one single online pharmaceutical platform, thereby increasing the availability of drugs by combining stock inventory. As a licensed drug distributor, My-Medicines can deliver orders to patients wherever they are.

4

HEALTH-E-NET
www.health-e-net.org



Health-E-Net is making medical data digitalization cheaper and faster, expediting better decisions and improving quality of care in low resource settings. Capture primary data on paper, inexpensively digitize it and upload it for distributed analysis.

5

SOLID AFRICA
www.solidafrica.rw



Solid Africa promotes health equity, by providing nutritious food for low-income families during their stay in public hospitals. They are a sustainable, vertically integrated enterprise that farms, cooks and delivers thousands of meals every day.

Pictures: Clinic Pesa, Flare Emergency Services, My-Medicines, Health-E-Net, Solid Africa

CLEANER WATER FOR BETTER LIVES



The new water tower in Mbakalo ward.

A collaboration that aims to transform 20,000 lives in a remote community by supplying a basic need: clean water.

Mbakalo ward lies in Bungoma county, where access to clean water is a daily challenge. On average, members of local communities need to walk 1.5 kilometers to reach the closest water source, which in 90% of the cases consists of communal water sources, such as bore holes, shallow wells or untreated water from rivers and springs. Core Health and Wealth International (CHW), an NGO working in Sub-Saharan Africa

and focusing on Kenya, is committed to creating better health and wealth for these communities. In collaboration with Making More Health and Boehringer Ingelheim's environmental sustainability program MORE GREEN, their latest initiative aims to improve clean water access in Mbakalo ward, Kenya. By constructing a solar-driven water tower to store water from the nearby Kibisi Dam, creating water dispenser stations and providing water distribution to public facilities and private homes, the project will positively impact the lives of up to 20,000 people.

"Clean water ensures better health for people and animals. These people today have no other choice than walking for miles to obtain access to clean water. Our intention was to provide a more sustainable water solution."

Ingo Weiss, Head of Global Environment & Sustainability Management

Innovation for sustainable clean water access

Following the guidelines of the local government's water resource management authority (WARMA), the water must be tested and a certain level of quality ensured before the water tower can be used. However, as the tower was nearly completed, a critical water filter necessary for cleaning the water stored in the tower was missing.

Screening the market for clean technology solutions, the global MORE GREEN team joined forces to find an innovative solution: a water filtering backpack, for simplicity's sake, called PAUL (Portable Aqua Unit for Lifesaving). The PAUL Water Backpack is easy to use, requires no electricity, chemicals, extra equipment or knowledge to maintain it, and it can provide 1,200 liters of clean water per day for up to 10 years.

By using PAUL, it is expected that no other water disinfection methods will be needed, making the water tower an accessible, sustainable water source for the population of Mbakalo ward. ←

"This partnership is helping avail lifesaving opportunities to thousands of people, who feel marginalized because of their remote locations. As the chairman of the cooperative stated, this is a major initiative in his 50 years of living in this community. This project has literally transformed the community by availing the most important commodity to them: water. I say a big thank you to Making More Health and Boehringer Ingelheim's MORE GREEN team for the great partnership."

Cleophas Wanyonyi Chesoli, Founder, Core Health and Wealth International

SMARTER TOGETHER



Inadequate training of healthcare workers is an ongoing issue in some regions of Africa. Three social entrepreneurs want to change that. Supported by the Making More Health Business Accelerator, they launched a virtual training initiative together in 2021.

In Africa, a growing demand for health services is coinciding not just with a serious shortage of healthcare workers, but also with suboptimal training opportunities. If the United Nations Sustainable Development Goal of ensuring healthy lives is to be achieved by 2030, this issue urgently needs to be addressed. Business Accelerator models can help businesses scale up their ideas faster, thus creating more impact for more people in less time.

Business Accelerator initiative for social startups

Making More Health's Business Accelerator initiative promotes supporting social entrepreneurial startups by providing funding, investor preparedness coaching, technical support services and networking opportunities.

Launched in 2018, it was co-created by Boehringer Ingelheim and Ashoka as an additional initiative to better tackle challenges facing human and animal healthcare, due to issues of affordability, availability, and awareness. In addition to the funding provided by Boehringer Ingelheim, the Business Accelerator utilizes Boehringer Ingelheim's expertise in human and animal health, as well as taps into specific skills and expertise through employee engagement and Ashoka's global social entrepreneur knowledge and network.

A unique approach for long-term, sustainable success

"When you compare it to other accelerator models in the market, our approach is quite unique," explains Dr. Christopher Imbaya, Senior Manager for Making More Health in Sub-Saharan Africa, who leads the Business Accelerator initiative.

"Our program doesn't just provide funding, but also offers businesses critical all-round support, so that they can be sustainable in the long term." Startup social entrepreneurs who propose innovative health solutions that address community needs can apply to participate in the program. Prerequisites are that they must be within their first three years of operation, have an annual turnover in the range of €100,000, and have dedicated teams that drive the project. The MMH Business Accelerator is currently being implemented in Kenya, Uganda, Nigeria, Ghana and Rwanda.

Shared goals create useful synergies

One such promising social enterprise is mDoc, a Nigerian startup which aims to reduce chronic



Closing gaps in healthcare competency across Africa.

disease burden by providing patients with virtual self-care support using mobile and web platforms. Experience in conducting online trainings for healthcare workers enabled mDoc to recognize that closing gaps in healthcare competency across Africa was a key component in the business models of many social enterprises. Joining the Business Accelerator in 2018, the company partnered with MMH to develop a collaborative project that would leverage a tele-mentoring model to provide capacity building to healthcare workers: 'Tele-Education for Clinicians and Leaders in Africa' (TeCLA).

An example of co-creation and collaboration

Two other participants of the Business Accelerator – Chronic Drugs Medical Scheme (CDMS) and Jacaranda Maternity – partnered with mDoc to drive capacity-building via TeCLA, with mDoc providing a leading role in the partnership. CDMS, a Kenya-based organization and part of the Business Accelerator in 2018, built an e-commerce platform that aggregates the demand from small hospitals and clinics to implement bulk procurement and therefore receive discounts. Jacaranda Maternity, also a Kenyan business that joined the Business Accelerator in 2019, focuses on improving access to and improving quality of maternal care. Additionally, TeCLA utilizes the University of New Mexico's ECHO (Extension for Communities Healthcare Outcome) model. →

Picture: Sawan Shah, Jacaranda Maternity



It implements a hub-and-spoke approach: The hubs are the regional centers that host a team of experts on various healthcare topics and the spokes are the partner sites and communities of learners (e.g., health workers in remote areas).

