HEALTH & WELLBEING YOUTH INNOVATION CHALLENGE 2022

Report

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Executive Summary

United Nations Population Fund (UNFPA) in partnership with the School of Leadership Foundation (SOLF) has launched the Health and Wellbeing Youth Innovation Challenge 2022, for innovation in community based on Reproductive Health and Rights (RHR) interventions. The challenge focuses on Youth Empowerment which can be defined as a process where people gain the ability to make informed decisions and implement change in their own lives and the lives of other people. It is a means of encouraging young people to do great things for themselves and also have a positive impact on society.

88 teams submitted the application for the challenge out of which five youth-led innovative solutions from underdeveloped areas of Pakistan were selected to be part of the Innovation Challenge. Out of these five, a further three teams qualified for the seed money, to fund the initial aspects of their ideas. The five teams had attended a 3-days Design Thinking Bootcamp in Islamabad, Pakistan. The Bootcamp was focused on improving the suggested solutions and reframing the impact statement by researching the key stakeholders and diving deep into the causes and symptoms of the problem the teams are trying to solve.

After an extensive and transparent judging process, the teams got the chance to present their idea with the solution and prototype. The teams were immensely grateful to be provided with this opportunity, to put their ideas out there, and receive the help to flourish even further. Three youth teams out of five qualified for the incubation phase. The winning teams were awarded seed money and 2-months of mentorship.

The outcome achieved from executing this challenge was to see the young people whose brilliant ideas are actively contributing to the accomplishment of the thematic areas and better futures of their communities. Their willingness to learn and witness the transformation they have shown on the pitches day by nicely blending the understanding from the Bootcamp, using their innovative solutions for recognizing and enabling reproductive health rights as basic human rights necessary for all, and making the effort to be transformative change makers proclaims Pakistan is in good hands. UNFPA will continue to collaborate with and assist every change maker in making their visions for a better future, a reality.
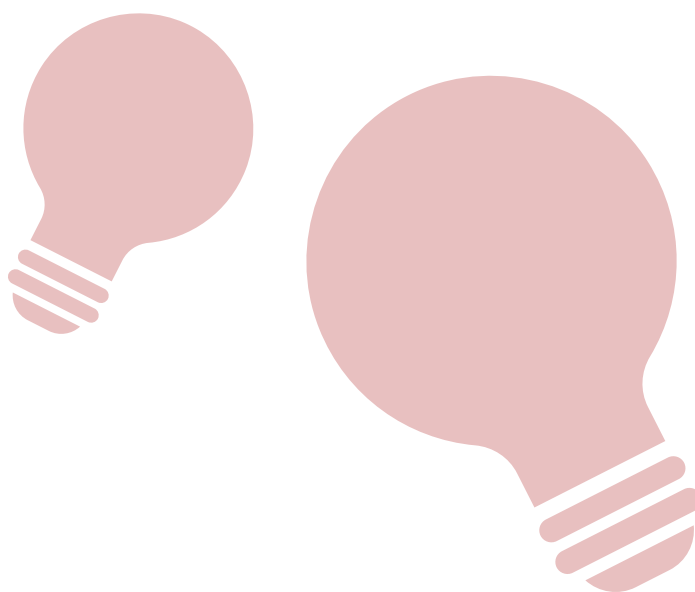
Selection Process

Step 1: Call for Applications

Call for application was announced through all School of Leadership Foundation (SoLF) social media pages.

Step 2. Initial screening of forms

The registration was live for 10 days. 88 applications were received and were evaluated against the base criteria mentioned below. Five most promising applicants were shortlisted.

1. All registered/un-registered youth-led organizations currently working on thematic areas were welcome to apply.

2. The application had the details of maximum 03 members and minimum 02 members of the team. Age group of the nominated candidates were between 19-29 years.

3. Groups were eligible to apply, if they have an idea or if they are further developing an existing idea, it should be in an early stage of development and they should not already have received large amounts of funding from any source to develop the idea.

