

ColaLife: Supporters' Summary Report, Dec 2011



Summary highlights 2011

- **Jan:** Second visit to Zambia - trial co-design workshop hosted by UNICEF
- **Feb:** Won approval at J&J/Janssen Innovation Bootcamp, with commitment to support and co-finance a trial in Zambia
- **Mar:** Zambian partners confirmed
- **Apr:** New board adopts charitable articles
- **May:** Presentation at AfricalInvestor, Cape Town; fares supported by SABMiller. Third co-design trip to Zambia
- **Jun:** Charity registration approved. Presented at New Africa Connections, Oslo
- **Jul:** Trial plan published and funders approached
- **Aug:** Featured in Hello! Magazine
- **Sep:** Featured in The Lancet
- **Sep:** Sponsored bicycle ride across northern France raises £4,000 for the Colalife charity
- **Oct:** Fourth visit to Zambia, winning commitment from DfID Zambia to co-fund the trial
- **Oct:** Featured in the UK's Sunday Observer Magazine
- **Nov:** COMESA/TMSA agree to be the trial Accountable Body, contributing an additional £101,000 to cover Southern Africa development work
- **Nov:** Complete funding package in place for the ColaLife Trial and regional development work: £940,800 over 2 years
- **Dec:** Trial kick-off meeting and pre-launch at the UK High Commission in Zambia
- **Dec:** The Funding Network pledges £10,260 to the ColaLife charity
- **Dec:** Winner of Ashoka Making More Health award.

Introduction

ColaLife began 2011 as a new non-profit company, entirely voluntary, with a vision to translate its founder's successful online campaign - to persuade Coca-Cola to carry simple medicines in unused space in its crates – into a field trial in an African country. ColaLife ended the year with a prestigious global health award, full funding of nearly £1m for the first ColaLife Operational Trial in Zambia (COTZ), a trial kick-off meeting with 5 fully committed partners and a launch hosted by the UK High Commission in Zambia. In the UK, our new trustee board is in place with £30,000 raised in the last 12 months to support their work.

Mission and vision

Our vision is a world where people collaborate from business, public and NGO sectors so children no longer die from preventable causes through lack of access to simple medicines and the knowledge of how to use them.

Our mission is to build novel partnerships to alleviate poverty and improve health in the developing world through innovation.

Governance

ColaLife is a Company Limited by Guarantee (No 06995665)¹ founded by voluntary Directors, Simon Berry and Jane Berry, in August 2009. It adopted Charity Articles in April 2011, appointing five founding Trustees. It was approved as a registered charity in England and Wales, number 1142516, in June 2011.

The ColaLife Operational Trial Zambia (COTZ)

The trial sets out to explore whether piggy-backing essential medicines on private sector supply chains, like that of Coca-Cola's (which makes their product readily available in most areas in developing countries), can play a crucial role in improving availability, awareness, access, and use of simple medicines, such as oral rehydration salts (ORS) and zinc, for underserved communities in rural areas. Research (both in a range of developing countries as well as in Zambia) shows that these essential medicines may not be readily available (i.e. due to stock outs, distances to access points, opportunity costs, etc.), either in the public or private sector. In Zambia, the private sector is particularly poorly developed with fewer than 70 retail pharmacies – mostly in towns; there are retail kiosks and small shops in rural areas (some of which may sell over the counter medicines alongside other consumer essentials) but their numbers, type and locations are not well documented.

