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UNICEF Innovation Labs: Empowering Youth in South East Asia

*A Proposal prepared for
UNICEF's Next Generation
August 2013*

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Summary

UNICEF seeks to empower youth in South East Asia by creating three UNICEF/Next Generation (Next Gen) Innovation Labs – one lab in Vietnam, and two in Indonesia. The UNICEF/Next Gen Innovation Labs will allow youth in South East Asia to create solutions to their own pressing problems, connect to UNICEF's existing global network of Innovation Labs (locations in Kosovo, Uganda, Zimbabwe, Copenhagen, Burundi, and Madagascar) and harness the power and energy of UNICEF's Next Gen to provide support in accelerating and scaling innovations. There is potential to leverage the funding of these labs to double the impact by creating other labs with possible locations in Myanmar and/or Malaysia.

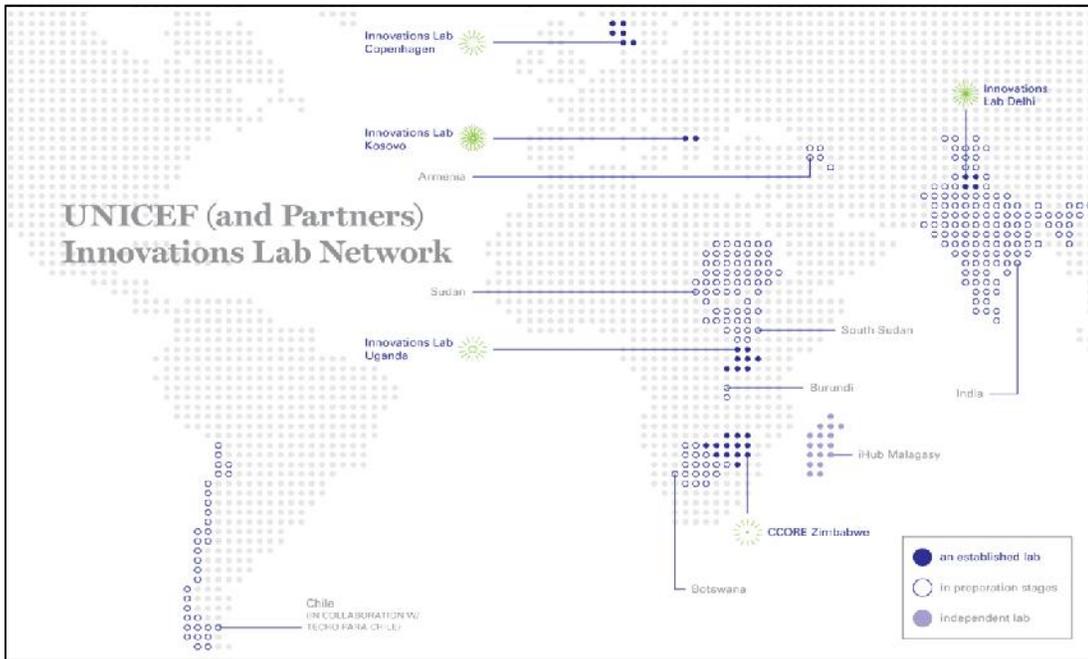
Overview of Youth in South East Asia

Many countries in South East Asia are experiencing a youth bulge. Indonesia and Vietnam have around 60 percent of their population under the age of 30. While the economies in South East Asia have been growing, poverty is still an issue and there are still many major problems that affect the health and safety of youth. Principle among these is the prevalence of natural disasters.

Globally, UNICEF has found there are problems that cannot be solved from the outside or with an acute approach. Rather, they can only be tackled when those directly affected develop solutions through collaboration and innovation.

UNICEF in Action: Innovation Labs

UNICEF Innovation Labs (www.unicefinnovationlabs.org) are open, collaborative incubation accelerators that bring together the private sector, academia, governments and civil society to co-create sustainable solutions to the most pressing challenges facing children and youth. The Lab model also creates opportunities for children and youth, who have a unique insight into the challenges that affect their communities, to team up with local leaders to develop creative and sustainable solutions. The model also engages all of these constituents with UNICEF and its local networks of partners to facilitate the best-in-class thinking, practices and applications necessary to enable and expedite systemic, sustainable change.