Building a growing ecosystem of positive impact

The social business got off to an impressive start during its pilot phase, training around 1,100 healthcare workers on topics such as diabetes, hypertension, breast cancer and pharmacovigilance. This translates to making a positive impact on the lives of over 600,000 patients, who subsequently received care from the participating clinicians. After the successful pilot, TeCLA is now in its test-of-scale phase with the project partners currently expanding engagements and providing support to additional entrepreneurs like FarmAlert, a Nigeria-based animal health organization. CDMS alone has, in the first month of 2022, trained almost 500 health workers, thus impacting more than 50,000 patients.¹

TeCLA is operating within a wider collaborative context called an ecosystem approach. Dr. Christopher Imbaya explains: “Through similar co-creation initiatives, social enterprises within the Business Accelerator generate an impact which goes beyond their primary pilot and scale-up projects – and adds value on a much broader scale.” While the TeCLA pilot phase focused on Kenya and Nigeria, the project is seeking to expand to other African countries.

“SMART INNOVATIONS CAN IMPROVE THE HEALTH OF COMMUNITIES, OPTIMIZE THE CAPABILITY OF HEALTHCARE WORKERS AND STRENGTHEN HEALTH SYSTEMS.”

Dr. Christopher Imbaya,
Senior Manager MMH SSA,
Boehringer Ingelheim

Creating value through employee engagement

Boehringer Ingelheim employees can support social businesses by volunteering their expertise during the pilot and scale-up phases of the Business Accelerator projects. “Engagement with the Business Accelerator not only allows our employees to share their skills with start-ups who can benefit from them, but also provides a tremendous opportunity for personal development and growth,” Dr. Christopher Imbaya says. “When companies and our employees immerse themselves in the co-creation process, they gain a better understanding of what needs to be done and brainstorm solutions to potential issues.” So far, 18 social enterprises in Africa have co-created with over 600 Boehringer Ingelheim employees, contributing towards creating better health and lives of around 2 million Africans to date.²

Collaborative journey towards success

“The impact has been a total win-win situation, with profound effects on the social enterprises, on the communities in which they operate, and on our employees who have been part of the Business Accelerator initiative,” Dr. Christopher Imbaya says. In future, the Business Accelerator aims to address all stages of the social entrepreneurship journey: From supporting student entrepreneurship initiatives and creating internship opportunities, to onboarding social entrepreneurs into the Business Accelerator and supporting their investor readiness preparation and attraction.

“By leveraging the smart innovations of social entrepreneurs, we can help improve the health status of underserved communities, optimize the capabilities of healthcare workers and strengthen health systems in Africa,” Dr. Christopher Imbaya concludes. “The Business Accelerator initiative is an invaluable tool that supports the Making More Health ambition of impacting 50 million lives by 2030.” ←

¹ Data provided by mDoc, CDMS, Jacaranda Maternity

² Data provided by Dr. Christopher Imbaya

50 MILLION TO THE POWER OF X

Too many social start-ups fail before they have a chance to become financially viable. Boehringer Ingelheim Social Engagement aims to provide 50 million Euros in funding for impact and utilize smart partnerships to close these financing gaps.

A group of people are gathered in front of a small building right on the outskirts of an informal settlement area in Mukuru, Nairobi. Garbage piles up nearby, and it's dusty and hot. An “Access Afya – Medical Clinic” sign hangs above the open entrance door to the small treatment room. The interior is equipped with just the bare essentials, but people in front have completed health checks, had injuries treated, and received medication or prescriptions for chronic diseases, such as asthma or high blood pressure.

“In a very small space, this micro clinic provides basic care that helps tackle many of the common

health conditions,” explains Christian Bausch, Project Manager of Boehringer Ingelheim Social Engagement. “Without long and expensive trips to the hospital, without an appointment, available and accessible where the people live.”

Micro clinic providers bring healthcare access to previously underserved vulnerable communities. Yet, the demand is enormous. So, what could be more obvious than extending the network of micro clinics quickly?

Enabling impactful solutions

This is one example of the challenges faced by many social startups. Despite the high potential impact for the people, it is almost impossible to finance rapid growth through traditional investors since the risks are plenty, they are high and the financial returns uncertain. This is where Boehringer Ingelheim Social Engagement comes in. “We are first and foremost aiming to create social impact, i.e.

enabling as many humans and animals as possible to improve their health, through better access to care, education, infrastructure and even income opportunities. However, we want to ensure sustainability of the impact, ideally transforming lives for generations. Thus, financial sustainability of the business model is also an important factor,” explains Christian Bausch.

In addition, it is easier to find like-minded partners in an investment structure, than for example, with donations. “Our social startups have to pass the litmus test for financial sustainability, which is evidence of a functioning business model - and therefore more likely to attract investors. They are highly motivated to be less dependent on donations, eventually becoming self-reliant through recurring profits.”

Building partnerships for change

Incepted at the end of 2021, Boehringer Ingelheim Social Engagement is equipped with 50 million Euros of investment capital and is now working on two pilot investment cases. Suitable candidates can come from the MMH Business Accelerator or the many entrepreneurs MMH has interacted with over the years. After an initial focus on Sub-Saharan Africa, the scope will be broadened.

From the start, the team has been liaising with communities investing in positive impact to partner with and learn from the best. In the healthcare sector, partners in the so-called “Community of Practice” include Foundations of Bayer, WeShare, and TUI, Allianz and others. A related new initiative is the African Healthcare Funders Forum, which was brought to life together with Ashoka and the African Venture Philanthropy Association. “When we created our strategy, we knew partnering for impact was a trend. And we came in at the right point in time – everyone is just starting to figure out how to best partner and collaborate – to create maximum social impact”, concludes Christian Bausch. ←



Picture: Making More Health

Leveraging impact investments to transform lives.

SYSTEM CHANGER NETWORK IN KENYA

Moving from an initiative to ecosystem approach

In 2020, MMH Community activities were initiated in Kenya through building partnerships with local NGOs, local governments and universities. Two Making More Health centers were set up in order to better reach thousands of people living at the poverty line, and an MMH school in Bungoma county for 700 students was inaugurated. Numerous projects and activities have been implemented since: health and

income generation training sessions, meetings on building infrastructure, such as water purification systems, basic business to digital skills transfers, farming practices at a household level in slums and smallholder's farms, as well as animal health consultation offers. Moreover, mental well-being, cultural programs and specific knowledge sharing for marginalized groups took place, including leadership weeks with an impressive number of Boehringer Ingelheim employees in attendance. From Eldoret to Homabay, from Webuye to Nyeri and Nairobi: Through trust, strong relationships and concrete activities, interest has grown rapidly within the communities. The impact became visible and tangible.

"The big question on how to best scale the outreach based on the existing resources became obvious. While interacting very closely WITH the people and not just doing something FOR them, we learned that 'isolated empowerment' was insufficient. It was time to look into the whole system and to discover untapped opportunities," explains Manuela Pastore, Global Lead of MMH Community Activation.



Empowering communities with a system of sustainable solutions.

