

AFRICAN INNOVATION  FOUNDATION

#catalysing the innovation spirit in Africa

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**Annual Report 2014**

[www.africaninnovation.org](http://www.africaninnovation.org)

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# CHAIRMAN'S FOREWORD

The year 2014 has seen great strides and growth in Africa Innovation Foundation's (AIF) flagship programs that strive to deepen the continent's integration agenda and renew commitment to a sustainable path of growth and development.

We are passionate about Africa's progress and are determined to achieve the AIF purpose by exploring every opportunity to support and strengthen the African innovation ecosystem, promote African governance and access to law, and realise social impact for all.

The prestigious Innovation Prize for Africa (IPA) has grown from strength to strength. A true testament of African ingenuity, the IPA recognizes African innovators who create practical solutions to some of the continent's most intractable problems. The 3rd edition of IPA was held on 5 May 2015 in Abuja, Nigeria; of the 10 finalists, Dr. Nicolaas Duneas and Nuno Pires, from South Africa won the top award of US\$ 100 000 for their Osteogenic Bone Matrix (OBM) innovation. Meanwhile, the 4th edition of IPA received a record 925 applications from 42 African countries representing the continent.

The electronic Library for African law and governance, the African Law Library (ALL) entered its second phase of growth in mid-2014 after a technical disconnection from its Implementing Partner and being fully integrated within the AIF's portfolio of African-focused initiatives. ALL is well on its way to being an innovative online portal, available free of charge to all those interested in African law and governance, promoting good governance practices and building a new 'Culture of Africa'.

During this reporting phase, the scope of the Social Impact Program for Angola (SIPA) another flagship AIF program, was enhanced. SIPA focuses on innovative ways to respond to Angola's social and development challenges, and serves as an intermediary between donors in Angola and those requiring program support to foster growth and equity in five key areas: Education, Health, Energy, Water and Sanitation, and Rural Income Generation. Local capacities were further developed to cope with increasing demand.

The year 2014 is significant in that it marked the Board's renewed commitment to focus on the three program areas mentioned above. After the retirement of Professor Ernst Brugger at the end of 2014, the Board took on greater African flavour with the election of Omar Balafrej, CEO of MITC, public-private partnership

that manages Techno Park in Morocco. We thank Prof. Brugger for his significant contribution to AIF and leading the Board in its nascent years.

The Management Team composed of Pauline Mujawamariya (IPA), Sophie Bussmann-Kemdjo (ALL) and led by Elodie de Warlincourt (SIPA), the Managing Director of AIF, has spurred AIF team members to put in dedicated efforts to achieve the objectives set for 2014. The Board is impressed with their diligence and commitment to the cause.

Professional African communications specialist, Aulora Stally also joined the AIF team in 2014. Entrusted with the task of building AIF's communication and media concept and managing the web and social media outreach, Ms Stally has rich experience as a Strategic Consultant and independent Public Health and Communications Consultant.

AIF's success would not have been possible without our esteemed partners, supporters and friends across Africa and beyond. We would like to thank them for their contributions and once again reaffirm our commitment to continue to work for the growth and prosperity of the continent. Last but not least, we would like to thank Founding Board Member Jean-Claude Bastos de Morais and Board Members, Bethlehem Tilahun Alemu and Omar Balafrej for their continued support.

We look forward to continuing our untiring efforts to Inspire, Engage and Transform in 2015, building on our past performance to reach greater heights. We are passionate about Africa's progress and are determined to achieve AIF's purpose by exploring every opportunity to support and strengthen the African innovation ecosystem, promote African governance and access to law, and realise social impact for all.

WALTER FUST  
CHAIRMAN OF THE BOARD



# AIF VISION

**Purpose**

The purpose of the African Innovation Foundation is to increase the prosperity of Africans by catalyzing the innovation spirit in Africa. We want to see needs-based innovation and change happen.

The following thematic areas influence our work on innovation across Africa:

- Innovation and technology
- Governance and compliance
- Social impact development

Since its establishment in 2009, innovation has been at the crux of AIF and its programs: IPA in 2011, ALL in 2012 and SIPA in 2014.

This year however, AIF made an effort to re-center its mission and vision into one core statement of purpose: catalyzing the innovation spirit in Africa.

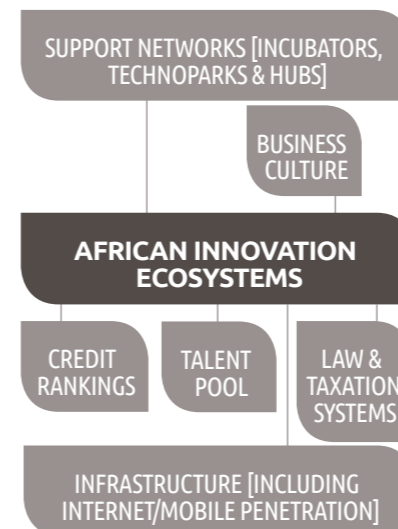
The question often arises, why this focus? AIF believes that the innovative spirit of Africans knows no bounds and given the opportunity and right forum, there is a wealth of innovative ideas waiting to be tapped. Solutions and ideas are out there.

Often a paucity of resources is the spark the spirit of innovation needs to flourish. In fact, in the African context, ingenuity and innovative solutions will fuel the African growth story.

AIF does not want to promote and grant funds for what it identifies with its own lens because no lens is wide enough. Instead, we want to pull great ideas and potential from the market, mobilize these for impact, and create a hotbed of innovations.

Innovation does not just happen by an act of genius. It requires the development of an innovation ecosystem and the commercialization of innovative and entrepreneurial talent. Africa's experience and diversity have thrown up numerous models for technology innovation and entrepreneurship. Taking a cue from J.G. Bidima, it's time to think of ways to cross (la Traversée) the continent, and engage the learnings that emerge from these interactions.

