



# SIHI ORIENTATION & TRAINING WORKSHOP

**CAPE TOWN, SOUTH AFRICA**

**5-8 FEBRUARY 2018**

**SOCIAL  
INNOVATION  
IN HEALTH  
INITIATIVE**

# PROGRAMME OVERVIEW

## DAY 1, FEBRUARY 05

### SOCIAL INNOVATION || COVERING THE ESSENTIALS

Day 1 is about getting to know each other, developing a good understanding of social innovation and how it differs from similar concepts, understanding the history, vision, and culture of SIHI as well as becoming familiar with each Hub's focus for 2018, learning about running an innovation programme through the example of the Groote Schuur Hospital Innovation Hub, and reflecting on the experiences of running innovations calls to create an updated methodology blueprint for identifying innovations in your country.

In the evening we will have dinner at a local wine estate, Groot Constantia.

TIME	ACTIVITY	SPEAKER	LOCATION
08:30	Welcome & Team-building	Rachel (All)	GSH Innovation Hub
09.30	Understanding Social Innovation Theory and Concepts	Lindi	GSH Innovation Hub
11.00	Break		GSH Innovation Hub
11.30	SIHI: Our Past and Present	Rachel	GSH Innovation Hub
13.00	Lunch		GSH Café & Lawns
13.45	Innovation Challenges & Innovation Programmes	Lindi & Garth	GSH Innovation Hub
15.15	Break		GSH Innovation Hub
15.30	Identifying Innovations Country-wide: Reflecting on experiences	Rachel	GSH Innovation Hub
16.45	Communications Skill Session 1	Rachel & Jean	GSH Innovation Hub
17.30	Travel		
18.00	Wine farm visit & Dinner	All	Groot Constantia

# DAY 2, FEBRUARY 06

## HUBS, LABS & INCUBATORS || INSPIRATION & LEARNING

As we prepare for an afternoon of site visits, the morning's focus will be on understanding the intricacies and distinctions of hubs, labs and incubators, and being able to apply the different approaches and lessons to your own hub. We'll also look at design-thinking, how to build community and engage different stakeholders, and run inclusive, impactful events. The rest of the day will be spent on site at RLabs and Philippi Village, two excellent examples of organisations and physical spaces supporting innovation in low-resource settings.

TIME	ACTIVITY	SPEAKER	LOCATION
08:30	What's in a name: hubs, labs & incubators	Lindi	GSH Innovation Hub
10.00	Break		
10.15	Building a local social innovation community & hosting engaging events	Lindi & Art	GSH Innovation Hub
11.45	Lunch		
12.20	Travel		
13.00	RLabs: A local Cape Town incubator	All	RLabs, Bridgetown
14.30	Travel		
15.00	Philippi Village: A community-university social innovation hub on the Cape Flats	All	Philippi Village
16.00	Discussion & reflections		
16.30	Communications Skill Session 2	Jean	Philippi Village
17.30	Travel		
18.15	Dinner	Optional	Wild Fig, Mowbray

# DAY 3, FEBRUARY 07

## GOING DEEPER || DOING, SEEING & REFLECTING

In the morning we will have two parallel sessions where we will split based on role focus. The first group will be going deeper into strategy development and principles of leading innovation. The second group will be having a practical session looking at communication tools and campaigns. The afternoon will be spent at the University of Cape Town's Graduate School of Business. This will be a great chance to learn from the team at Bertha Centre and the Solution Space, and hear more about their work and experiences.

TIME	ACTIVITY	SPEAKER	LOCATION
08:30	Parallel Session 1: A: Developing your Hub Strategy B: Communication In-depth Skills	Lindi & Rachel	GSH Innovation Hub
10.00	Break		GSH Innovation Hub
10.15	Parallel Session 2: A: Leading your Hub B: Communication In-depth Skills	Lindi & Rachel	GSH Innovation Hub
11.15	Travel		
11.45	Lunch	All	V&A Food Market
13.00	Learning Exchange: Bertha Centre for Social Innovation & Entrepreneurship	Francois & Katusha	Solution Space, GSB
15.30	Break		GSB
16.00	Solution Space Visit: A university innovation hub	Gcobisa & Sarah-Anne	
17.00	Exploring the V&A Waterfront	Independent	V&A Waterfront
19.00	Dinner	All	Karibu, V&A Waterfront

# DAY 4, FEBRUARY 08

## LOOKING AHEAD || PLANNING FOR 2018

Our final day will give us a chance to have dedicated time with each Hub, focusing on areas of importance to each. Following this will be a session where we collaboratively determine how to continue engaging as a cohort to maximize knowledge sharing, support, and communication between the Hubs.