Examples of innovative solutions developed from UNICEF’s global network of Innovation Labs include:

- U-Report, an SMS based application which connects 200,000 young people in Uganda to media and government
 - <http://unicefinnovation.org/case-studies/ureport-community-empowerment-rapidsms-uganda>,
- RapidFTR, which registers children after emergencies
 - <http://www.wired.co.uk/news/archive/2013-02/25/emergency-technology-feature>
 - <http://unicefinnovation.org/projects/rapidftr-rapid-family-tracing-and-reunification>)
- Kosovo’s transportation mapping platform that provides residents access to real-time bus schedules to promote use of public transportation
 - <http://www.kosovoinnovations.org/byfy/projects/prishtina-bus-transportation-web-site>

As can be seen from these examples, the Lab’s methodology allows UNICEF to bring together the best minds from around the world to support local problem solvers in local environments – and then take those solutions to a global scale. The Innovation Lab is able to scale innovations by ensuring solutions are replicable and customizable in other countries and contexts, while taking advantage of available technologies and identifying resources that already exist in the local ecosystem.

The Impact of Your Investment

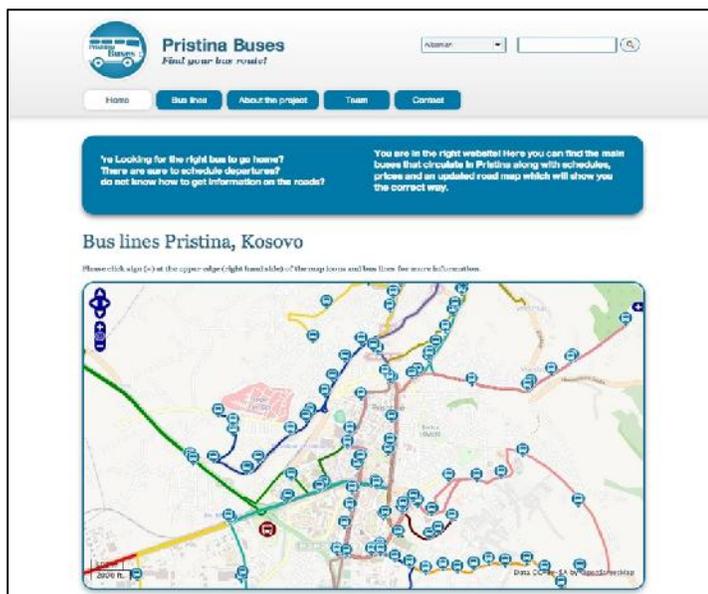
Next Gen’s donation of **\$500,000** will set up three Innovation Labs in South East Asia with locations in Vietnam and Indonesia. One main lab will be located in Vietnam, two in Indonesia – a main lab located in Jakarta and a sub-lab in West Papua, a rural area of Indonesia. The labs in Indonesia are the first of their kind – where a main lab and sub-lab are located in the same country. This will allow a large country like Indonesia to develop solutions for its various needs in both an urban and rural setting.

These Labs will initially focus on two main areas of exploration:

1. Engage young people in real-time discussion and information loops (i.e. U-report) and
2. Create structures for real-time data collection for better governance (i.e. RapidSMS).

Additionally, UNICEF will:

1. Create a “Design for UNICEF” class modeled on NYU’s Design for UNICEF program where students examine design challenges that UNICEF faces (i.e. in disaster relief, nutrition, or the lives of adolescent girls), work in groups to research and prototype possible extensions to existing efforts, or develop new innovative solutions to these challenges. This classroom model entails rapid iteration and refinement, proposal and rejection of ideas, intensive collaboration, and learning to develop solutions – while contending with the challenges of designing for people who are in another country. For more information, visit <http://unicefstories.org/partners/academia/>.