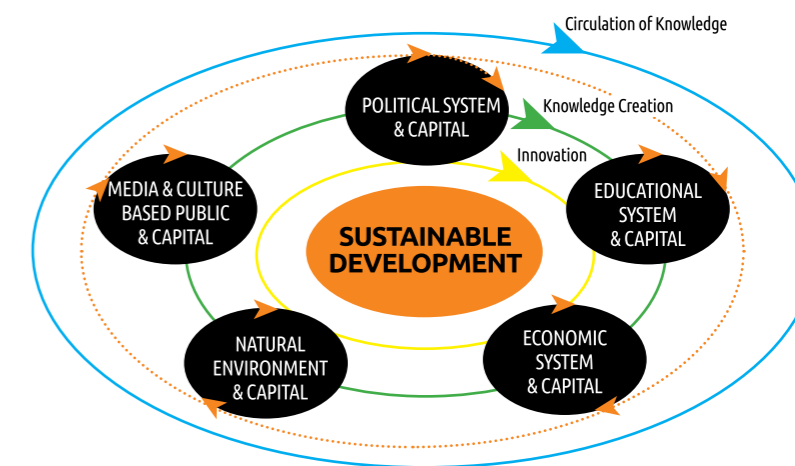
Innovation in Africa is not a mere focus on technology innovations, but is multi-sectoral. In order to thrive, innovation ecosystems rely on an enabling environment as this diagram illustrates:



*Innovation ecosystems rely on an enabling environment.*

Innovation ecosystems are a work in progress and unique to each industry, country and continent. Instead of blindly emulating others, AIF wants to engage in the continent's diversity as a building block to construct an innovative ecosystem - by Africans for Africans.

One of the key aspects of innovation ecosystems (see the simplified version of the quintuple Helix by Etzkowitz and Leydesdorff\*) is the circulation of knowledge between co-existing systems. AIF is supporting this dissemination as a step to catalyze the innovation spirit to innovators and innovation enablers across Africa.



*\*The Quintuple Helix Model and its functions. Modified from Etzkowitz and Leydesdorff [2000] on Carayannis and Campbell [2006, 2009, 2010] and on Barth [2011a]. Carayannis et al. Journal of Innovation and Entrepreneurship 2012 1:2 doi:10.1186/2192-5372-1-2*

The spirit of innovation can be supported by other approaches as well, including driving customer adoption in new markets, supporting training, research and development (R&D), partnerships, talent scouting and access to technology. Already, simple interactions from key enablers have been met with success by way of partnerships among innovation hubs and techno-parks, complementarities between innovators and access to new markets. In time, AIF hopes these collaborations will shape the future agenda.

To enable this, we are moving towards a flexible organizational structure, using workflow boards (inspired from Kanban) to engage both internally and externally. Co-organized with Brainstore, this will be further implemented during a brainstorming session with 100 people on youth and innovation as an IPA side event in 2015.

Thus, the African innovation spirit can be catalyzed in a rhizome organizational network, as illustrated above - a structure where a random point can connect to

any other point, and can be replicated, displaced or transformed in a connected but decentralized manner.

Much like the rhizome organizational network, AIF's current priority is connecting people, partnerships and participation.



*The interconnected elements of the rhizome organizational network.*

One element of the rhizome that we are also shaping is the set of values that drive us:

1. **INNOVATION** is the heart and soul of our work;
2. We are **PASSIONATE** about Africa's progress;
3. We create effective solutions with **LOCAL IMPACT**;
4. We are **MARKET-ORIENTATED**;
5. **INTEGRITY** is essential in our work and interactions.


Do you feel inspired?

Is this a topic that you would like to engage with us on?

Help us to transform our vision into reality by sharing your ideas at [myideaforaif@africaninnovation.org](mailto:myideaforaif@africaninnovation.org)

This is where you can shape our agenda!

ELODIE DE WARLINCOURT  
AIF MANAGING DIRECTOR



# THE PASSION BEHIND AIF

*“As an innovation enthusiast, I’ve always believed in the power of innovation in unlocking human potential and creating socio-economic impact in Africa”*

## Q & A with AIF Founder, Jean Claude Bastos de Morais

### When you look back at how the AIF started and where it has come, what comes to your mind?

Gratitude. When I see how the AIF has become a unique network of African innovators, entrepreneurs and key influencers who are creating a new narrative for Africa, I feel a great sense of gratitude towards all the people and chain of events in my life that have made it possible. I feel tremendous gratitude towards my late Angolan grandmother whose wise words and encouragement to give back to Africa inspired me down this path in the first place, and also towards the dynamic team behind the AIF, who understand my vision and work tirelessly to steer the Foundation in the direction it is headed.

### Tell us about any specific achievements that you are particularly proud of?

All of it really. The Innovation Prize for Africa, which we launched in 2011, has become a support system for innovators, helping to unlock potential and fuel the spirit of innovation. The African Law Library program, which followed soon after is doing its part in enabling Africans from all walks to access legal data freely and to understand their rights. The Social Impact Program is creating new forays in supporting socio-economic growth in Angola, my homeland. Each one of these programs holds a special place in my heart.

### How can innovation ecosystems be strengthened across the African continent?

Innovation thrives when people create and connect, and through connections, ecosystems are born. So, no matter how high a bird flies, it always needs a nest, a base to come back to. African innovators are taking flight, their innovative ideas are increasingly proving to be transformative - not only for Africa - but for the world. The development of robust innovation ecosystems are essential nests for African entrepreneurs and innovators to develop solutions for African challenges. Innovation ecosystems drive economic opportunity, and have the potential to create high quality jobs and raise living standards for all Africans.

### Next year will mark the IPA’s 5th anniversary. What do you envision for it in 2016?

Since 2009, the AIF has been working to create a sustainable platform for African innovators through the IPA. We have come such a long way from our initial partnership with UNECA, for which I will always be proud of because they helped launch us on a pan-African scale. We have grown from strength to strength since then and today the IPA has become one of the most anticipated awards of its kind. We will continue to build on our efforts to take African innovation to the next level, especially in these incredible times of growth and development on the continent. We will do this by encouraging synergies and collaborations that allow for innovation ecosystems to be created and strengthened. So this will naturally continue to remain the focus of AIF in relation to the IPA.

### Any last words?

Needless to say, I am very proud of what we have built together at the AIF. I cannot thank you all enough for your dedication, enthusiasm and passion that you bring to the table. The AIF isn’t just a Foundation. We are an engine of new ideas and solutions that support socio-economic impact in Africa. This is what makes us unique and let’s continue to build onwards and upwards.

# AFRICAN LAW LIBRARY

*“Bringing all of Africa’s law and governance resources into one publicly available online repository”*

The African Law Library (ALL) is an innovative, multi-lingual, free online portal available to all those interested in African law and governance. Initiated in 2012, ALL is committed to improving access to modern and customary law texts, and other legal documents and secondary sources in the African continent.