After lunch, participants will have time to explore Cape Town and the Cape Peninsula with the Open-top Bus Tours. This is a wonderful way to see the city and its beautiful surrounds, and will include stops such as Kirstenbosch Botanical Gardens, Hout Bay, Camp's Bay, Central Cape Town and more!

TIME	ACTIVITY	SPEAKER	LOCATION
08:30	Individual Hub Support Sessions	Lindi & Rachel	GSH Innovation Hub
10.30	Break		GSH Innovation Hub
10.45	Brainstorm: Fostering our collaboration	Rachel (All)	GSH Innovation Hub
11.45	Closing	Rachel & Lindi	GSH Innovation Hub
12.00	Lunch		GSH Café & Lawns
13.00	Cape Town Tour	Participants	Tour Bus

# PARTICIPANTS & SPEAKERS

## **LINDI VAN NIEKERK // HOST**

Lindi is a medical doctor with a background in primary healthcare, public health and social innovation. Over the past 9-years, Lindi has been designing and implementing various social innovation projects and capacity building initiatives in South Africa. She has experience in clinical trial and health services research and was the principal investigator for the 16-country case study research of SIHI in 2014 - 2016. Lindi has been the SIHI Project Manager at both the Bertha Centre and LSHTM, and is now a technical advisor to TDR, WHO and a PhD candidate at LSHTM.

Contact: [lindi.vanniekerk@socialinnovationinhealth.org](mailto:lindi.vanniekerk@socialinnovationinhealth.org)

## **RACHEL (CHATER) HOUNSELL // HOST**

Rachel has spent the past 4 years focusing on social entrepreneurship and social innovation in healthcare, in both research and project management roles. During her time at the Bertha Centre, Rachel coordinated the implementation of SIHI, co-leading research spanning 16 countries. Rachel has a background in development economics and holds an MComm from the University of Cape Town, specialising in social entrepreneurship models in developing country health systems. Rachel was the Project Coordinator at LSHTM and the Communications Manager for SIHI, and is now a technical advisor to TDR, WHO.

Contact: [rachel.hounsell@socialinnovationinhealth.org](mailto:rachel.hounsell@socialinnovationinhealth.org)

## **JULIET NABIRYE // PARTICIPANT**

Juliet joined SIHI on 1st December 2017 as the Uganda Hub's Study Coordinator. She holds a bachelor's degree in Environmental Health Science, and a Master's degree in public health from Makerere University School of Public Health. Juliet holds special interest in primary health care and Health systems research.

Contact: [jbamulangeyo@gmail.com](mailto:jbamulangeyo@gmail.com)

## **MAXENCIA NABIRYO // PARTICIPANT**

Maxencia is the project and communications coordinator at the Uganda Hub. She holds a bachelor's degree in Environmental Health Sciences at Makerere University School of Public Health in Uganda. As a Public Health student and a young scientist, Maxencia is one of the founding members of a student led initiative, Integrated Community Health Initiative Organization (ICHIO) which aims at combating preventable diseases in Uganda through community empowerment.

Contact: [nabiryomax@gmail.com](mailto:nabiryomax@gmail.com)

### **BARWANI MSISKA // PARTICIPANT**

Barwani has over seven years' experience in coordinating development programs, health systems strengthening for adolescent and reproductive health/ family planning programs in the public sector and academia settings in Malawi and USA. She has experience in project start-up and localization of initiatives, as well as health systems and implementation science research. Barwani has joined the Malawi Hub in 2018 as their Project Manager.

Contact: [barwanimsiska@gmail.com](mailto:barwanimsiska@gmail.com)

### **ARTURO ONGKEKO // PARTICIPANT**

Art is the Social Innovation Coordinator for the Philippines' Hub. He is a nurse by education and training, and currently serves as a University Research Associate at the University of the Philippines Manila and the program manager of the Community Health Information Tracking System (CHITS). His experience includes leadership in areas of design, development and implementation of health information management systems, mobile health, and eHealth capacity building.