Systemic approaches require change engineers

In February 2022, the System Changer Network (SCN) Kenya was launched by Making More Health and its partner organizations. The SCN is a network of partner organizations from different backgrounds who commit to a holistic approach and understanding the "big picture", seeking new ways of finding and interlinking solutions beyond their own organizational topics and goals. Simply put: It is essential to understand what is needed where and when and in combination with what, as well as to develop a "bundle of more sustainable solutions". The SCN vision is to empower people, so that they are able to empower others – this requires a stable, differentiated, and long-term change in their own life, and also a different understanding of making change happen. It's the community members who take the ownership of maximizing the impact of change – an enormous, yet untapped potential for scaling up, but also scaling deep and scaling out. The SCN partners' role? They intend to engineer the "system of change". It's like planning a house. The house itself is then set up by the community members. The first results are promising. In the MMH locations, many peer-to-peer training sessions



Two volunteers, NGO Leader C. Ongulo from GAASPP (left) and the Minister of Education from Bungoma county, Dr. B. Mayeku (right) at the SCN meeting.

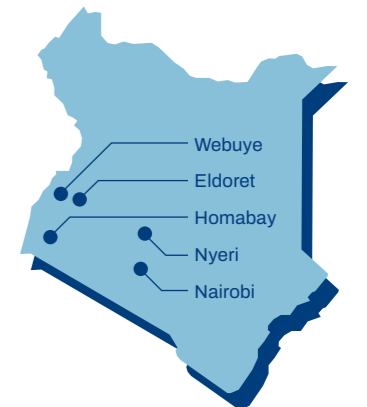
(offered by community volunteers) have taken place, i.e., fish farming solutions from Homabay have been replicated in Webuye and Nairobi, soap-making workshops have now been implemented in all communities and thousands of farmers have received better understanding on albinism.

Measuring impact is not just about quantity and quality

In the past, numbers of trainings and people reached, as well as some qualitative description via surveys helped to measure the impact of individual activities and projects. Today, we know this is not enough. Impact measurement needs to include an understanding about the correlation between issues. Through a network analysis tool, it is possible to measure the relationships among partners, the volunteer linkages and concrete exchanges on the ground. It is possible to compare data with the basic needs, as reported by the communities themselves and described in Maslow's pyramid¹. It allows to measure the reach of training sessions at a certain location, e.g., at one of the MMH hubs, as well as evaluate potential next steps. ←

¹ Maslow's pyramid describes the idea that an individual's most basic needs must be met before they become able to achieve higher-level needs. As in a pyramid, more specific needs are based on broader, more general needs.

FACTS & FIGURES ABOUT SCN KENYA



The System Changer Network (SCN) Kenya was launched in February 2022 in collaboration with Boehringer Ingelheim's flagship initiative Making More Health (MMH).

MMH acts as the SCN coordinator and aims to foster the movement of scaling up, scaling out and scaling deeper for more sustainable solutions within the communities.

EXTENDING REACH AND INCREASING IMPACT

In 2022, 90 volunteers from the community were identified as informal leaders and trainers. Those leaders have received training in various topics, from farming to women's health, from water purification to mental well-being. They have started peer-to-peer training sessions for thousands of community members across Western Kenya and around Nairobi.

THE NETWORK ANALYSIS TOOL MEASURES LINKAGES AMONG PARTNERS, TOPICS AND COMMUNITIES. HUBS OF CHANGE, AS WELL AS SYSTEM GAPS, BECOME VISIBLE.

Picture: Manuela Pastore


HOW WE CHANGE THE WORLD

In 2010, Boehringer Ingelheim and Ashoka jointly created Making More Health (MMH), a long-term partnership to improve healthcare for people, animals and their communities around the world through a holistic approach to create systemic change.

OUR AMBITION

For the past 12 years, Making More Health has leveraged its distinctive character to push healthcare innovation and create a positive impact worldwide. MMH is striving to achieve:

UNTIL 2025	UNTIL 2030
30,000,000 lives impacted	50,000,000 lives impacted
12,000 employees engaged	20,000 employees engaged
250 social entrepreneurs supported	



OUR FOCUS



1. SOCIAL INNOVATION
Identify & support a global community of health innovators and social entrepreneurs.



2. CHANGEMAKER CULTURE
Inspire people, show entrepreneurial spirit and develop new leadership skills by testing new projects and taking action in changemaking that engages in MMH initiatives.

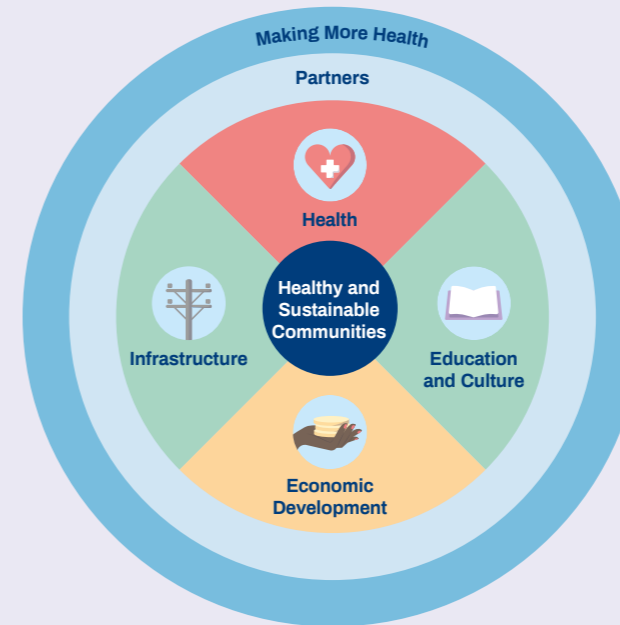


3. CROSS-SECTOR CO-CREATION
Foster a “win-win” collaboration approach across the social and business sectors.



4. SOCIAL ENGAGEMENT
The Boehringer Ingelheim Social Engagement initiative provides financing for impact to social businesses through non-traditional financing options in combination with a partnering approach and enabling Boehringer Ingelheim employee support. The goal is to scale-up innovations and impacts of social businesses in vulnerable communities to create systemic change.

BUILDING AN ECOSYSTEM OF CHANGE



- Health:** Affordability of human and animal healthcare
- Education and Culture:** Access to and affordability of education
- Infrastructure:** Access to healthcare, clean water, power and adequate sanitation
- Economic Development:** Sufficient income for communities and ensuring livestock well-being

Networking and co-creation are essential. They are the driving elements for MMH’s approach to building a more sustainable ecosystem of change for communities living close to the poverty line. This means developing holistic and long-term solutions for the most pressing issues while bringing together the right partners, enabling innovative

social entrepreneurs, partnering with local NGOs and giving other local stakeholders a voice. It also means collaborating with other companies and organizations and engaging Boehringer Ingelheim employees to share their knowledge, skills and experience. The ultimate goal is to tackle challenges and create change at the systemic level.

MMH INITIATIVES

We aspire to improve the well-being of both humans and animals in vulnerable communities, enabling them to lead healthy lives and co-creating sustainable impact for generations.