4. Nominated teams must be able to commit to participating in the 3-day Bootcamp in Islamabad

5. If selected for local seed funding and mentorship, groups must be able to implement their project.

Step 3. Telephonic Interviews

Those 05 applications were further reached out by SoLF team to check the availability of the teams and ensure their commitment to the proposed idea. That stage was helpful in getting to know the level of commitment of teams and proceeding with them accordingly. As a result of that, we were able to analyze the teams that were not wanted to be part of it and we were able to fill up the space with next potential application.

Step 4. Digital Orientation Session of 05 teams

The digital orientation session was held on 27th May 2022 and was led by the Programme Manager, Samia Afridi. It aimed to inform the participants/team about the commitment that will be required and the formalities that needed to be followed till the end of the innovation challenge. She shared an overview of the timeline so the teams can manage other routine activities with the innovation challenge activities. Each team shared the proposed problem along with the solution and they were further instructed to do field research. They were asked to document the responses of the targeted audience towards the proposed solution and bring the findings to the Bootcamp.
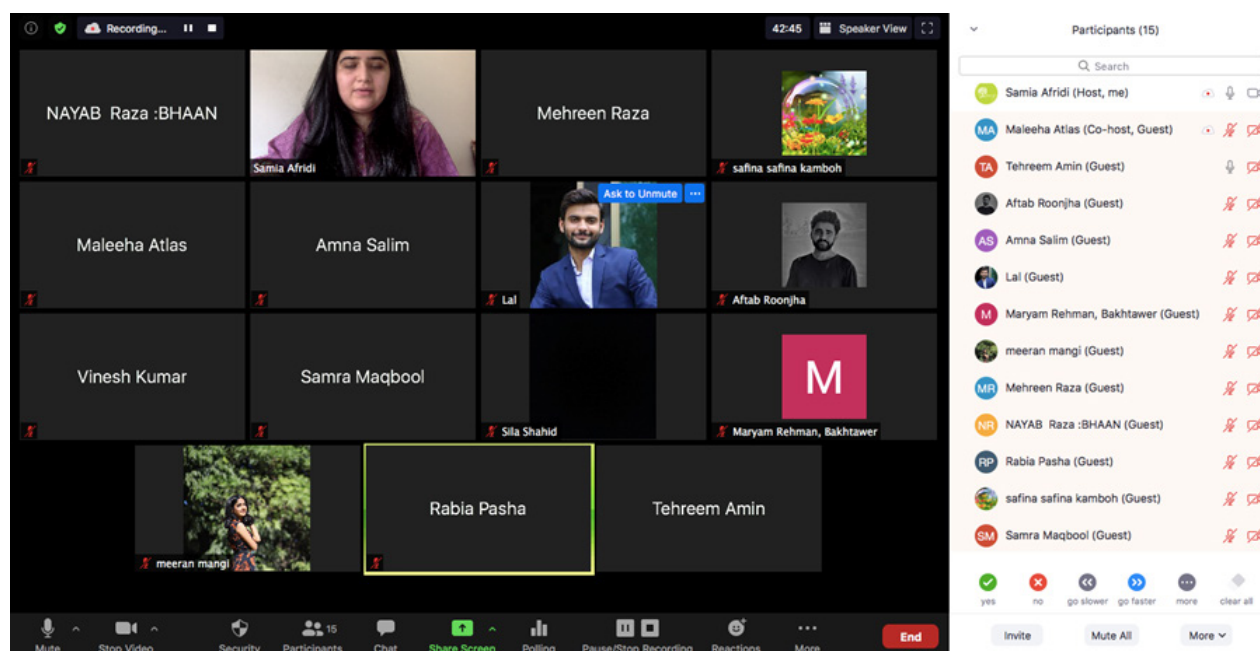
Five Youth Teams and their Ideas

The five teams that were selected for the innovation challenge were:

Team 1: Nisa Kahaniya by Baithak Challenging Taboos

Members	Age	Area
Sila Shahid	23	Karachi
Samra Maqbool	22	Karachi
Amna Salim	25	Karachi

Idea Description

Nisa Kahaniyan by Baithak is a culturally apt educational resource to normalize the conversation around periods and promote menstrual hygiene management. Nisa Kahaniyan is a project which in its first step will introduce an interactive comic book that will include stories around menstruation and serve as a bifold solution to initiating conversation around menses. It will cater to two separate audiences of younger girls (those in their pre-menstrual phase) as well as the parents/guardians of such young girls.