Contact: [amongkeko@up.edu.ph](mailto:amongkeko@up.edu.ph)

### **JEAN BARCENA // PARTICIPANT**

Jean is joined the Philippines Hub in 2018 as the new SIHI Communications Coordinator, working to support the communication efforts of the SIHI Country Hubs, and Initiative as a whole. She brings a wealth of experience in media and communications activities, working in both academic and NGO organisations.

Contact: [jabarcena@up.edu.ph](mailto:jabarcena@up.edu.ph)

### **FRANCOIS BONNICI // SPEAKER**

Francois is the founding director of the Bertha Centre. Originally trained as a physician in South Africa, he also read for a master's degree in Public Health (University of London) and an MBA (University of Oxford) as a Rhodes Scholar. He has worked in paediatric clinical medicine, as well as in humanitarian and development programmes. He co-founded the African Social Entrepreneurs Network and, with colleagues, has established an award-winning social venture that builds low-cost medical devices for low-resource settings.

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### **KATUSHA DE VILLIERS // SPEAKER**

Katusha is a Senior Project Manager at the Bertha Centre supporting project work within the innovative finance, education, and healthcare focus areas. She served as the project manager for the Groote Schuur Hospital Innovation Hub, and edited the first Innovative Finance in Africa Review, published in 2016. Katusha has a JD from the University of Kentucky Law School, and a Masters in Health Service Administration from Xavier University.

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### **LOUISE ALBERTYN // SPEAKER**

Louise is the Innovative Education Project Manager at the Bertha Centre. She co-authored the first South African Education Innovator's Review in 2015 and coordinated the development of a MOOC on social innovation. She graduated with a Post Graduate Certificate in Education from the University of Cape Town in 2007, after completing a Bachelor of Social Sciences.

Contact: [louise.albertyn@gsb.uct.ac.za](mailto:louise.albertyn@gsb.uct.ac.za)

### **OLWEN MANUEL // SPEAKER**

Olwen is the Communications and Marketing Manager at the Bertha Centre. She is responsible for developing and executing the Centre's marketing and communications strategy, brand management and material development, and managing events and partnerships.

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### **GCOBISA MAQANDA // SPEAKER**

Gcobisa is the Liaison Officer at the MTN Solution Space at the University of Cape Town Graduate School of Business. She is a dynamic individual with experience in start-up enterprises, film production, and project management and coordination. Gcobisa also founded her own enterprise in 2016, Mzansi4All.

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### **SARAH-ANNE ARNOLD // SPEAKER**

Sarah-Anne is the Manager of the MTN Solution Space. She developed and established the Solution Space in 2014 and is responsible for the Solution Space's overall strategy, management, external relations and business development. Sarah-Anne holds an MBA from University of Cape Town Graduate School of Business, and a BA (Hons) from Central Saint Martins, University of London.

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# SITE VISITS



## GSH INNOVATION HUB

The Inclusive Healthcare Innovation Hub is the first space in an African public hospital devoted to fostering and supporting innovation in health service delivery. The Hub, located at Groote Schuur Hospital, is envisioned to be an area dedicated to catalysing innovation within the healthcare system. It was officially opened on 17 March 2015.

The Hub is a space for healthcare workers, innovators, students, policy makers and community members to gain a deeper understanding of the real challenges within the system. The Hub allows for practical learning and skills development in innovation. Here, people come together to go from ideas to implementation.

## RLABS

In 2008, RLabs was birthed in a marginalised community known as Bridgetown, Cape Town. RLabs' passion is to create systems and environments where the lives of many can be impacted, where individuals may find empowerment, & transformation can occur through hope, technology, innovation, training and economic opportunities.

In Cape Town, where RLabs began, their work has impacted the lives of more than 100,000 community members who have directly accessed RLabs skills training and economic empowerment opportunities. Since inception, RLabs has expanded to 23 other countries.