## Vision

ALL focuses on visibility, access, knowledge, education and consolidation of the systems of law existing in African countries. It does this by posting online downloadable, printable, multilingual-legal texts, selected court decisions and secondary literature for free. To date, ALL has more than 80 000 documents publicly available, with daily additions from partners and carefully selected Open Archives Initiative (OAI) repositories. The collection covers not just statutes enacted by parliament, but also includes latest decisions by courts, constitutions, international law treaties ratified by African countries, secondary sources of law, as well as documents and texts specific to the issue of governance in Africa.

## Mission

ALL aims to:

- Provide a single platform dedicated to African law and governance for all Africans;
- Promote the rule of law and raise awareness about the role access to law plays in achieving inclusive growth;
- Galvanize policy makers to make access to law a priority on national agendas;
- Provide a forum for thematic workgroups and interactions to generate innovative ideas in African law and governance; and
- Build a network of high-level African law and governance experts to help strengthen Africa regional integration efforts.



Over 80 000 documents are available free of charge from the ALL database.

**Highlights**

Senior appointee, ALL Program Director, Ms. Sophie Bussmann-Kemdjo joined AIF in June 2014. Prior to this, Ms. Bussmann-Kemdjo was Senior Manager for the Africa region at the World Economic Forum (WEF) in Geneva where she was responsible for key relationships and strategic initiatives with African government and business leaders.

In July 2014, the ALL online platform was disconnected from implementing partner, Globethics.net to run independently on its own server. The move marked the start of Phase II of program implementation and in line with AIF's objectives. Phase II focus continues to build ALL holdings and enhance the online offering.

The 3rd workshop for ALL partners was held from October 14-16, 2014, in Rabat, Morocco. Themed "Consolidation of the ALL community of partners and interactions on a Pan-African multi-stakeholders' platform" the workshop saw participants working in structured thematic groups around the library structure, data submissions, and follow ups with content partners.

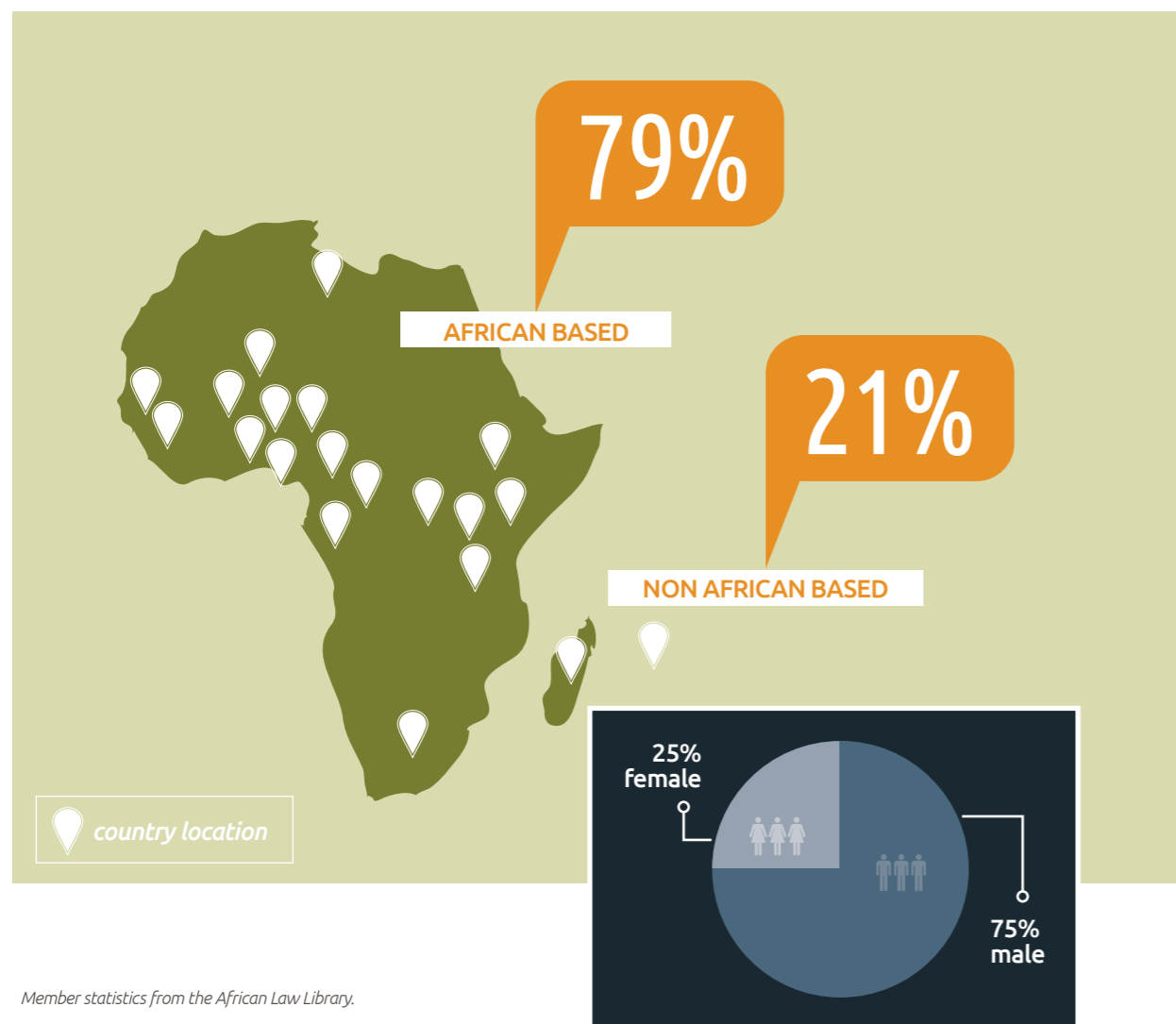
In order to serve its community better, and keep stakeholders up to date with its activity focus and trends, ALL developed two newsletters in the last quarter of 2014, available online and in print, in English and French. The ALL program was selected by Digital Divide Data, a Kenya-based indexing partner as a case study for an article entitled "Democratizing Legal information

in Africa" which was published in the November 2014 MIT quarterly Innovations Journal.