Kosovo Innovation Lab: Pristina Bus Transportation Web Site

The Kosovo Innovation Lab mapped bus lines and created a web site of the Pristina Bus System. Pristina, Kosovo’s capital, had no information system of its public bus routes or schedules. This caused confusion among locals and tourists, leading to low use of the bus system. This project encourages people to take the bus more often, which will decrease traffic in the city as well as pollution.

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2. Establish a set of Research and Development engagements with the private sector (i.e. UNILEVER and Carrefour) around local product development. This engagement can lead to a potential partnership where the company can help produce physical products that are implemented in the field, share professional know-how when hosting a skills workshop lab, and/or help build the skills of youth seeking experience through lab activities, with the idea of finding motivated people for hire.
3. Build a Youth Responder kit for emergencies that will allow young people to be engaged first responders (collecting information, coordinating volunteers, etc.). This will also be prototyped with the Federal Emergency Management Agency's (FEMA) Innovation team.

Also, there is potential to double the impact of this funding by leveraging this gift to create labs in Myanmar and/or Malaysia through UNICEF's partnerships in these countries. Initial discussions with the country partners have created interest in advancing innovative solutions for South East Asia as a region.



Uganda Innovation Lab: RapidFTR

UNICEF and partners use the Rapid Family Tracing and Reunification System (RapidFTR) at the Bubukwanga transit center in Uganda. The RapidFTR system is used to collect and share information via mobile phone about children and families in emergencies which information aids family tracing and reunification of unaccompanied minors.

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The Impact of a Gift

Your gift of **\$500** could provide funding for one developer for one of the labs for one week. The developer will build, field test and refine the design of a prototype until suitable for production by a local manufacturer.

Your gift of **\$1,000** could provide wireless connectivity for one lab for one month.

Your gift of **\$10,000** could provide funding for a “Head of Lab” for approximately two months. This position manages all of the lab’s operational details, oversees project developments and is the main liaison regarding program section needs.

Your gift of **\$20,000** could provide funding for the physical space for a lab for six months. This physical space will be designed and built to serve the particular needs of a lab to allow for a shared venue for community engagement or collaborative work.

Your gift of **\$50,000** could provide funds for the sub-lab in West Papua, a difficult to reach, resource-poor rural area in Indonesia.

To make a donation, please visit: www.unicefusa.org/nextgeninnovationlabs

Or send a check to: (made payable to the U.S. Fund for UNICEF)
U.S. Fund for UNICEF
Attn: Casey Rotter
125 Maiden Lane, 10th Floor
New York, NY 10038

Thank You

Thank you very much for your interest in UNICEF’s life-saving work for children, and for your consideration of a gift to support UNICEF’s Innovation Labs in South East Asia.

Casey Rotter, Deputy Director & Founder, UNICEF’s Next Generation
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The United Nations Children’s Fund (UNICEF) works in more than 190 countries and territories to save and improve children’s lives, providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief, and more. The U.S. Fund for UNICEF supports UNICEF’s work through fundraising, advocacy, and education in the United States. Together, we are working toward the day when ZERO children die from preventable causes and every child has a safe and healthy childhood. For more information, please visit unicefusa.org.

UNICEF Innovation Labs in South East Asia: Program Budget

Project Activities	Budget (USD)
Jakarta Lab (operations, staffing, physical space, connectivity, basic activities)	\$120,000
West Papua Sub-Lab (operations, staffing, physical space, connectivity, basic activities)	\$50,000
Vietnam Lab (operations, staffing, physical space, connectivity, basic activities)	\$110,500
Incubation + Acceleration of 3 key initiatives (i.e. funding further prototypes out of the lab)	\$82,500
Connections to other labs in the region and globally (travel, mentorship, etc.)	\$57,000
HQ Innovation Unit support and coordination with Next Gen (communication, mentorship, virtual lab connection to Singularity lab, etc.)	\$80,000
Total	\$500,000