THE CHEMISTRY OF CO-CREATION

Christian Alt, a chemical technician at Boehringer Ingelheim, traveled to Kenya with the aim of giving trainings on how to make soap – a key ingredient for vulnerable communities to combat the pandemic.

Western Kenya is a region of great beauty. But many of its people continue to face the challenge of accessing basic necessities. Healthcare products in particular are often not available. Christian Alt decided to travel to Kenya to share with local communities how to produce bar soap. He shares: “It was a unique experience and a bit of an adventure – one that grounds you and teaches you to approach things differently. It makes you question things when you encounter different perspectives on life.”

For three consecutive weeks, Christian Alt held a series of workshops with five different MMH communities. These trainings also included a knowledge transfer on how to handle, package and market the new products to generate additional income for the communities, thus proving how the local soap production can help improve living standards. At the same time, better access to essential health resources is linked to alleviating the effects of

poverty and inequity. During that time, Christian Alt met people as diverse as the country he travelled through. For him, the most memorable encounters were those that shared insights into everyday lives: “We cooked together and afterwards, sat and talked. To experience a bit of authentic life was something very special to me.”

Co-creation benefits everyone involved

Contributions from Boehringer Ingelheim employees in supporting MMH communities generates a shared value for all. Employees gain unique experiences through tackling tangible social, economic, or health-related issues and the company benefits from a highly-motivated, versatile, and invested workforce that gains new perspectives on their work. But most importantly: through employee driven co-creation, their expertise in a wide range of areas can be shared with underserved and vulnerable communities where it has real impact. It is important to

Pictures: Christian Alt

note that Christian Alt’s project started well before his departure. It was a group effort from the start, with many colleagues contributing to its success.

He shares that, initially, many had questions: “At first, my colleagues asked what I was doing and what Making More Health even is. As we talked more and more about the project, they showed more appreciation for the work MMH is doing. And, when I returned from Kenya, they were very intrigued by my journey and the project.”

New approaches create value

Now, after the project’s first phase, Christian Alt sees a lot more interest in engaging with MMH communities at his department, but he also wants to spread awareness of the opportunities such projects offer employees: “Many colleagues, especially from production, don’t realize yet what they could do with MMH. To engage with MMH communities is an adventure and a unique opportunity.”

When asked what made his project so special to him, Christian Alt answers: “The intense experience that this kind of work offers through immersion into the communities. I take with me the calmness and resilience I saw at work there. To be grateful and appreciate all things big and small – it changes the way you think, it inspires your own work.”

For Christian Alt, using his expertise to bring shared benefit to underserved communities was reward enough. And it is an experience that is open to all, because everyone can contribute. ←

Making more health CONNECT

With MMH CONNECT, employee engagement has never been easier.

MMH Connect is an easy-to-use online platform created to match the skills, know-how and experience of Boehringer Ingelheim employees with the specific needs of social entrepreneurs and their organizations worldwide. This helps to create successful partnerships that achieve greater impact.

As an employee, the platform offers you the unique opportunity to contribute your expertise and knowledge and be able to support a great bandwidth of diverse social projects of your choice. Develop your changemaker skills by becoming an intrapreneur. Enhance your professional profile and explore new career opportunities. Discover new perspectives by engaging with impactful social causes and gain cultural experiences from around the globe.

Whatever your skills are or how much time you would like to contribute: start your adventure today, by finding the right project for you on MMH Connect!



mmhconnect.org



“Being with the communities completely changed the way I think, ideate, and learn. You have to be where things are happening, to be a part of the community, in order to understand and be a part of the solution!”

Kiran Dsouza, Boehringer Ingelheim, Dubai, works with GoDigital Kenya to improve digital literacy in rural communities



“For me, co-creation means using synergies from different players to come up with creative solutions that lead to truly innovative results!”

Sabine Wilgenbus, Boehringer Ingelheim, Germany, leads the MMH Connect platform, which helps facilitate co-creation for meaningful impact



“I liked the idea of collaborating on something ‘beyond the job’, that has an impact on people’s lives.”

Sebastian Zenobi, Supply Chain Management, Buenos Aires, works with the ANDAR project to empower people with disabilities

A TOWN CALLED FEDAR

Colombian communities and Executives in Residence partner for positive change.



“THANKS TO OUR EMPLOYEES, THESE PROJECTS HAVE POSITIVELY IMPACTED THE LIVES OF MANY COLOMBIANS.”

Edison Núñez, Hospital Accounts Consultant, Boehringer Ingelheim Colombia

A bevy of cheerful round huts, people working in colorful boots, and children laughing on the swings: visitors to the Colombian community of Popayán may be greeted by scenes like these. On an arched piece of wood, bright letters spell out the words ‘A town called FEDAR’ in Spanish.

FEDAR translates to ‘Foundation for Stimulating Development and the Arts’ and its goal is to improve the quality of life of people with cognitive disabilities. One of its areas of focus is to enhance health and well-being in the rural municipalities of Popayán and La Hormiga in southern Colombia.

Changing lives in rural communities

More than two years ago, Boehringer Ingelheim and Ashoka began partnering with FEDAR as a result of a successful Executives in Residence placement. That Executive was Edison Núñez from Boehringer Ingelheim Colombia. “Four projects in health education, veterinary technical assistance, food security and social networks were co-created and deployed within the program’s framework,” Edison explains.

“Thanks to the willingness of our employees to share their time and skills, these projects have positively impacted the lives of many Colombians.”

Healthier mothers and children

The project Nurturing with Love aims to promote health and disease-prevention through education, as well as practical support – and has supported over 150 people in the community to date. The project fully embraces the principles of partnership by integrating the knowledge of participants, respecting their beliefs, and promoting local customs. More than 30 at-risk mothers-to-be were given tools and educational support to optimize their nutrition, thus also benefiting their babies.

Milk yields have doubled on FEDAR Farm

FEDAR Farm is a sustainable agricultural approach that educates farmers on livestock maintenance, pets, and food security issues. The resulting improvements in animal health and pasture quality have had a substantial effect on the milk yield, which has doubled since the project began. 500 poultry hens have been bought, whose eggs feed the community and provide supplemental income. A new children’s book called “Hands & Paws” has also been created to educate children on how to take care of pets at home.

Food and income security

The FEDAR Coffee project offers individuals with cognitive disabilities and their families a source of employment and income. Boehringer Ingelheim has helped FEDAR develop business plans that emphasize environmental sustainability, re-design the brand, and market the coffee on its social networks. Currently, they are hard at work rolling out a coffee packaging named ‘glow up’ which is set to launch soon. Last but not least, FEDAR Social aims to raise awareness for the foundation’s programs through digital channels. The FEDAR website has gone live with a donation button so that people can give financial support and – aided by social networks – the foundation’s message of change is reaching ever more people. ←

“PARTICIPANTS HAVE FOUND IT A WONDERFUL WAY OF LEARNING AND GIVING BACK TO SOCIETY – A REAL WIN-WIN!”