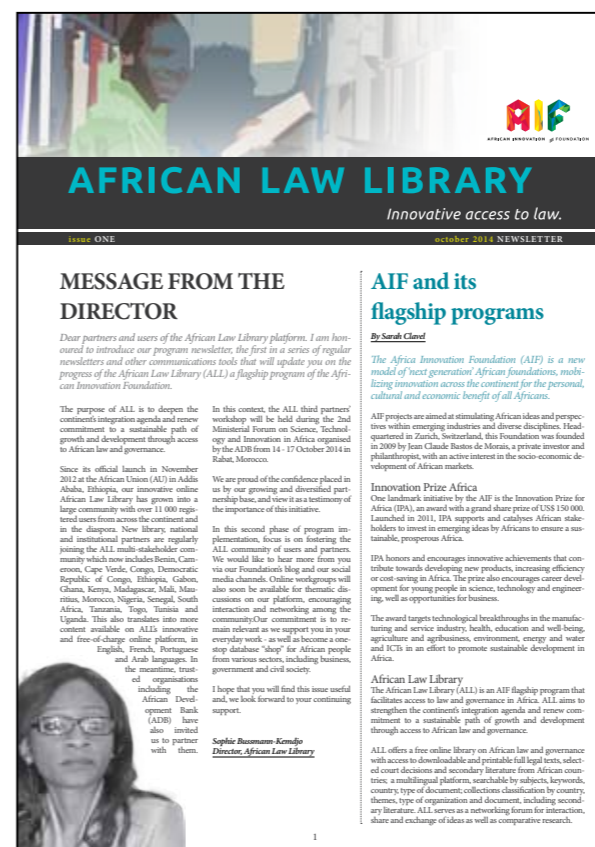
**User demographics**

ALL has partnerships in 20 African countries including Benin, Burundi, Cameroon, Cape Verde, Congo, Democratic Republic of Congo, Ethiopia, Gabon, Ghana, Kenya, Madagascar, Mali, Mauritius, Nigeria, Senegal, South Africa, Tanzania, Rwanda, Togo and Tunisia.

- 79% members based in Africa
- 21% members based outside Africa
- 75% of users are male
- 25% of users are female



Member statistics from the African Law Library.



The online library newsletters.



*“Over 80 000 legal documents are publicly available free of charge in our database, including books, reference entities, journal articles, and special collections”*

A brand new facility for bulk uploading of documents by partners without metadata has been implemented. Only registered partners can access the repository for security reasons. Earlier this year, the redesign of the ALL platform was undertaken, making the database more user-friendly and comprehensive. The new look ALL website will be released in the second quarter of 2015.

**Way forward**

In order to facilitate knowledge sharing and insights within the ALL community, an online 'community of practice' will be set up in 2015 to facilitate online interaction between partners and registered users. Communication channels will include online seminars, and synopses of these will be shared on the AIF and ALL online and social media channels to stimulate dialogue and discussions.

There is renewed emphasis on populating the ALL platform with relevant documents in 2015 by collaborating with content partners who share the common objective of promoting free access to African law and governance. AIF will also set up an Advisory Board in collaboration with a Group of Special Envoys to provide strategic guidance and support outreach efforts across the continent.

Finally, to foster community building and awareness, closer collaboration with partners and national roundtables will take precedence over general partners' workshops. AIF is also committed to engaging more deeply with the African Union (AU) and regional economic blocs to champion the cause of access to law and governance in Africa.

# INNOVATION PRIZE FOR AFRICA

*Celebrating African ingenuity*

The Innovation Prize for Africa (IPA) was initiated in 2011 to honour and encourage innovative achievements that contribute toward developing new products, increasing efficiency or saving cost for sustainable development. The prize mobilizes African innovators and entrepreneurs to deliver market-oriented solutions for African-led development, specifically technological breakthroughs in manufacturing and the service industry, health and well-being, agriculture and agribusiness, environment, energy and water and ICTs.

By unearthing and supporting the commercialization of innovative and

entrepreneurial talent, AIF continues to play a strategic role in leading transformational change in Africa; with three completed rounds of the competition, garnering about 2000 entries from 47 African countries. Every year, three winners share a total cash prize of US\$ 150,000 as follows:

- Grand prize of US\$ 100 000 for the overall winner with the best innovation based on marketability, originality, scalability, utility/technical aspects and social impact
- Second prize of US\$ 25 000 for the applicant demonstrating the best commercial and/or business potential

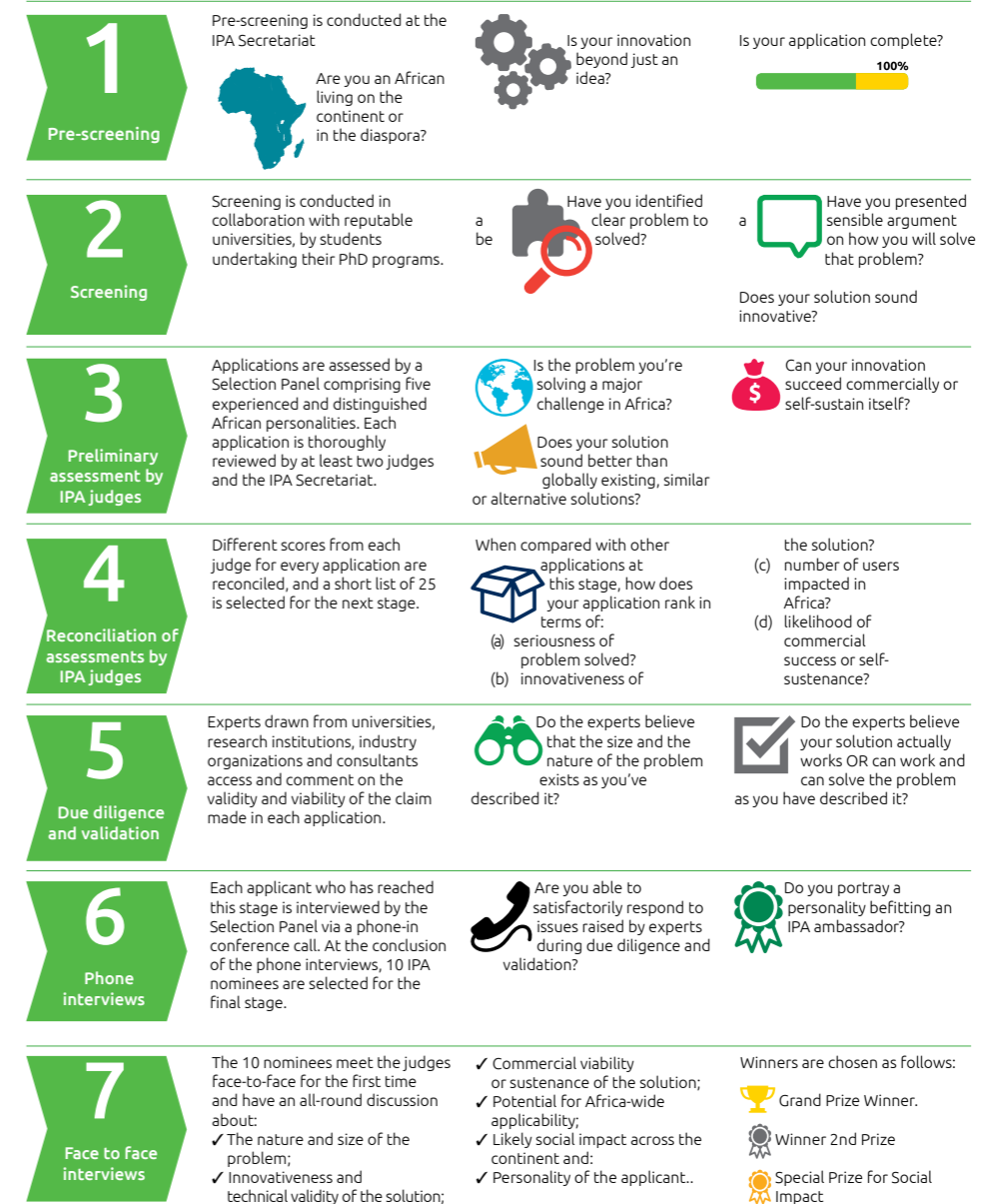
- A special prize of US\$ 25 000 for innovation with the highest level of social impact.