MAKING HOPE CONTAGIOUS



# PHILIPPI VILLAGE



Philippi Village is an innovative space, bringing a much-needed fresh vision for communities in South Africa, where integration is felt on all terrains: working, living, socialising, recreation and shopping. It provides an area that is safe, accessible, of mixed usage, and allows for integration of all economic classes and races.

Philippi Village is an entrepreneurial development in a low-resource, marginalised community. It provides a space where entrepreneurs and businesses can grow, and where residents can develop skills and increase their employability.

The Village invigorates the area with work, trade, and recreational opportunities.

## BERTHA CENTRE

The Bertha Centre for Social Innovation and Entrepreneurship is the first academic centre in Africa dedicated to advancing social innovation and entrepreneurship. It was established as a specialised centre at the UCT Graduate School of Business in late 2011, in partnership with the Bertha Foundation, a family foundation that works with inspiring leaders who are catalysts for social and economic change, and human rights.

Its mission is to pursue social impact towards social justice in Africa, through teaching, knowledge-building, convening and catalytic projects with a systems lens on social innovation.



**BERTHA**  
CENTRE





## SOLUTION SPACE

The Solution Space is an ecosystem for early-stage start-ups and a research and development platform for corporates. Its start-ups are innovation-driven companies building viable and scalable businesses.

The Solution Space was founded in 2014 at the University of Cape Town Graduate School of Business, with its Founding Partner, the MTN Group.

Its vision is to be known and recognized for pioneering ideas that impact and shape the future of Africa. Its mission is to inspire, nurture and equip the next generation of leaders to build a better future on the continent.

The Solution Space supports entrepreneurs to learn and grow, providing them with access to resources, corporate partners, mentors, advisory services, co-working space, speakers, and partnerships.



## FIND OUT MORE....

**RLABS:** [www.rlabs.org](http://www.rlabs.org)

**PHILIPPI VILLAGE:** [www.philippivillage.co.za](http://www.philippivillage.co.za)

**BERTHA CENTRE:** [www.gsb.uct.ac.za/berthacentre](http://www.gsb.uct.ac.za/berthacentre)

**SOLUTION SPACE:** [www.gsb-solutionspace.uct.ac.za](http://www.gsb-solutionspace.uct.ac.za)

# SESSIONS IN FOCUS

## SESSION 1: UNDERSTANDING SOCIAL INNOVATION

After this session, you should feel confident to describe to a new person (e.g. at your university or local communities) what is social innovation, and what it is not.

**BEFORE:** What do you think Social Innovation is?

**AFTER:** Now, how would you define it?

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## SESSION 2: SIHI PAST AND PRESENT

After this session, you should feel confident to describe to different stakeholders (e.g. university colleagues, local government officials, community members, beneficiaries, frontline health workers, Ministry of Health officials, funders etc) in a short, impactful way, what SIHI is, what it does and what the focus of your Hub is. You will also gain a good grounding in the history, activities, mission and culture of SIHI.

## SESSION 3 & 4: INNOVATION CHALLENGES & CALLS

- In what ways do you think you can use innovation challenges or innovation prizes as part of your hub activities?
- How can you use innovation challenges to catalyse more momentum towards advancing social innovation in your country?
- How will you adapt the innovation challenge guidelines based on your country's 2017 experiences?

## SESSION 5: COMMUNICATING TO DIFFERENT STAKEHOLDERS

- Who are your key target audiences to communicate to?
- How does your style, words, and communication channels need to differ to best reach these different audiences?

Based on Session 2, we will practice short elevator pitches, and identify different keywords appropriate for different audiences.