Team 2: WALI/ADI

Members	Age	Area
Aftab Ahmed	24	Lasbela Balochistan
Hafsa Qadir	19	Lasbela Balochistan
Tehreem Ameen	20	Lasbela Balochistan

Idea Description

At Wang Lab of Innovation, we want to start a summer life skills program (WALI). WALI is Lasbela Baluchistan's first rural digital lab. It is located in a small village in Lasbela Balochistan and connects many rural villages.

Our summer life skills program hopes to attract 25-30 children from various communities. We would teach children about life skills and their importance in our lives through this program. Through the screening of a variety of documentaries and short films, as well as a variety of small activities, we are incorporating technology into our lessons. We hope to instill life skills in them during this program.

Team 3: Angan Organization

Members	Age	Area
Maryam Rehman	23	Lahore
Bakhtawer	24	Lahore

Idea Description

We, at the age of 22 have developed an App, ChildPro, to address the issues regarding puberty of boys and girls and also raise awareness among teenagers and children about good and bad touch and mental health issues.

We are now committed to spreading awareness on these issues in the areas where our app couldn't reach out. We are planning to do this by conducting awareness sessions and also through theatre.

Team 4: Saheli Radio

Members	Age	Area
Bhoora Lal	27	Umerkot
Vinesh Kumar	27	Umerkot
Meeran	26	Karachi

Idea Description

Belong to a backward region, Umerkot, Sindh, with a very low literacy rate; Most of them lack facilities for consuming any media (written and visual). Grassroot families use radio as a source of information. A large percentage of the population only understands the local language, "DHATKI".

Therefore, we plan to launch a Sahali (Crony) Radio. This MP3 device will always remain with community women such as Sahali (Crony) to help them live a better and healthy life. Therefore, we will distribute MP3 devices that will contain informative content related to Reproductive Health Services, Menstrual Hygiene, and Life Skills Based Education in a local language that everyone in the community understands. Moreover, we also plan to build few partnerships with FM / radio stations, schools and community organizations to maximize this Project's impact and reach as many people as possible and make this project more sustainable.

Team 5: She-Guard

Members	Age	Area
Nayab Raza	28	Hyderabad
Mehreen Raza	29	Hyderabad
Safina Bibi	24	Hyderabad

Idea Description

We have selected the most pressing challenge for women in the 21st century in developing areas where they all are confronted with menstrual hygiene management (MHM). So, to overcome such problems my innovative and eco-friendly idea/solution is to make a "She-Guard" a biodegradable sanitary pad that is made up of natural herbs and sustainable resources. In poor communities, the menstrual management hygiene (MHM) practices are particularly unhygienic and inconvenient for girls. This she-Guard focuses on developing sanitary napkins blended with a natural composition and further having herbal layers. This herbal composition makes the product cheaper and safer for the consumer. The she-guard will consist of three layers: Skin touching layer, absorbent core, and back sheet. The skin touching layers are made up of polypropylene sheets dipped in the herbal extract to protect the skin from microbes. Whereas, the absorbent core can be made from bamboo or wood pulp fiber which is further treated with aloe Vera/ banana extract. Lastly, the core layer/ back sheet is made up of hydrophobic and sustainable material i-e Polypropylene nonwoven fabric or flexible resin which could be easily biodegraded.

Three Days Bootcamp

A 3-days residential capacity building training was set in Islamabad from 20-22, May 2022 for the selected 05 teams. The Bootcamp was focused on improving the suggested solutions and reframing the impact statement by researching the key stakeholders and diving deep into the causes and symptoms of the problem the teams are trying to solve.

Bootcamp Facilitators

Anmol Zehra

Anmol has found her own entrepreneurial journey with her health venture named Health Matters which is focused on bringing in health solutions using technology and innovation as medium to contribute to the betterment of healthcare systems in the country. She has been a Training and Development Consultant for 9 years. Anmol finds inspiration in the little things in life, keeping a keen eye for discovering the little wonders that surround us all, and drawing energy from her sense of wonderment which drives her to achieve her goals, and which she infuses into those around her. She believes the journey is more important than the destination, and helps her trainees seek different pathways for them to enrich their skills, making her trainings a unique blend of emotional, psychological and mental growth and evolution.