As in previous editions, IPA 2014 was a culmination of a rigorous seven-step selection process according to a pre-determined timeline (see infographic below illustrating the IPA process).

A hand-picked, independent selection panel of respected figures from the African innovation ecosystem verify the marketability of innovative business and technical experts verify the innovativeness/originality of the proposed projects.

## THE SELECTION PROCESS: INNOVATION PRIZE FOR AFRICA

The IPA competition seeks to identify and celebrate innovations by Africans, solving some of the continent's most intractable challenges. This illustration highlights the rigorous seven-step selection process, from the narrowing down of applications at each stage, to the final selection of the winners.





**Looking back at 2014**

**Three winners with inspiring success stories**

The winners of IPA 2014 were felicitated on May 5, 2014, in a grand ceremony in Abuja that was co-hosted by the Federal Republic of Nigeria and attended by more than 400 innovators and innovation enablers from key sectors, including the media and a host of international delegates.

IPA 2014 winners were representative of the continent's regions, coming from East, West and Southern Africa. It was a complete vindication for the AIF's impetus to see private sector leaders, civil society, training institutions/universities and governments come together to work at investing in practical solutions to sustain Africa's economic growth story.



*Keynote speaker, Honorable Ngozi-Okonjo Iweala, Nigerian Coordinating Minister of Economy and Finance commended AIF for its "remarkable" work in mobilizing innovators across the continent, adding:*

*"We have always looked for ways to reward the youth and elders who come up with fresh, innovative ideas for increased economic activity and African-led development. This prize is indeed proof that we are encouraging an African culture and spirit of growth and innovation that will benefit the whole continent."*

**IPA Winners 2014**



**Dr Nicolaas Duneas and Nuno Pires** from South Africa won the grand prize of US\$ 100 000 for their Osteogenic Bone Matrix (OBM) innovation. This injectable porcine derived Bone Morphogenetic Proteins (BMP) medical device is used for the rapid, safe and effective healing of problematic bone injuries, leading to complete and natural restoration of the bone, including the bone marrow. This breakthrough is expected to radically change the way orthopaedic surgeons treat bone injuries.

**Logou Minsob** from Togo, won the Second Prize for the FofouMix machine, an indigenously manufactured food processor designed to replace the mortar and pestles traditionally used to prepare fofou, a popular dish in West Africa. The FofouMix allows for quick and hygienic preparation in just eight minutes, and can pulp palm nuts in two minutes – an efficient move away from the traditional preparation, a tedious and time-consuming process.

**Dr Melesse Temesgen** from Ethiopia won the Special Prize for Innovation with the highest social impact for the Aybar Broad Based Furrow Maker (BBM) a low-cost farming device that creates drainage furrows to remove excess water from water-logged fields, a common problem in Ethiopia where up to five million hectares of arable land is water-logged. This innovative farming device is expected to triple the income of farmers.



*Pharma giant, Pfizer invited IPA 2014 winners and a nominee to a bio-medical training workshop in New York, USA where business opportunities were discussed.*

**The impact of IPA**

In line with AIF's goal to strengthen an African innovation ecosystem IPA has helped leverage and define elements of the ecosystem with marked interest from stakeholders at both macro and micro level. Logou Minsob has since received US\$ 170 000 from a local bank to strengthen his production and workforce capacity. A model of his FofouMix has been commercialised and is successfully scaling new African markets in Ghana, Nigeria, Ivory Coast and Cameroon.

**Post-prize support**

The IPA team continues to evaluate the needs of IPA nominees and winners, mobilizing support for them. Post-prize assistance helps garner greater exposure for IPA winners and nominees, identifying business opportunities and strategic partnerships to support their ventures.

**What are the outputs?**

IPA 2014 attracted 625 applications from 42 African countries; this year's applications were of higher quality in comparison to previous years. The spurt in innovation spirit was largely a result of greater collaboration with IPA strategic partners and innovation enablers across

the continent. Strategic partners included innovation hubs/technology parks, innovative institutions, key government ministries/development officials who helped popularize their ideas, making IPA a truly pan African initiative.

**What's next?**

Going forward, the 2015 strategy is to consolidate IPA's achievements over the last three years and engage more target groups within the innovation ecosystem as follows:

- ✓ Continue building strategic partnerships across Africa, especially in Francophone and Lusophone countries to attract increased entries;
- ✓ Mobilize young innovators and women, and build strategic partnerships to strengthen their capacity;
- ✓ Accelerate efforts to create an online innovation ecosystem to support innovative initiatives across the continent;
- ✓ Continue to position African innovators as a group of stakeholders capable of creating viable solutions to problems facing the continent, accelerating the African growth story.