Tanja Vermeer, HR Talent and Learning



EXECUTIVES IN RESIDENCE (EIR)

This immersive and individually-tailored program allows Boehringer Ingelheim leaders to collaborate with social entrepreneurs for a period of 6 months. During this time, executives are in residence for 1-4 weeks and then collaborate remotely with the entrepreneurs.

The former receive fascinating insights into innovative healthcare start-ups around the world. The latter receive support for a specific project through executives’ knowledge and expertise. The result: entrepreneurs can maximize the impact of their business and employees gain essential new skills and insights.

How the program works

Employees are nominated by their manager and local leadership team and confirmed by the global HR Business Partner. The matching process with an entrepreneur is overseen by Ashoka and the global HR program owner, with the

employee and entrepreneur deciding jointly, if and how they will collaborate. The match between the parties can either be in their home countries or international. Employees benefit from coaching and tailored workshops, while retaining control over how much time they want and need to invest in the program.

100% recommendation rate

Launched in 2015, the program has initiated over 100 successful collaborations to date. 100% of the program’s alumni said the program was valuable to their professional development – and would recommend it to a colleague. If you are interested in participating, please ask your supervisor if they can nominate you. And for more information, please contact your local HR business partner, or Tanja Vermeer. Also: If you want to participate in other MMH programs, please visit mmhconnect.org!

RAISING AWARENESS OF THE UNSPOKEN

Partnership between Fraunhofer ISST and MMH will enable better access to comprehensive information on sexual health.

A mother knows best – often enough, that is true. But when important health information is unavailable to young women due to prejudice and bias, the circle of disinformation and taboo between the generations needs to be broken in order to ensure healthier lives for future generations. Rural areas of northern Kenya face particular challenges relating to poverty, infrastructure and an underdeveloped education system. During her two-month stay in the local community and additional virtual engagements, Clarissa Soehnchen from Fraunhofer ISST saw an urgent need to support young women by providing better access to important healthcare information.

Traditional biases can hinder knowledge

Similar to many parts of the world, in many families in northern Kenya, knowledge of sexual health is passed down from one generation to the next and most often comes packaged and influenced by a cultural context. Therefore, prevalent cultural stigma and biases continue to exist today,

particularly often on topics of sexual and reproductive health. The challenge: comprehensive information on sexual healthcare is not readily available to young women. To create better awareness and understanding of female health and contraception methods and also help empower women to make better health choices, Clarissa Soehnchen initiated the project: She! Masomo.

‘Masomo’ is the Swahili word for education and knowledge, which, in this case, will be delivered via a mobile phone app that gives young women in Kenya access to impartial, non-clinical information about sexual and reproductive health. Designed to encourage and facilitate discussion in the communities, the project aims to create more transparency, deconstruct misinformation and also be a valuable resource before women seek medical advice from a healthcare professional. The application bundles a wide array of knowledge, presents it in an easy-to-access encyclopedic structure and makes it accessible at one single source.

In the beginning, Clarissa planned to provide information for pregnant women, but after conducting

a series of interviews with women in Kenya together with MMH, a more pressing need was identified. While the available communal and generational knowledge on pregnancies was relatively well established, it turns out that other aspects of sexual health knowledge were much more impacted by traditional biases: “We found out that medical information for pregnant women was not the problem, but general information about sexual health was lacking. So, we had to adapt our initial approach to new challenges. With MMH as our partner, we were able to redefine the communities’ need for better access to important sexual health information before the occurrence of a first sexual relationship.”

The next phase of She! Masomo will be a wider introduction of the application in the communities. Supported by print materials, the team aims to start more conversations and reach as many young women as possible: “Our long-term goal is to widely distribute the application. But this will take time as the young women need to build trust in the information we provide.” ←

Pictures: Clarissa Soehnchen, Elizabeth Amwamu



GO DIGITAL, KENYA!

How a MMH project team in Kenya is driving digital change using their IT expertise and local partnerships.



In the 21st century, people seem to take digital tools for granted. However, digital literacy – how to use and benefit from digital tools – is still not commonplace worldwide. Without digital literacy, valuable information is not available. And thus, potential is lost.

When Kiran Dsouza, Head of Boehringer Ingelheim’s IT in the IMETA region, visited Western Kenya as part of the MMH Community Activation program in 2019, he realized the huge importance of digital devices for locals: “Access to digital knowledge

gives you access to knowledge on so many topics, like healthcare and farming. When you are empowered with the tools of the present, you can create a better future.”

Driving change from within

As Head of Boehringer Ingelheim’s IT in the IMETA region, Kiran formed a team of IT colleagues from his regional unit, such as Kresen Moodley, Head of IT South Africa. Their objective: GoDigital, Kenya! Together, they collected more than 300 digital

devices from colleagues and the company’s internal stock, including smartphones, laptops, iPads and docking stations.

Afterwards, the MMH project team conducted trainings for locals. So far, they have trained over 60 people. To maximize the impact, Kiran and his colleagues partnered with

CNGOs, like SOLASA, GAASPP, Core Health and Wealth International, as well as other MMH fellows like Jane Waithera. United in their mission, they tailored the training sessions to fit local needs and to drive change from within. It is not surprising that locals have since used their new skills to train their friends and family in return.

First successes, a promising outlook

Thanks to these connections, the MMH project team can celebrate first successful milestones. Participants have become skilled in sending emails, thereby being able to stay in touch better in remote areas. The NGOs make use of digital tools to record training sessions and share knowledge better and further.

Moreover, the project partners from the NGO GAASPP use the zoom function of iPads donated by Boehringer Ingelheim employees to help people with albinism read and process documents with small font sizes. Finally, farmers have been skilled to use apps to track weather conditions for their crops.

With these first successes in mind, the team is preparing the next steps. “In the next training phase, we want to support laptop users and train them on how to use the MS Office 365 suite,” shares Kiran. On top of that, the team aims to make new users aware of data-driven healthcare, such as the Last Mile initiative. Once digital literacy has been created, there are so many more just waiting to be unlocked. ←

A BAG FULL OF IDEAS



FOR A BETTER FUTURE

Every two years, Bag2thefuture – a competition organized by Making More Health – invites Boehringer Ingelheim employees from around the globe to apply and showcase their individual ideas and innovative solutions to current social challenges.

Every two years, Bag2thefuture – a competition organized by Making More Health – invites Boehringer Ingelheim employees from around the globe to apply and showcase their individual ideas and innovative solutions to current social challenges. The objective is to offer support in developing these ideas further and then implement them within the time-frame of one year. The competition also aims to foster a changemaker culture, encouraging employees to collaborate with external partners who are experts in their respective fields, which often helps to enable a more holistic approach and therefore, deliver more meaningful impact.