Imaad Rizvi

Focused on results, Imaad Rizvi is an independent performance coach who is known to challenge the status quo thus pin-pointing and enabling highperforming individuals to make the tiniest of shifts resulting in the biggest impact.

Imaad draws on 13 years as an aspiring athlete, 16 years of corporate experience and 11 years of coaching. His natural ability to connect with people grows the trust and insight needed to face new challenges with confidence. Throughout his career, Imaad has coached teams, groups and individuals to ensure they perform at their peak enabling them to be effective and fulfilled in their role and life. Furthermore, he has worked closely with key stakeholders at leading organizations to develop and execute plans aligned with their strategic priorities in an effort to build stronger employee engagement – a key strategy which enables a company to perform at higher levels of performance.

DAY 1

Anmol Zehra kicked off the first day of the Bootcamp with high energy at 9:30. She shared extensive knowledge about the theme of the challenge, "Health and Wellbeing" and provided information regarding health and access to healthcare in many rural areas of Pakistan. She further shared her experience of working in rural areas and the challenges faced while interacting with the people there. She added the list of sensitives that needs to be followed in terms of reaching out to the marginalized communities with such sensitive topics.

To engage the participants in the conversation, Anmol asked participants to introduce themselves one by one, and share their motivation for working on the sub-theme. That let the participants know each other and provide support/suggestions where ever needed.

Followed by that, Mariyam Irfan, Managing Director of SoLF was invited to introduce the partner organizations and ensure the support that will be provided by both organizations during the challenge process. She appreciated the teams for coming in front of their communities and taking up the responsibility of working on topics that consider taboo. She further added that if the change that we are looking for then we must stay consistent with the set milestones. Scalability depends on consistency and that is how a project can be sustained.

Next, Anmol presented a detailed presentation on Reproductive Health and Rights in Pakistan. That greatly helped participants expand their knowledge regarding RHR, as well as equip them with necessary techniques. The presentation started by providing background, as to what health is, as well as the Reproductive Health Rights movement. Next, sustainable development goals were introduced, and Good Health and Well-being were emphasized and explained. Following is the main list of topics Anmol followed and explained throughout her presentation:

- WHO and the Cairo Program
- Universal Declaration of Human Rights
- 10 Reproductive Human Rights
- Pakistan's Commitment and Current Situation
- UNFPA's CSE – Comprehensive Sexuality Education
- 4 Core Values – Diversity, Gender Transformative, Youth-Centered approach, Child Protection
- Specific youth-friendly reproductive Health services
- Partnerships– Core Values, Types
- Problem Statements

After a short tea break, Imaad Rizvi was on the floor and team introductions, as well as research reflections, started. Each team introduced themselves, shared their ideas, and expanded upon what they learned from field research. In continuation of that, Stakeholders Mapping was discussed in detail and each team made a list of direct and indirect stakeholders of their project. A connection between the nature of stakeholders' relationship to the problem they were working for was built. Questions were answered, and queries were resolved.

After concluding team and stakeholder introductions, Imaad and Anmol introduced the idea of a Problem Tree. Its main objective was to enable participants to assess the causes and symptoms of the problem they were trying to solve. They gave a detailed explanation on the importance of a deep understanding of the problem, causes, and consequences, and how it's the key to develop successful solutions.

A problem tree diagram was recreated on a chart paper, and teams listed out all hurdles they could possibly inquire. The first task was to think about the consequences of the problem, to propose one consequence, write it on a sticky note, and then adding it to the tree diagram as branches. The next task was to identify the causes of the problem, and the teams were then made to review the causes listed on their application, and assess if the causes they identified were supported by their research. They then looked through their user research and identify any other causes that emerged through their interviews, and add them to the diagram as roots. Teams therefore followed and completed these tasks, which enabled them to gain a better understanding on not only what entirely they aimed to achieve through their projects, but also to efficiently deal with any issues they may face. Lastly, they were told that the design process was iterative, they could always come back and add or remove consequences.