**Towards an online innovation ecosystem for African innovators ...**

AIF has moved a step closer towards its goal of developing an online innovation ecosystem for African innovators. Towards the end of 2014 and early into 2015, AIF completed the acquisition of a social network of African entrepreneurs currently hosted at [www.afrovumbua.net](http://www.afrovumbua.net). The social network allows innovators to showcase both their personal profiles and descriptions of their innovations while connecting with other players in the system that would enable them move across their value chain.

Since the acquisition, AIF has been reviewing the platform to reconfigure some existing features to offer seamless discovery, connection and interaction between different players who are of value to each other, as well as ensure that engagements between different actors on the platform are productive.

AIF will also develop a new name and design to match AfroVumbua with the AIF brand identity. The system is still currently work in progress, and it is anticipated that the new rebranded platform will be launched and accessible at the Innovation Prize for Africa (IPA) event in 2016. Watch this space!

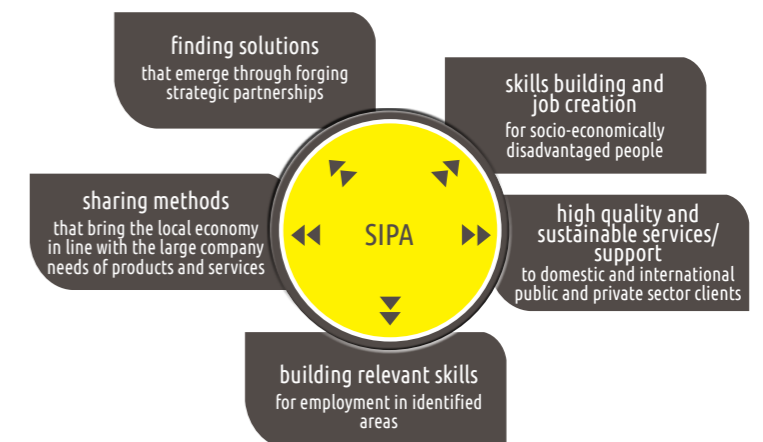
# SOCIAL IMPACT PROGRAM FOR ANGOLA



In May 2014, AIF obtained initial financing to establish its social impact program, with a primary focus on Angola. The Social Impact Program for Angola (SIPA) focusses on innovation for social impact, on solving pressing social problems via socially responsible sourcing of solutions that include collaboration, products and services.

SIPA identifies and provides solutions to specific social and development challenges. These include basic access to medical diagnostics, low-cost services in health, water and sanitation, energy provision, education and rural development. The program engages models that serve communities in need and employ the poor, with an emphasis on demand-driven services and market approaches.

The aim of SIPA is to empower the local population through income generation engaging the following approach:





The SIPA program is anchored on three core modules:

**1 Improving strategy planning for the period 2014-2016 and beyond**

In 2014, SIPA collected information on all 18 provinces in Angola through a series of thematic workshops. Information focused on SIPA's five core thematic areas: Health, Education, Water and Sanitation, Local Economic Development, and Small Scale Infrastructure. The workshops allowed for consultations with around 100 experts, creating a basis for future cooperation and knowledge exchange. The expert networks will continue nourishing the pooling of knowledge and sharing of expertise in key areas of social development.

Another very important step for SIPA in 2014 was the further development and updating of its program strategy.

**2 Supporting project identification and start-up**

At the beginning of 2014, AIF supported two social development projects in Angola. This soon expanded to 12 projects – all designed with consensus, funding sourced and secured, contracts signed and operations underway.

**A snapshot of the SIPA portfolio is shown below:**

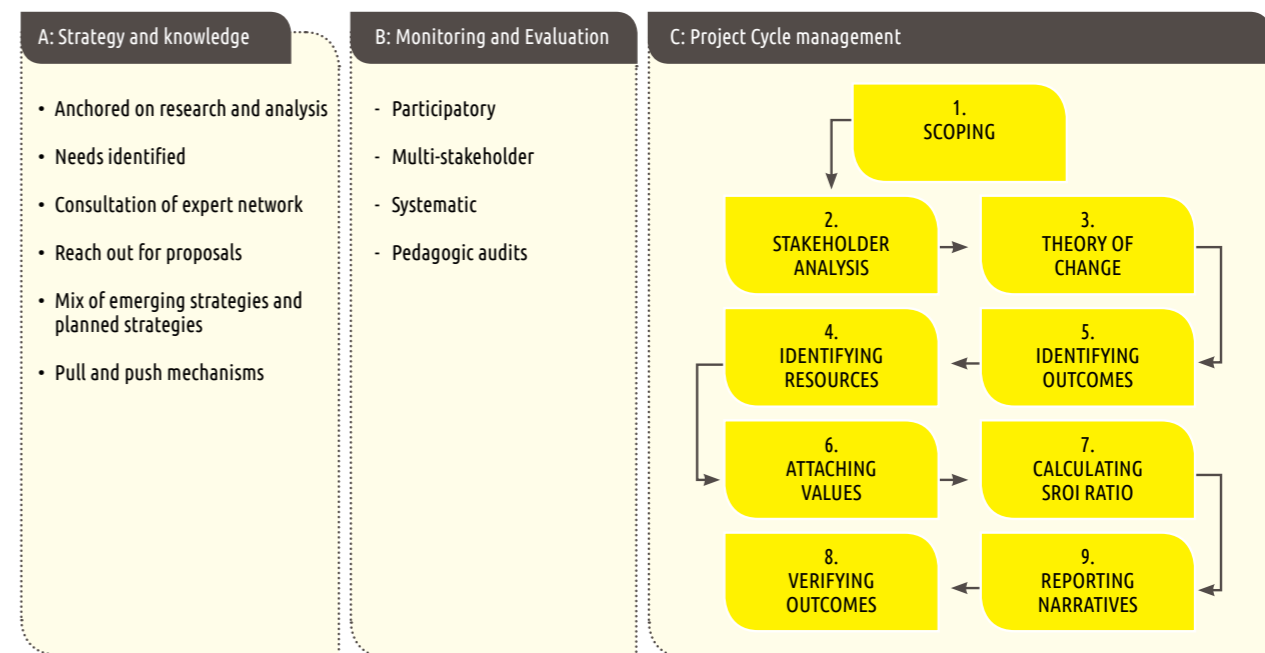
Another 30 projects were analyzed, with about a third identified for possible inclusion in the expansion phase.