Setting a wide scope

The Bag2thefuture 2022/2023 selected nine teams by a diverse judging panel of five members, including Dr. Michel Pairet (Member of the Board of Managing Directors), Christiane Wijzen (Corporate Strategy & Consulting), Edda Dankmeyer (Sustainable Development Communications), Ingo Weiss (Global Environment & Sustainability Management) and Elizabeth Amwamu (Afrika Kommt! Fellow / Making More Health).

“Once again, all employees worldwide had the opportunity to participate in the Bag2thefuture competition. I was delighted to discover inspiring projects from all over the globe, making our engagement with society tangible. The initiative contributes very clearly to our Boehringer Ingelheim values and Sustainable Development – For Generations framework”, Christiane Wijzen, Head of Corporate Strategy and Consulting, summarized. The winning teams address a wide range of

issues around health and well-being, as well as economic and environmental sustainability aspects. Projects that tackled access to health topics, included rehabilitation for the disabled, patient safety, mental health, as well as menstrual hygiene and awareness on female genital mutilation. Other projects related to income generation involve goat farming, English language access for individual economic growth and facilitating the growth of local plants to support biodiversity and health in communities.

Most ideas stemmed from a personal motivation to make lives better – by making more health. Reflecting the spirit and enthusiasm that drives so many Boehringer Ingelheim employees, here’s what some had to share:

SOLVING PERIOD POVERTY

“During a volunteer session, I learned that some girls in Africa had to resort to prostitution to be able to afford menstrual pads for their period. As a mother to a young daughter, I do not want this to be any girl’s fate.”



Bevy Goh-Schulz, Senior Manager Internal Consulting

SANGHARSH PROJECT

“When my high school friend was unable to live a normal life after becoming quadriplegic – despite having completed a Bachelor degree in Economics – I witnessed the lack of support for mentally healthy, but physically challenged people. This was my motivation to start project ‘Sangharsh’.”



Alpana Gandhi, MED RA Senior Project & Vendor Manager

Continuing the journey

The teams will now continue their journey with additional financial support of up to €5,000, as well as support in the form of expert coaching and workshops that provide skills in structural and social entrepreneurial know-how. This will help them throughout the piloting and implementation phase. Making More Health is proud to be able to follow and be a part of their social intrapreneurship journeys and we look forward to sharing more of their inspiring work in the months to come. ←



MMH Insights workshop with young people from southern India.

WHY MENTAL HEALTH MATTERS

The MMH Insights Week brought Boehringer Ingelheim employees from around the globe to underserved communities in India – to raise awareness on the importance of mental health.

“One of the valuable lessons from working with vulnerable communities in the past years is to understand that assisting them in learning skills, acquiring knowledge or building infrastructure is simply not enough. What’s more important is to systemically tackle the root causes of poverty and inequality, to see them as the holistic challenges they are and to include mental health into the equation,” states Manuela Pastore, Head of Making More Health Community Activation.

Partnering to spread knowledge

Mental well-being and mental health play an essential role in determining a community’s opportunities for growth – to counteract the effects of poverty and inequality. But to combat the mental health crisis that is developing in vulnerable communities like those of rural India, it is essential to be able to acknowledge it as an issue.

In India, a country with over 1.3 billion inhabitants, but only around 6,000 active psychiatrists, mental health issues have become a major,

yet unseen challenge – and prevention has become the key to tackling them. With a network of partners, such as the German Karl Kuebel Foundation or the Indian NGO Vizhuthugal, that work to empower disadvantaged communities in India, in 2014 MMH started the initiative, in order to raise better awareness and understanding of all forms of mental health through a series of projects.

Mental well-being as one piece of the puzzle

In one such effort during the recent MMH Insight Leadership Week, 15 international employees from Boehringer Ingelheim connected with young people from underserved communities to assist them in developing self-confidence – an often-underestimated aspect of mental well-being and an important basis for the growth of whole communities.

“I met several young people with excellent educational backgrounds, but since they did not wear the right clothes, did not come from the right place and did not belong to the right societal group, they chose to return to the very poor rural communities they grew up in and lived in an atmosphere of hopelessness. They were excluded from societies and economic opportunities – in part because they lacked self-confidence,” Manuela Pastore shares.

In training sessions and presentations, the MMH Insights Leaders assisted the participants in further developing their ability to make confident decisions, to boost their self-confidence and to see their mental health as something that they can develop and benefit from. As community ambassadors, they bring this knowledge and the awareness of the role that mental well-being can play into their communities. There, Manuela says, it can be linked to other components of MMH’s systemic approach:

“With every project we implement in India, we try to tackle one of the communities’ needs. Composed of many individual parts, we then put these puzzle pieces together – through partnerships and empowerment”, explains Manuela Pastore. ←

Picture: Making More Health

PARTNERS FOR ONE HEALTH

Improving the lives of people with disabilities through the positive and powerful effects of the animal-human bond.



A chance meeting at the Insitute Equiphoria.

Recognizing the deep interconnection between people, animals and their shared environment, Boehringer Ingelheim and the Equiphoria Institute¹ are partnering to develop a 4-year therapeutic trial. The main objective is to analyse the benefits of neurological rehabilitation by hippotherapy on functional independence, physical and mental abilities, emotional balance and quality of life of stroke patients. In this

context, the term hippotherapy describes the functional rehabilitation of the patient through the movement of the horse. The trial’s aim is to examine these rehabilitative effects compared to conventional treatment.²

Through a collaborative approach, pooling different resources and expertise, and leveraging the strengths of both partners, MMH is contributing to the search for more innovative therapeutic solutions for stroke patients.

Methodology and conduct of the study

The study is taking place at the Equiphoria Institute, founded by MMH Fellow H el ene Viruega, which offers facilities adapted and accessible to people with disabilities. A group of patients following neurorehabilitation through hippotherapy will be compared to a control group of patients following a standard neurorehabilitation routine in the partnering hospital. Around 60 patients will be recruited for this trial, which started in the spring of 2021.

“The Boehringer Ingelheim/ Equiphoria collaboration is the opportunity to combine humans and horses in an exceptional scientific study. We are grateful to have found a partner who takes into account the needs of the patient after hospitalization and who honors the human-animal relationship”, says H el ene Viruega, Founder of Equiphoria, MMH Fellow. ←

¹ <https://www.equiphoria.com/>

² <https://www.boehringer-ingelheim.com/animal-health/horse/equiphoria-helping-stroke-patients-hippotherapy>



Studying the benefits of the animal-human bond.

Pictures: Equiphoria



Working with local communities to solve waste management issues.

Kimilili is emerging as an important trading center for agricultural goods and services at the Ugandan border. Its population is growing rapidly – but that also brings with it a growing burden of waste.

Learning by doing

In June 2022, students, professors, and mentors from different faculties of Moi University, University of Eldoret, and Kibabii University, came together in Kimilili for the kickoff of the Venture4Change 2022 program. Venture4Change, which was launched in 2019, is an idea competition that aims to cultivate a social entrepreneurial mindset among students in Kenya and enable them to develop and implement innovative and sustainable solutions for societal problems.