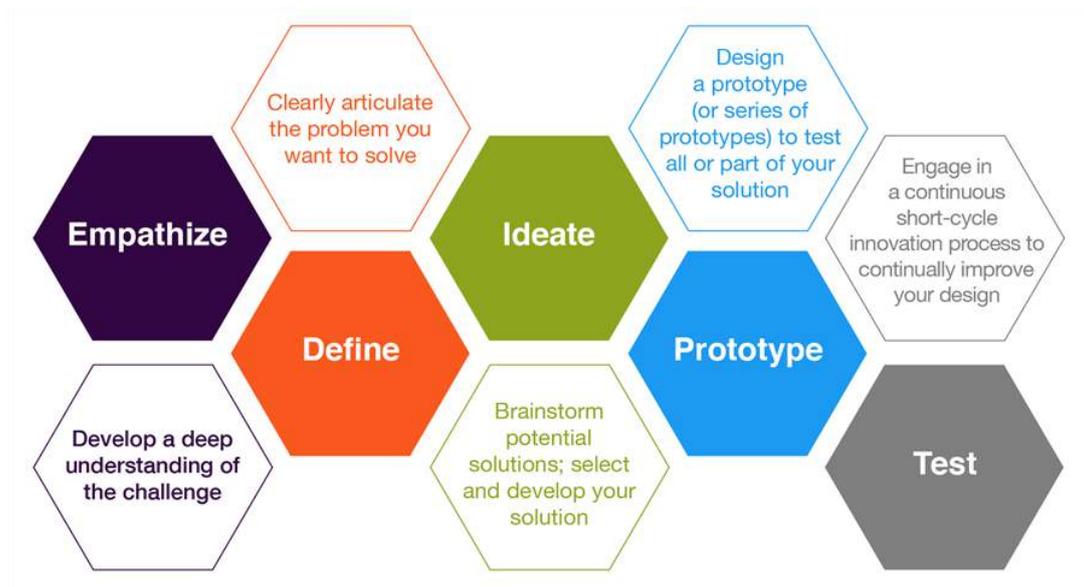
**Write down the key words of your elevator pitch:**

## SESSION 6: WHATS IN A NAME & SITE VISITS

During the site visits, complete the table overleaf.

## SESSION 7: COMMUNITY BUILDING & EVENTS

- How could you use design-thinking to engage people in your hub?
- What are the core values to embed within your events?



	<b>GSH INNOVATION HUB</b>	<b>RLABS</b>
What type of structure is this organisation (hub, lab, incubator etc.)?		
How did it gain support and buy-in, and actively engage stakeholders?		
What makes it innovative?		
How is it being sustained?		
What effect does it have on individuals, the community, and the broader system?		
How is impact being measured?		
What have been key lessons & challenges?		

<b>PHILIPPI VILLAGE</b>	<b>BERTHA CENTRE</b>	<b>SOLUTION SPACE</b>

## SESSION 8: COMMUNICATIONS CAMPAIGNS

- Who are your key target audiences to communicate to?
- How does your style, words, and communication channels need to differ to best reach these different audiences?
- Complete a draft 2018 communications strategy for your hub. We will hold a follow up session in a month to review and support the implementation of this.

## PARALLEL SESSION A: STRATEGY & LEADERSHIP

- Draw up a list of key stakeholder groups and individuals you would need to engage?
- Who are your 'competitors' / who else is in the landscape?
- What model would be most suited to your hub?
- What are the key challenges in your country/ setting hindering more social innovation from happening?
- Who could be contributors / added support / resources for your hub?
- What will be your next steps to develop your hub strategy?
- What leadership challenges do you foresee in doing this work?
- Personally, what support would you need to be an effective leader of your hub?
- How will you measure success?

## PARALLEL SESSION B: COMMUNICATION TOOLKIT

- Develop a newsletter template and mailing list using Mailchimp
- Modify and create basic materials using Canva, Infogr.am, Pablo etc
- Structure the release of pre-planned social media campaigns using Buffer and Hootsuite
- Explore Social Innovation Connect and set up your Hub's templates and structure
- Refine your Hub's social media and communication strategy based on Communications Skill Sessions 1 & 2.
  - Who do you want to reach?
  - What will you share?
  - What channels will you use?

## CLOSING SESSION: COLLABORATION BRAINSTORM

- How will you as a group continue to:
  - Support each other
  - Communicate easily
  - Learn more about social innovation
  - Share lessons and ideas across the hubs
  - Use [www.socialinnovationconnect.org](http://www.socialinnovationconnect.org) effectively
- What specific support do you require from you Hub Advisor (Lindi/Rachel)?

## REFLECTION & TRANSLATION

- What has stood out for you from the site visits that could be applied or translated to your Hub?
- What next steps will you take in the coming month to implement what you have learnt at the workshop?
- What was most interesting/surprising/challenging/inspiring?
- What take-away lessons have you gathered?

**Reflections...**

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