Thematic focus	Specific topic	Implementing partners
Health	Cataract treatment, eye surgery	SOLE Angola
	Neo-natal health (via SMS to deliver health information)	People In Need
	Nutrition, information and approaches to malnutrition	World Vision
	Leprosy	SOLE Angola
Education	Healthcare for rural populations	Medici con l'Africa (CUAMM)
	Vocational training in nine provinces	Ajuda de Desenvolvimento de Povo para Povo (ADPP)
Local economic development	Integrated development, including support to farmers and SMEs	Consultores JMJ Angola
	Agriculture and nutrition (cooperatives, agri-mechanization)	People in Need
	Economic opportunities in agriculture for women entrepreneurs	World Vision
Water and sanitation	Access to safe drinking water in remote rural areas	People in Need
	Mobile phone technology to provide reliable information to water authorities on functionalities of standpoints	Development Workshop
Other	Ethics and responsible investing to anchor social responsibility in Sovereign Wealth Fund (SWF) models	Globethics

**3 Introduction of sound project management practices and tools**

This period not only saw program developments, but operational progress as well with the setting up of a team, including a full time Country Director and a pool of consultants with expert knowledge in the various focus areas. Administrative and logistical issues such as office space, systems, and vehicle were put in place, as well as quality control regarding legal, taxation and other compliance requirements. The team were energetic in refining the SIPA approach which can be summarized in three core pillars (below):

Through this approach, AIF facilitates the introduction of a coherent set of international standards in portfolio management of social impact projects, mainly strategic planning, and monitoring and evaluation with its partners.



The three key pillars of the SIPA approach.

**Social impact for development:**

**The AIF strategy**

- 1) Act based on existing knowledge and capacities
- 2) Share information and cooperate
- 3) Mobilize and stimulate synergies between individuals and organizations that share a commitment to inclusive social development.

**Promoting sustainable development in Bungo**

The Bungo project was launched as a pilot scheme in Bungo, Uíge province to support the development of sustainable farming and entrepreneurial micro-ventures in 2013, but gained momentum in 2014. The program aims to create an agricultural value chain that supports the production and marketing of agricultural produce such as cassava. It incentivizes small farmers, and in the process, the socio-economic integration of a largely rural community – by securing an outlet for their produce. This initiative is set to benefit some 3 000 families over three years and create 15 micro agro-businesses.

# COMMUNICATIONS

*Key to catalysing the innovation spirit!*

Effective communications is a pre-requisite for AIF to meet its overall goal of sustainable development in Africa. The Foundation established a robust communications approach in 2014 to enhance its position in Africa and beyond, through a combination of traditional, online and social media.

The AIF communications approach includes a fit-for-purpose concept at two distinct levels:



## Our method and approach

Communications within the Foundation is tailor made to support AIF and its programs, depending on the specific needs of its diverse, multi-disciplinary audience, as well as to stimulate regular information exchange. A Media and Communications concept paper informed by research and wide consultation is helping shape the Foundation's communications. The concept includes a refined AIF purpose with values, describes core focus areas, partners and audiences. It offers a communications "menu" that is updated periodically, and supported by a calendar of key activities for each month.

The last quarter of 2014 has seen tangible improvements in communications outputs and a continuous build-up of confidence in supporting program areas through internal production of important materials. These range from press releases and newsletters to foundation-friendly marketing tools and merchandise to endorse our innovation work. The bulk of these products and/or services are available in both English and French.

AIF has created synergies with influential media houses across Africa, significantly through the IPA program via Forbes magazine, Jeune Africa, SABC, CNN, Nation Media, and Al Jazeera, including closer links with journalists covering innovation in their respective media houses.

## Are you following us?

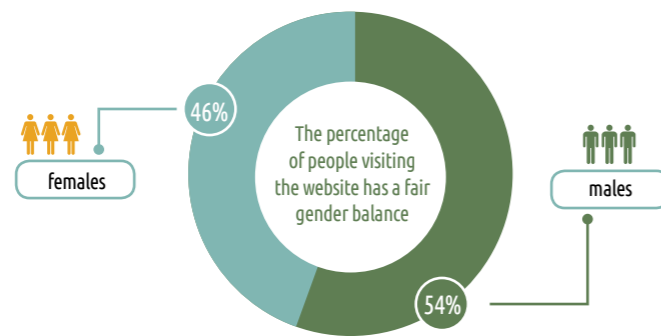
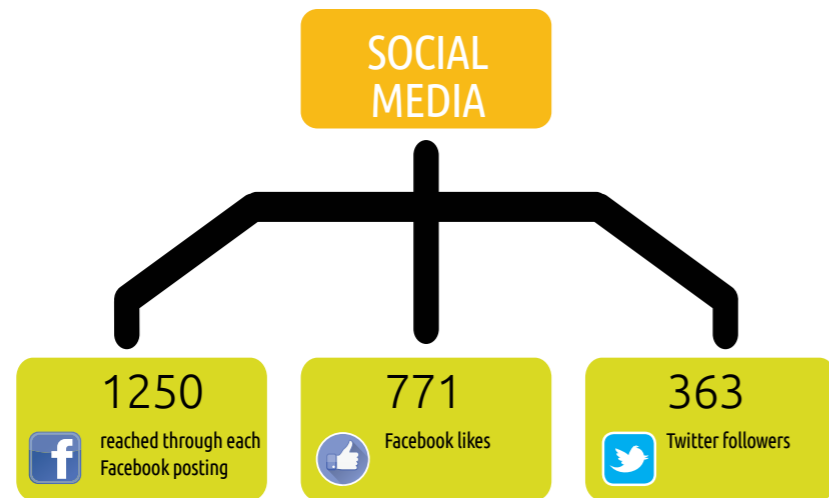
Africa is one of the fastest-growing continents in the world in terms of connectivity and usage, especially in mobile telephony. As the continent grows, increasing usage of internet is evident, with more 26.5 % of Africans now having internet access. (Source: Internetworldstats.com)

In 2014, AIF began to harness the power of an online presence to enhance its reach through Facebook, Twitter, YouTube and LinkedIn as outreach methods, playing a greater part in influencing its presence and visibility. On average, AIF reaches close to 1250 individuals and organizations through each Facebook posting. By July 2014, Facebook interest grew from zero likes to over 771 likes by December 2014, engaging a purely organic methodology.