This year's focus was on waste management in rapidly rising urban areas – a topic that is highly relevant to growing municipalities like Kimilili.

Empathy and insights are key

Through a series of workshops, 50 students are going to learn the building blocks of social innovation and entrepreneurship, such as ideation, business development, product development and prototyping, as well as presentation skills. Additionally,

field trips are offered to provide the students with the opportunity to gain valuable insights into the daily challenges of communities and give them the chance to test their ideas on the ground.

In multidisciplinary teams, the students have started to work on the waste management challenge and apply their newly acquired know-how to come up with innovative and sustainable ideas and prototypes. At the end of the program, the students will pitch their ideas in front of a high-profile jury that will decide

which of the solutions will enter the implementation phase.

Creating solutions for real problems

“We believe that Venture4Change contributes to developing the next generation of leaders and innovators in health. The program aims to equip young people with core changemaker skills, such as empathy, team spirit, leadership, and social entrepreneurial knowledge, essential skills to contribute to creating a healthier world”, explains Hilke Roskamp, Senior Manager MMH Community Activation.

“I am very glad that we have the students here – away from tasking them with examinations and theoretical projects. These students have come together to look at the real social problems in the community and work out solutions. This will also help to bring the universities out of their ivory towers and closer to the communities.” – Prof. Henry M. Bwisa, Jomo Kenyatta University of Agriculture and Technology; Keynote Speaker at the Venture4Change Kickoff Event. ←



Waste puts an increasing burden on growing communities.

VENTURE FOR CHANGE 2022

How innovative students can help to improve waste management in rapidly growing urban areas.



Pictures: Making More Health

Developing the next generation of innovators in health.



[makingmorehealth.org/
content/venture4change-
2022](https://makingmorehealth.org/content/venture4change-2022)

CREATING BETTER RHYTHMS FOR LIFE

Harriet Kamashanyu, a social entrepreneur and the founder of the NGO “Rhythm of Life”, works for the empowerment of commercial female sex workers and their daughters in the red-light districts of Kampala, Uganda. In 2020, she joined Boehringer Ingelheim as part of the AfrikaKommt! program and worked as a project manager in the MMH Team.

Picture: Harriet Kamashanyu

“IF WE WANT TO ALLEVIATE POVERTY, WE MUST ADDRESS THE EXPLOITATION OF WOMEN”

What made you set up “Rhythm of Life” and become a social entrepreneur?

I grew up in the biggest red-light district in Uganda, called “Kabalagala”. I witnessed the illegal prostitution industry and its devastating effects first-hand. When I was sixteen, my best friend was forced to drop out of school and into prostitution to make ends meet for her family. It was painful, knowing that the women and girls around me had to sell their bodies, due to their economic circumstances.

In Uganda, 85% of all women and girls who enter prostitution do so out of financial desperation. While many women may hope to lift their families out of poverty through this, it is unfortunately most often not the case. Imagine: women in Kabalagala have intercourse with a client for less than €6. In addition, lack of bargaining power often leads them to accept dangerous work, such as intercourse without contraception. Subsequently, approximately 40% of intercourse workers in some communities become infected with HIV, which just exacerbates their situation. The rate of mother-to-daughter prostitution is absolutely alarming at almost 70%. This is a cycle we need to break.

Therefore, if we want to alleviate poverty, we must address the exploitation of women. We must give them an alternative way to live. That is why I decided to start Rhythm of Life, an organization that provides alternative economic opportunities to women in red-light districts, to break the vicious cycle of mother-to-daughter prostitution in Uganda.

We provide hands-on training in hair dressing and cosmetology, bakery, and confectionery to enable

women to have alternative means of employment. We also help them start up small-scale businesses to sustain themselves and their families for more long-term development. So far, we have been able to impact more than 5,350 beneficiaries and this number is not stopping any time soon.

You joined the Making More Health team as part of the AfrikaKommt! program. What were your biggest takeaways?

Being a social entrepreneur for such a long period of time, I was battling with the concepts of community development and impact versus profit-making. My time at Boehringer taught me that purpose and profit are not mutually exclusive. The beauty of co-creation defines this well, for instance, the MMH “Employee Engagement” that creates synergies by bringing together the expertise of Boehringer employees with the communities that need their skills the most. Following the COVID-19 pandemic, we are beginning to realize that the only way to tackle many of the existential challenges that people face is to work together.

I also appreciated the “open door policy” that greatly built my professional acumen. I was able to reach out to any colleague within the company from whom I could gain needed information and inspiration. This gave me great flexibility and the freedom to drive different initiatives that added value for Making More Health and Boehringer Ingelheim as a company.

What did this experience mean for you personally, but also professionally?

I am a young African leader, passionate about changing the face of the African economy by positively contributing towards a more sustainable economy. This experience increased my knowledge of how to holistically empower the women and girls in the communities that I serve, in Uganda, but also beyond.

I was able to grow professionally, as a leader and as a team player. As a social entrepreneur, I got more acquainted with professional project management skills, gained experience and a bigger network. I also attained better insights on how to work in diverse communities and in appreciation of each and everyone’s potential, in contributing towards a particular project goal. Personally, I loved learning the German language even though most of my German conversations consisted of: “Wie Bitte?”.

After the program, you returned to Uganda. How did your experience in MMH influence your work in your own organization?

The biggest take-home was the expanded network that I continue to leverage today. I am still in touch with my colleagues from the Making More Health team, who offer both insights and opportunities. I also joined the LightUp Community, a great network whose co-founder Valeria Santoro I met while at Boehringer Ingelheim.

The skill set and experience that I gained while at MMH are assets that I will forever treasure as a team leader, they have shaped my leadership style, as well as the organizational setup of Rhythm of Life.

What does partnering mean for you and for your organization?

Partnerships mean an opportunity to co-create – a win-win situation where the vision and mission of Rhythm of Life and our partners is pushed forward. Partnering is an arrangement where parties agree to strategically cooperate to advance their common purpose and drive more impact. Most of our work as an organization thrives on partnerships, and we do treasure them. ←

MAY WE ASK?

Discover the MMH Fellows* selected in 2022: system-changing social entrepreneurs, who are addressing complex health challenges across the globe.



“I feel very fortunate to have become an MMH Fellow, as it is invaluable to be part of and supported by a network of like-minded individuals who share the same values and ambitions for innovating in the health field. I aim to develop and scale-up my existing work so that as many young people as possible can lead more self-aware, purposeful and meaningful lives with a clear sense of personal identity and inner freedom.”