After a lunch break, the teams crafted their problem statement. A problem statement is a concise description of an issue to be addressed or a condition to be improved upon, identifying the gap between the current state and desired state of a process or product. Along with facilitators assisting them, all members worked together to draft what issue they were addressing, and what their product needed to achieve to successfully implement their desired result.

Proceeding to the problem statement creation, participants had the opportunity to connect and blend brainstorming techniques while taking a

deep dive into their solutions, analyzing them, and learning from others around them. Imaad led this session, assisting the participants in using their own ideas to consolidate their learning and help them transition from understanding the problem to creating a solution. He worked on making the objective of this entire project clear to the teams; that they needed to accomplish things, identify and define the problem, and understand the experience of those impacted by and connected to the problem. He told them the importance of framing their design challenge as questions. Not only does phrasing work in 'How Might We' questions put one in the mindset of arriving at impactful solutions, but is also crucial in helping generate as many ideas along the way. Imaad further went on to say that the 'How Might We' doesn't necessarily suggest a particular solution, but would provide them with the perfect frame for innovative thinking.

This activity enabled them to identify and explain their problem in a concise but detailed way, to give the judges a comprehensive view of what was going on. This not only includes identifying who the problem impacts but also what the impacts are, where the problem occurs and why and when it needs to be fixed.

As the day was almost over, the teams put all that they had learned and gathered into action. By formulating pitches and presenting them, and receiving feedback from facilitators, participants learned the importance of analyzing and making use of the feedback provided, to not only make their pitch presentation engaging but also use the time given to their best advantage.

DAY 2

The second day started off in a similar manner. Anmol started conversations, initially recapping the happening and takings that participants gathered from the previous day. She went over the information and session wrap-ups from day one and then went around asking questions in case any participant was unclear regarding the agenda or their objectives.

Afterward, Imaad started with the concept of prototyping and project activities. His main objective is to make participants understand the purpose of prototyping, identify possible prototypes, and utilize prototyping techniques in order to build and test key elements regarding their solution. He moreover insinuated that implementing ideas into tangible forms, and building prototypes of varying degrees were essential to capture design concepts and hence refining and validating one's designs, and eventually releasing the right products. Imaad then explained how a prototype was a rough run-through of what the final product would look and work like, physical appearances, and even inner workings could later be altered for the better. A prototype is always iterative, it is meant to be learned from and tested upon.

This activity had an extremely positive overall impact on the mindset of the participants. They gained the ability to discover design problems early, and estimate production costs, manufacturing time, and material requirements. They were able to receive feedback from facilitators, and identify any possible improvements.

Proceeding a short tea break, the day continued, with Anmol leading the sustainability concept. The main objective of this session was to enable participants to analyze their models, and identify and define resource requirements. Participants further had the chance to start learning about sustainability mechanisms as well as the operationalization of their projects beyond the support period. Anmol reminded them, that despite the sophistication of the work they'd done, determining the resources they needed to build and deliver their solution wasn't all that different than determining the resources one would need to develop their idea. She then had the teams inspect their model and prototype in order to start identifying the needed resources to produce and deliver their solution. They were told to check what materials they had, and what they needed. Anmol then mentioned that the teams' budget always eventually comes to more than what they'd initially planned, and keeping this miscellaneous increase in mind while budgeting would be beneficial. She moreover said that the teams should learn that these strategies: generating revenue, securing funding or resource contributions, are all valid strategies for ensuring the financial sustainability of their project – the project's ability to continue even after the initial funding runs out, or the ability to continue the impact of the project even after the project is over.

Next, Imaad led the workshop and educated the participants regarding the Business Canvas Modelling Template. In simple terms, the business model canvas template helps to identify the key elements that make up a business. Additionally, it assists to simplify the plan into a condensed form.

Imaad handed each team a chart with the model printed on it. He then proceeded to assist them in filling them out according to their project design and requirements.