¹ Registered address: c/o Willbraham Associates, 18a Regent Place, RUGBY, CV21 2PN

The trial will last for 24 months, beginning December 2011. It will 'piggy-back' 40,000 'AidPods', designed to fit between the space in cola crates, on SABMiller's secondary distribution chain for beverages. Each AidPod will carry an Anti-Diarrhoea Kit (ADK) for home use by mothers/care-givers comprising 2 pack of Oral Rehydration Salts (ORS), zinc, soap and information, education and communication (IEC) materials. In a profit-driven retail model, they will be sold at an affordable price – with the market demand ensured for the period of the trial by vouchers given to mothers and care-givers. Profits will generated in the local community by trained, local retailers and wholesalers in communities, supporting improved livelihoods. Mobile phones provide voucher redemption, authentication and information services. These design and distribution proposals were selected by local partners and stakeholders, and align with WHO/UNICEF policy recommendations. Proof of concept will be assessed through a pre-post test with comparison area as a control, and full independent evaluation. It will include the collection and dissemination of key lessons learned and proposals for scale up and/or future adaptations.

COTZ trial partners and funders

The trial will be overseen by Zambia's Ministry of Health. Implementation partners, who have co-designed the trial are:

- SABMiller/Zambian Breweries - the Coca-Cola bottler in Zambia
- Medical Stores Ltd (MSL) - the government para-statal for storage and distribution
- Keepers Zambia Foundation - expert in rural community development & enterprise
- UNICEF Zambia

Expert subcontracting partners include:

- Mobile Transactions Zambia Ltd (MTZL) – SMS services, vouchers, tracking
- PI Global - a packaging expert

ColaLife is supported by Rohit Ramchandani, Doctoral Candidate in public health at Johns Hopkins University, USA and trial advisor to ColaLife. Rohit was previously Senior Health Advisor at the Canadian International Development Agency (CIDA).

The trial funders are:

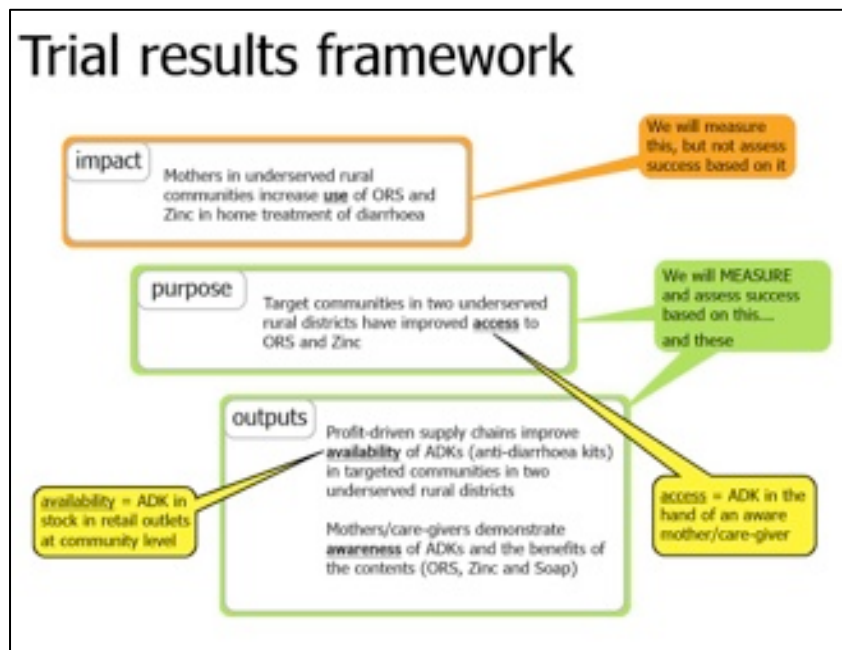
Source	Amount/Cash	In kind	Comment
Johnson & Johnson CCT	£155,000		The Johnson & Johnson Corporate Citizenship Trust
SABMiller contribution		£35,650	Printing costs plus expertise and time
Honda		£24,800	4 WD vehicle donation
DFID Zambia	£656,800		Part of their Nutrition programme to extend access to eg Zinc
COMESA/TMSA (Accountable Body and host organisation)	£101,457	Hosting	To support the project management team in Zambia, and facilitate discussions and developments in other Southern Africa countries during the trial period

The trial Business Model is illustrated below.