Bea Herbert,
Founder of States of Mind, UK

(*) MMH Fellows are Ashoka Fellows (system-changing social entrepreneurs who have qualified through an internal selection process) who are working in the health sector and are supported by Making More Health. Learn more here: <https://www.ashoka.org/en-us/program/ashoka-fellowship>

Raúl Lucero is integrating people with disabilities better into mainstream society by developing their capacities and encouraging them to become more socially independent. His organization Granja Andar, is a day center for people with severe disabilities, offering a variety of therapies and developing small businesses to increase financial independence. To change societal perception and cultural stigmas, Raúl utilizes radio shows and outreach programs to schools and families in order to create better awareness and understanding.

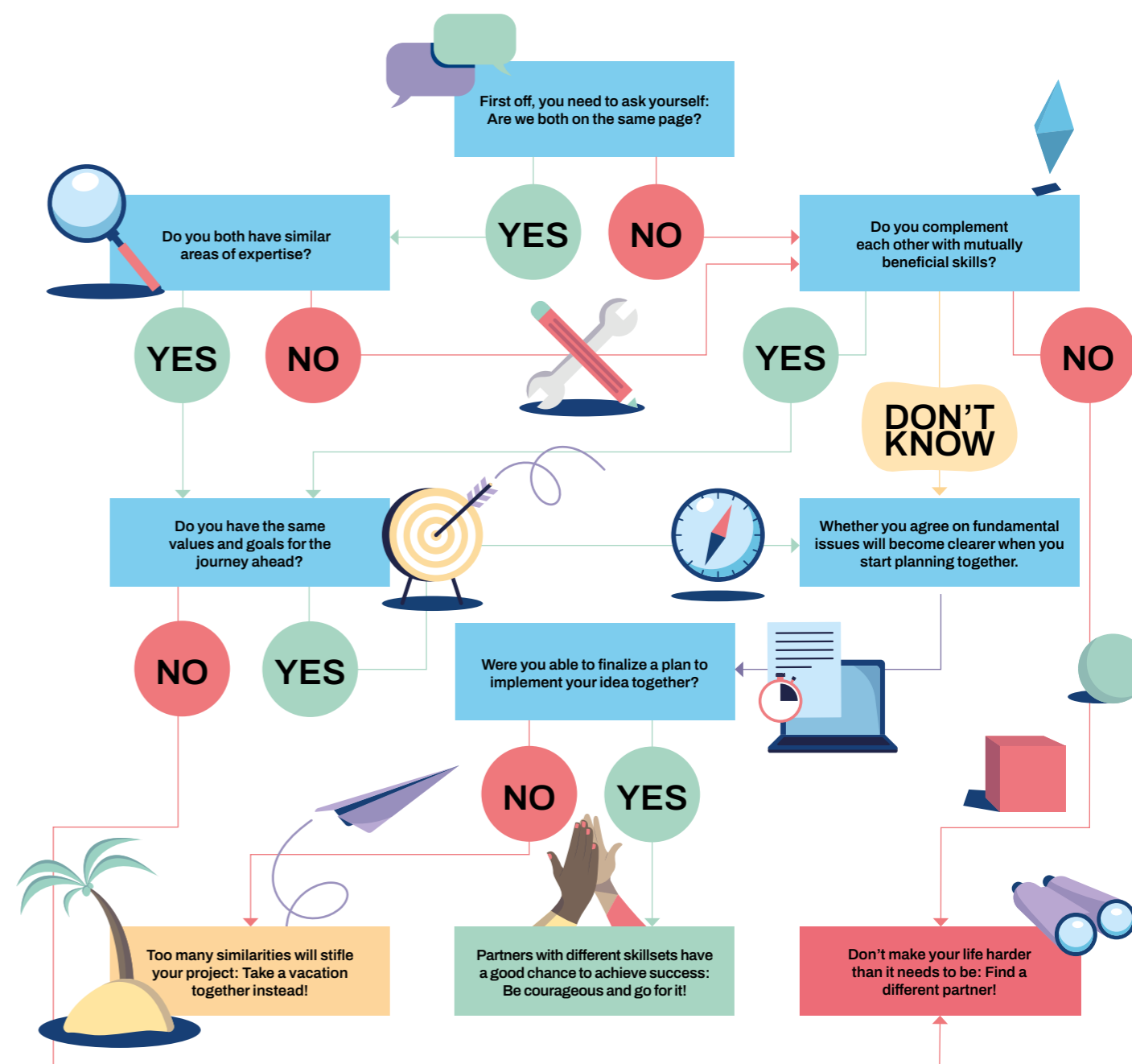
Raúl Lucero,
Founder of Granja Andar, Argentina



FINDING THE PERFECT PARTNER



You’ve had a great idea? Can’t bring it to life by yourself? You need a partner! But, how do you know who is the perfect fit?



THINKING OUTSIDE THE BOX

Finding novel solutions to old challenges shows the important value of social entrepreneurship.

No universally-accepted definition of entrepreneurship or social entrepreneurship exists. To me, creativity and innovation are the irreducible minimum terms in the definition of entrepreneurship. A social entrepreneur may be described as a person who explores innovative opportunities that have a positive impact on their community or in society. Social entrepreneurs are very important. I will use a personal experience to elaborate. In 1991, two social entrepreneurs in Kenya, Martin Fisher and Nick Moon, founded ApproTEC (now Kick Start) as an NGO.

ApproTEC was set up to promote sustainable economic growth and employment in Kenya and other countries by developing technologies for bottom-of-the-pyramid social entrepreneurs to establish and run profitable small-scale enterprises. A manual vegetable oil press pump was among the many technologies they developed.



Prof. Henry M. Bwisa,
Jomo Kenyatta University

In 2015, I did a research project for rural industrialization: Having identified sunflower as a core agricultural product, I provided farmers with sunflower seeds and bought the ApproTEC oil press. I installed it at a demonstration plot amidst poor micro-scale farmers. The farmers would plant sunflower in between maize planting seasons. I would then buy the sunflower harvest and create vegetable oil from it. But my key focus was not the oil, rather the

cake that remained after pressing the sunflower seed. From this, I produced feed for cattle, poultry and fish. This feed enabled me to keep two cows through a zero-grazing approach, a few fishponds and some hens. My focus was not on the milk from the cows, the eggs from the hens, nor the fish meat, but instead on the cow dung, the poultry droppings and the fish gut.

They enabled me to establish a biodigester to produce biogas, which I used to cook with and light the house. The slurry that remained in the biodigester made excellent organic manure, which was then taken back to the sunflower farms, to start the cycle again. A kind of circular economy was created.

Sunflowers can play an important role to spur rural development, but the research results have not yet been adopted by Kenyan counties. I use the example of the sunflowers to demonstrate the sustainable impact innovative thinking can have. This is the huge potential of social entrepreneurship, what makes it such a powerful resource and one which we need to leverage better, for example, to foster the rural development of a country like Kenya. While we still have a long way to go, important initiatives like Making More Health are creating great examples for others to collaborate with or learn from. ←

Picture: Henry M. Bwisa



PARTNERING FOR IMPACT

The countdown begins!

Making More Health Together Convention 2022

Partnering for Impact, 4-5 October 2022

To register, scan here.



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