After a quick lunch, Imaad once again took the stage, and initiated a conversation regarding storytelling and pitch preparation. He explained the importance of engaging people's hearts more than their minds, how engaging them emotionally is a real factor in a successful pitch. Imaad then moved on to the crucial nature of telling a narrative, that each prototype shared a story, and narrating it wisely would make a world of a difference in how their pitch was portrayed to the judges. He mentioned the importance of asking with a question, and including a sample piece, or a video in their pitch to further gain the listeners attention.Ending

his session, he enlightened the participants regarding four acts as part of their pitch that are listed as follows:

ACT 1:

Mention circumstances, and introduce the storyline, but don't name your characters.

ACT 2:

Introduce conflict, don't talk about the problem too much, just elongate it to the point where you can announce the solution

ACT 3:

Resolution, resolve the conflict, but don't get to it too quick

Anmol and Imaad collectively hosted the next pitch preparation session. Their main objective was to craft a concise and effective pitch to get the idea of their project across. They talked about the importance of conveying authenticity enabling the audience to gain trust, of all participants being themselves while keeping their pitch clear concise, and convincing, and encompassing a unique selling point. They then

went on to say that the pitch needs to answer the following questions:

1. What is the problem you are trying to solve and why is your solution the best?

2. Who are you trying to help?

3. Who are you presenting to? What might be important to them?

4. How you present – the style and tone of what you present

5. How will existing products, services, and people already working and living in this area

6. help you?

7. Have you thought about the roles that each of the team members plays in the final pitch?

8. Have you introduced each team member, to their key skills and passions?

Participants were then told, that it was crucial to have fun, to enjoy their presentations and be proud of themselves, no matter what the outcome.

DAY 3

The day started off with the energizer and welcoming session to get the participants spirits up, and overall help them stay focused on the happenings of the day ahead. They were told to keep their eye on the goal, to effectively and confidently present their pitch to the judges.

Rabia Pasha,Youth Programme Support Consultant at UNFPA shared her views by congratulated the teams, and appreciated their dedication and commitment towards their individual projects. She moreover gave participants and those listening hope, that UNFPA would further continue to support and empower youth teams working to bring a positive change in their respective communities. To do so, the youth teams must show great commitment towards the idea presented and making it possible in their respective communities. She further wished the teams best luck for the being selected for the incubation phase.

To further increase the knowledge of the youth teams, Anmol talked to the participants, enabling them to understand the sensitivities regarding the implementation of RHR (Reproductive Health Rights) activities in Pakistan for about an hour. She gave extensive guidelines to the teams working on this taboo topic in Pakistan, told them about what their objectives should be, and what topics they needed to talk about in a certain manner for people to better understand.

Participants were then given a half an hour break, where they ate, and fine-tuned their pitches. They presented pitches to their friends, read over their facilitators' feedbacks from the past two days, and prepared their final presentations for the judges. Soon after, the judges arrived and their introductions were given, as well as the teams introductions to them.

The list of judges who were part of the judges panel were:

- **Ms Rabia Pasha** – Youth Programme Support Consultant at UNFPA
- **Ms Mariyam Irfan** – Managing Director of SoLF
- **Mr Asim Ghaffar** – Co-Founder of EashFresh Technologies and was also part of the founding oversight committee for NIC.
- **Mr Athar Ahmed** – National Youth Council Members
- **Dr Atiqa Hameed** – Health Consultant, focuses on maternal and child health, Family planning and Reproductive Health.

Presentations then took place, each team carefully presented their pitches to the judges followed by feedback by judges. The way the teams presented their pitches were phenomenal, how they learnt from every last bit of advice provided by their mentors, presenting their pitch with confidence and clarity. They presented from the heart, engaging all who were listening. The teams were extremely passionate for what they believed in, and very clear on how they planned on spending their budget if allocated.
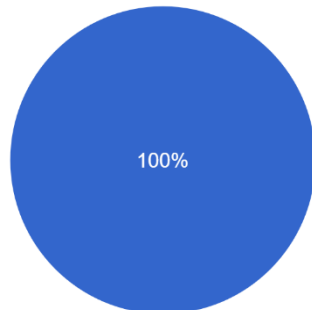
The teams qualified for the incubation phase are:

Members	Age	Area	Idea Name	Description
Nayab Raza	28	Hyderabad	She-Guard	She-Guard is taking up the fight against pollutants by offering reusable, biodegradable sanitary pads. Not only will this solution eliminate single-use sanitary plastic pollutants but also are aiming to be hygienic and safe for use.
Mehreen Reza	29			
Safina Bibi	24			
Bhoora Lal	27	Umerkot	Saheli Radio	They are making use of technological intervention in the form of MP3 players to disseminate reproductive health rights information. Recording episodes in the regional language Thatki, the team is overcoming both cultural and linguistic barriers to make the information accessible and understandable for the women and younger girls of Umerkot.
Vinesh Kumar	27			
Meeran	26			
Sila Shahid	23	Karachi	Nisa Kahaniya by Baithak	They are aiming to create a series of comics for adolescents which aims at initiating conversations around puberty, physical and hormonal changes and the precautionary measures necessary during this age. The comic books will also be helpful for parents, teachers or community members to understand the physical and emotional changes their child is going through.
Samra Maqbool	22			
Amna Salim	25			

Participant Feedback Summary

The segment of the Bootcamp "Health and Well Being "was

- 🔵 Easy to understand and Comprehend
- 🔴 a little technical to understand but made sense once discussed with peers
- 🟠 Difficult to understand due to language barrier
- 🟢 Difficult to understand due to technical concepts

100%

Please share with us 3 key learnings from the Bootcamp.

1. Collaboration over the competition – How to make ideas sustainable (business model) – Clarity will take you places.
2. Consistency, the importance of reproductive health, confidence.
3. Business canvas Making startup more sustainable Prototyping.
4. Information about RHR Clarity regarding the idea and its root cause Believe in yourself.
5. Stakeholder mapping Identifying problems, causes and their effects, Concept of Resourcefulness.
6. Motivated Never give up Believe in yourself.
7. Clarity is the antidote to anxiety. How to express your idea in a proper way How you can run your project even when you don't have many resources available.
8. Speaking, Development of an idea into reality, Business model
9. How to be concise and precise in your statements and delivery How to refine your projects through training and mentorship Teamwork and collaboration is more valuable than anything.

Kindly specify the skills that you have developed during the 3 days of Bootcamp.

1. Communication/Networking – Presentation/Business pitch – Critical thinking.
2. Networking and Connecting Communication Teamwork.
3. Being clear about vision Seeing things critically Precis the things.
4. I can now easily; Identify stakeholders of a project. Identify the problem deeply with its causes and effects. Deliver the pitch of any project in a better way. Make limited resources useful for my project. Make a clear problem statement. Connect to people and collaborate. Make a better business model.
5. learned in three beautiful days to believe on myself and build a network with others and many more.
6. Time management Better communication skills Consistency.
7. Problem identification and solutions communication with storytelling Business model speaking smoothly speak concisely.
8. Development and refinement of business ideas.
9. Teamwork, leadership and knowing when and how to let everyone shine.
10. Despite communication skills, I was able to understand the risk management and how to handle it, and also manage the groundwork which is based on the nature of our startup.

How helpful were the 3 days of Bootcamp in deepening your understanding of the subject?

- Very Helpful
- Somewhat Helpful
- Not Helpful at all

100%

Did the Programme meet your expectations in terms of learning and development?

- Yes
- No
- Somewhat yes

100%

What recommendations do you have to make the Programme more engaging for the participants?

1. Maybe there were can some networking activities amongst the teams – because I truly mingled with everyone by day 3 as it took us all some time to open it. And by then it was time to head back. So, it would've been nice if we had some outings planned together or some segments for knowing each other better.
2. Please add some detailed segments for a business model.
3. I was well managed and engaging; for the sake of saying some, if we could create more interaction between different teams could have worked better.
4. To conduct some outdoor sessions
5. Overall it was a great experience in terms of learning and engagement for the participants so there are no recommendations from my side.
6. all team members should collaborate with each other and the performance of every team member
7. Need more practical engagement among the students.
8. Currently the program is excellent, would love to have maybe a small trip or outdoor exercise so all participants can engage and get to know each other even more
9. Two days were not enough to cover the vast topics. It could be better if have more days.