This clarifies that it is the secondary distribution chain for cola that will carry ADKs (ie from the district wholesaler onwards). Medical Stores Limited already distributes effectively to districts, and they will pack, store and carry boxed ADKs along with their usual supplies. But they will drop ADKs at the Coca-Cola wholesaler, not at the district medical store, and from there they will be purchased and picked up by retailers. Thus the model will allow for profit at every step, to help ensure that the motivations which get cola to remote locations are preserved, and micro-retailers have potential for improved livelihoods.

The trial is supported by a 'Logical Framework' summarised in the diagram below:



With learning a key outcome of the trial, we will be continuing with our policy of 'Open Innovation' (as far as agreements with the trial Steering Group allow) and blog about progress. There will be final reports for dissemination, learning transfer and to support adaptation and take up by other stakeholders, by the end of 2013.

Open Innovation and wider stakeholder interest

A key success factor for ColaLife during 2011 has been sharing the concept via Social Media and face-to face events: harnessing the power of 'Open Innovation' to attract discussion, criticism and suggestions, convene interest and support, and help promote the idea. The concept has featured at ten key events over the last year, including Royal Society of Medicine in London, The Africa Investor Roundtable for Social Entrepreneurship in Cape Town, with visits to events at the World Economic Forum on Africa, the New African Connections conference in Oslo and ICT4D in Johannesburg.

As well as publicising our progress on our own blog (colalife.org/blog), we have tracked 182 independent online articles² that have mentioned ColaLife in 2011. We have also featured in publications including:

- Hello! Magazine (UK edition)
- Sunday Observer Magazine (UK)
- The Lancet
- Innovating for Every Woman Every Child, NORAD
- Boxed and Labelled Two, Change Makers Chapter, Gestalten Books
- Innovation Speaks, The ArtPlatform

² See <http://www.delicious.com/s1m0nb3rry/colalifepr>

This has helped to engage stakeholders beyond the COTZ trial partners including:

- **UNICEF HQ:** Interviewed at the end of 2010, ColaLife was featured in Evolving ORS: a presentation to Chief of Health, Dr Mickey Chopra
- **CHAI:** We have agreed our future plans are well aligned and will remain in close contact for sharing and future collaboration
- **GAVI Alliance:** The Global Alliance for Vaccine and Immunisation is running projects in Zambia and elsewhere, and we have agreed to exchange experience and learning.
- **ARK:** We have had two meetings with Absolute Return for Kids and agreed to exchange experience and learning.
- **EAWAG:** The Swiss Government agency for water technology has advised ColaLife on SODIS (Solar water disinfection) an aspiration for future packaging development.

ColaLife: review of progress against strategy 2010-2011

2010 Strategy: To increase awareness of ColaLife to help us to raise funds and supporters, and arrange a field trip to an African country. To pursue a simple Diarrhoea Kit as a feasible trial option.

We achieved all of our goals for 2010, with a team of 2 full time volunteer Directors (Jane Berry and Simon Berry), a summer intern (Dennis Tretter, from Germany) and over 150 key supporters, who donated over 8,000 hours. We fulfilled all of the targets for supporter development, events and publicity pledged to our personal backers, UnLtd, by June. Simon's bike ride across France in September 2010 with 2 volunteers (Nigel Bolding and Kiefer Scott) raised £6,000 to pay for trips to Africa. Following research supported by Dennis, Jane and Simon visited Zambia in October, seeing over 45 people from 16 organisations in 2 weeks, including UNICEF Zambia, Ministry of Health and SABMiller, the Coca-Cola bottler, getting broad-based buy-in for a trial of an Anti-Diarrhoea Kit (ADK) for under 5s. A December fund-raising event, arranged by volunteer Tom Lee, was attended by some 50 people also raised over £500. Our top 10 achievements for 2010 are here:

<http://www.colalife.org/2010/12/30/top-10-achievements-for-2010/>

2011 Strategy: To concentrate on work to get a Zambian Trial underway; establish charity registration and submit funding bid(s), with the target of getting a trial underway before the end of the year.