The percentage of people visiting the site has a fair gender balance with 54% males and 46% females; postings and interactions are in English and French.

Posts receiving the highest view counts are "Images" followed by "Websites Links" then "Page Statuses".

As at December 2014, AIF had 363 followers on Twitter, and this continues to grow steadily.



AIF harnesses the power of social media as an essential communication platform.

**Hello 2015!**

Planned communications targets for 2015 are as follows:

- fully interactive website and vibrant social media presence (adapted as a mobi site)
- sharp new branding to harmonise all programs under the AIF umbrella
- functional photo bank, image and video gallery
- quarterly Foundation newsletter, as well as increased documentation of our activities through feature articles or information briefs
- increased participation at regional and international Forums to catalyse the innovation spirit!

Given our expanding activities in Angola, we will also explore increased translation of our materials to benefit Lusophone countries in Africa, including special articles to describe our multiple social impact projects currently underway. In the longer

term, our goal is to produce multi-lingual fit-for-purpose materials for our growing audience that includes young people and women, and keep innovation at the centre of the development agenda through Information, Education (& Empowerment) and Communication (IEC).

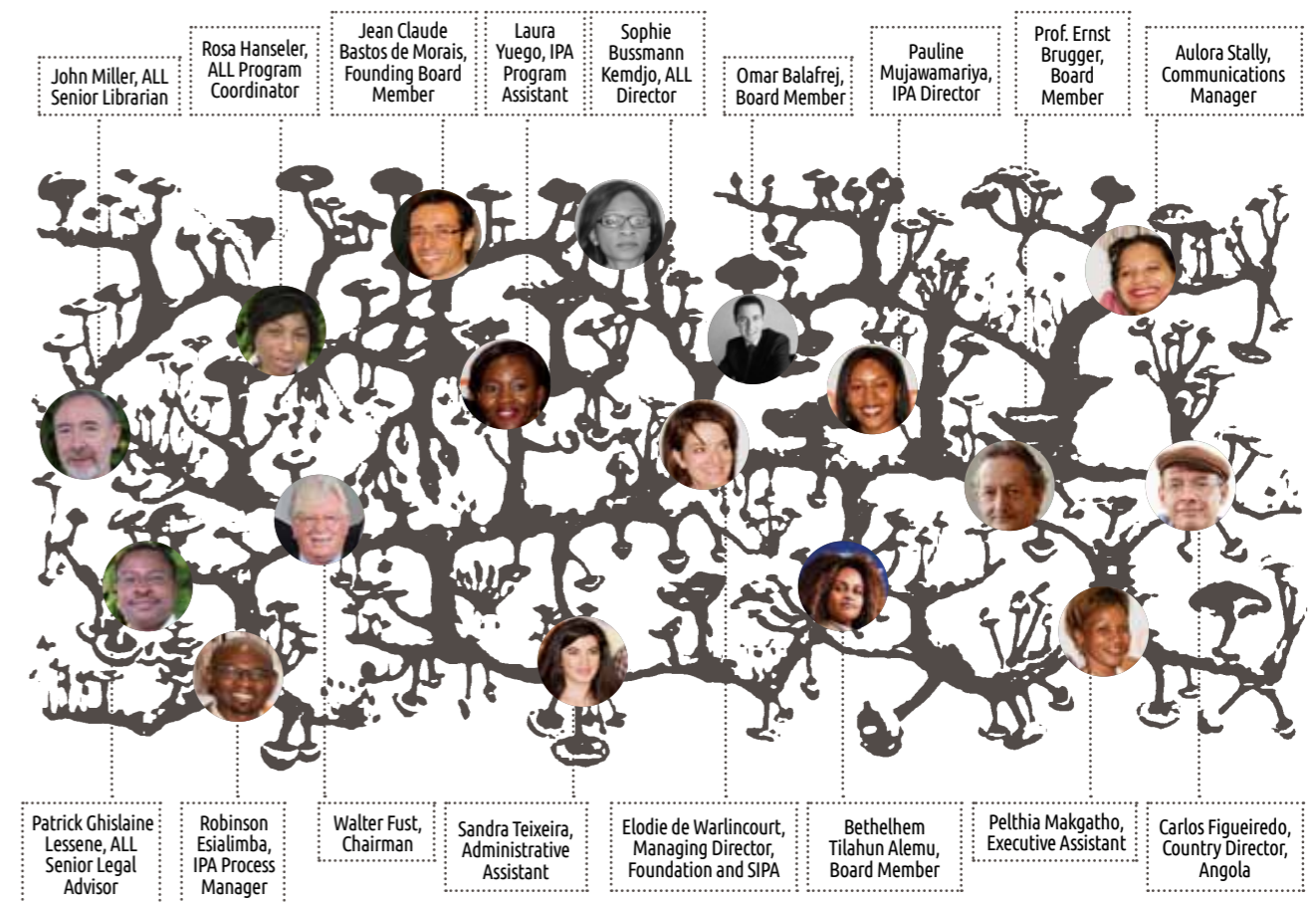
Operationally, we are beginning to adapt a google-friendly monitoring system through a roadmap to share work tasks between the team towards consolidating a smooth communications process. This will be strengthened by needs-based training sessions – the first having already been conducted - on effective communications in order to harmonise communications across the Foundation.

AIF communications material can be freely obtained through [info@africaninnovation.org](mailto:info@africaninnovation.org). In addition, our website [www.africaninnovation.org](http://www.africaninnovation.org) offers updated information in program areas, profiles of our team, videos and a gallery, as well as a blog and news media updates.

# STAFFING AT AIF

Since its establishment in 2009, the AIF staff complement has steadily grown to match its developing program portfolio and implement its mandate to drive innovation in Africa. From just five personnel in 2011, the Foundation grew to 12 full time staff members in 2014, located at our various offices in Zurich, Geneva, Angola and Kenya.

This rhizome graphic below illustrates the composition of our highly competent AIF team members, all working in different programs, but with a common cross-cutting agenda: to increase the prosperity of Africans through catalysing the innovation spirit in Africa!



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