DESIGN AGAINST POVERTY: 
Increasing Household Income in Lwala, Kenya

Submit the winning design and win $1,000!

SETTING THE STAGE

LWALA COMMUNITY ALLIANCE is a community-led innovator operating in rural North Kamagambo, Migori County. It was founded in 2007 with the opening of a clinic by Kenyan brothers Milton and Fred Ochieng', natives of the community. Since then, the clinic has grown into a sub-district hospital and added public health, education, and economic development initiatives around it.

In recent years, we’ve seen exciting outcomes in these areas – hospital deliveries increasing from 24% to 94%, rates of mother to child HIV transmission nearing zero, and the ratio of girls completing primary school increasing from 37% to 46%. We want YOU to help us build on these successes by adding a high-impact economic development intervention strategy to our work. To do this, we are launching a DESIGN AGAINST POVERTY COMPETITION for nonprofits, social for-profits, and individual entrepreneurs in the Sankalp community.

WHO SHOULD APPLY?
Nonprofits, for-profits, individual entrepreneurs, and students

WINNERS RECEIVE:
• SEMI-FINALISTS will receive a free ticket to the Sankalp Africa Summit 2016 on Feb. 25-26 in Nairobi, Kenya.
• The DESIGN WINNER will receive a $1,000 prize** with potential to earn a longer-term consultancy with Lwala Community Alliance  
  **To be paid as a consultancy for the submission of the idea

THE CHALLENGE

DESIGN OBJECTIVES:
1. INCREASE household incomes
2. INCREASE resilience to financial shocks and crop seasonality
3. IMPROVE health and education outcomes by addressing economic determinants

DESIGN PRINCIPLES:
1. MARKET-BASED SOLUTION: The intervention will leverage market forces and better connect the Lwala community to Kenya’s economic powerhouses. It will also work within the context of western Kenya and compliment the work of existing economic development initiatives.
2. INTEGRATED WITH HEALTH AND EDUCATION PROGRAMS: The intervention will build off the structures and successes of Lwala’s health and education programs. This could mean: incorporating Lwala’s current constituents or community health workers, aligning distribution or sales with health outreach events, leveraging the hospital compound as a focal point, selling a social product with health or education impacts (e.g. – solar, clean cooking, sanitary pads).
3. INNOVATIVE: The intervention will be on the edge of social enterprise, presenting inventive approaches, products or processes.

WHAT IT TAKES
Submit a 2-3 page concept note describing your innovative idea and include the following:
• TEAM: Description of organization, company or entrepreneur(s)
• DESIGN OVERVIEW: How do you plan to increase incomes amongst Lwala constituents? Provide a timeline of the key activities.
• COMPETITIVE ANALYSIS: How is this solution oriented in the larger economic context in western Kenya? How is your idea innovative? How does it build upon existing market forces?
• INTEGRATION: How does this solution build upon existing Lwala programs?
• OUTCOMES: What is the expected number of individuals to be impacted by this intervention in Year 1, Year 3, and Year 5? What is the average expected income per individual resulting from the intervention? Are there other expected social outcomes of the intervention?
• FINANCIALS: What is the initial investment needed to kick-start this intervention? What are the projected revenues and expenses? What is the expected return on investment?

Send your completed concept note to info@LwalaCommunityAlliance.org with “Lwala Design Challenge Submission” in the subject line. The deadline for submission is Friday, Feb. 12, 2016.

For more information, visit www.LwalaCommunityAlliance.org.