We achieved all of our targets for 2011, supported by a Trustee Board-in-waiting from January, which was incorporated in April as a board of five, and approved as a registered charity by the Charity Commission in June.

The first trial funding of £155,000 was committed by Johnson & Johnson Corporate Citizenship Trust in February. SABMiller and Honda agreed contributions valued at a total of £62,000 shortly afterwards and the remaining funding (£657,000) was confirmed by DfID Zambia in October and approved for the trial set-up to begin on 1 December. In addition, we raised £101,000 from COMESA/TMSA to support work to build partnerships in other countries and host the project management team in Zambia.

In September the Trustee Board was strengthened with an additional member and Simon and Jane stood down as Trustees, continuing as voluntary CEO and Business Development Director. As proposed by local partners, Simon and Jane were employed by COMESA/ TMSA to project manage the COTZ trial in Zambia from 1st December 2011.

The UK operation, systems and forward sustainability plan will be strengthened using an award of \$10,000 (£6,200) won as one of 3 Ashoka Making More Health winners and donations of £10,260 from The Funding Network, both secured in December.

Our top 10 achievements for 2011 are here:

<http://www.colalife.org/2011/12/22/top-10-achievements-in-2011/>

Strategy for 2012: Deliver the COTZ trial according to the plan, and strengthen the UK charity's systems and sustainability plans.

Volunteers and supporters

Our supporter network numbers some 12,000. We estimate they have given in excess of 12,000 hours and helped raise over £30,000 to support the UK operation. Whilst they are too numerous to list, we extend grateful thanks to all of them, especially:

- Amplify and its staff - PR and support
- Muhammad Atif and team - field research, Uganda
- Emma Berry - event support, work with young people and design
- Nigel Bolding - cycle ride, fund-raising and networking
- Boxwood and its staff - strategy and support
- Bill Bryson - cycle ride, fund-raising

- Buzzbnk and its staff - fund-raising and support
- Drew Goater - accounting guidance, T shirt printing, event support
- Lucy Gower - Funding strategy
- Jude Habib - speaking opportunities, support and networking
- Kieran Harrod - graphic design
- Nichole Herbert - sponsorship, The Art Platform
- William Hoyle - networking, contacts, ICT support
- Aidan Kelly - Facebook and social media
- Tom Lee - networking in USA and UK
- Clare Matthews and team - field research, Uganda
- Kapumpe Musokanya – creative thinking, local insights and networking in Zambia
- Pali Palavathanan - graphic design and branding
- Barty Pleydell-Bouverie - networking, contacts
- Damian Radcliffe - representation at events
- Stephen Siobhani - UN Foundation – advice, support and networking
- Eng Su - graphic design and branding
- Ellie Stoneley - networking and tweeting
- Sound Delivery and its staff - communications, networking, contact and support
- TISC consultancy and its staff
- Lisa Ter Haar - communications, networking, contacts
- The Funding Network and its supporters
- The World's Best Hotels - corporate sponsorship
- Dennis Tretter – representation in Germany
- Will Tuite-Dalton - book-keeping
- Janet Wang - networking in USA and UK
- Myles Wickstead - support, advice
- Wilbraham Associates - accommodation/hosting
- David Wilcox - Social Reporting and blogging
- Rob and Nikki Wilson - Authors of On the Up

Members of ColaLife's Virtual Advisory Board include <http://colalife.org/vab>

- Dr Prashant Yadav, Professor of International Logistics Centre, MIT-Zaragosa
- Dr Don Nutbeam, Professor of Public Health, Southampton University
- Dr Ian Goldman, Community-Led Development, Office of the President, S Africa
- Dr Philip Lee, UK Member of Parliament and Medical Doctor

Pro bono legal support

- Allen & Overy and Maurice Turnor Gardner
- Malambo Associates, Zambia