Seven years ago, we spotted a new trend in Senegal, Nepal, Paraguay, and elsewhere: In remote villages without electricity, people had started using mobile phones. This marked the beginning of today’s UNICEF Innovation team. It was the beginning of our journey in using emerging technologies to deliver better results for children.

In the 1980s and 1990s, UNICEF had led the child survival revolution raising immunization rates from 15% to 80%, and helping almost 2 billion people gain access to safe drinking water. But in the late 2000s, UNICEF and other international development organizations were not yet using new technologies or new design practices to deliver programmes on the ground. We saw the incredible growth rates in mobile usage an opportunity to strengthen UNICEF’s mandate around the world. But it was not yet clear where to start or how to do it. We knew that we needed to help solve concrete problems experienced by real people, not just building imagined solutions at our New York headquarters and then deploy them. We needed to team up with governments, partners, and end users in countries to come up with meaningful and sustainable solutions. In this annual report you will see a wide variety of projects, because the challenges children face vary from region to region, and country to country.

New approaches require experimentation and an honest evaluation of success and failure. Many of the initiatives you see in the report were failures at the beginning and took many iterations to become meaningful solutions for children.

Through this experience of developing these solutions, we have been able to extract key principles that have been built off the the collective effort of over seven years experience. As you go through this report, you will see how these principles are applied to specific problems in specific places. The UNICEF Innovation team is spread across five continents where we work directly with the people we are serving.

Our team has grown substantially since its humble beginnings in 2007. It is a privilege to work with a team of over 75 talented individuals, and the larger UNICEF family of 12,000 colleagues working in locations that range from Afghanistan to Zambia. It is their work that makes these results possible.

Erica Kochi, Co-Lead UNICEF Innovation, Office of the Executive Director
Christopher Fabian, Co-Lead UNICEF Innovation, Office of the Executive Director
Sharad Sapra, Director, UNICEF Global Innovation Center
Kristoffer Gandrup-Marino, Chief, UNICEF Innovation Supply Division

**HIGHLIGHTS**

**U-Report** a text message based service brought over half a million young people from seven countries into direct dialogue with their governments (pages 14-15)

A partnership with Disney and Lucasfilm in collaboration with Bad Robot on Star Wars: Force for Change raised over $4.2 million dollars from 125 countries (page 26)

UNICEF Innovation receives Fast Company’s ‘50 most innovative companies’ award (page 30)
UNICEF works to prevent child deaths and improve children’s lives, providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more in over 190 countries. UNICEF has the global authority to influence decision-makers, and the variety of partners at both the global and grassroots level to turn the most innovative ideas into reality. Our proven track record on improving the lives of millions of children and families, particularly in resource-limited settings makes us unique among world organizations, and unique among those working with the young. UNICEF combines local understanding with global knowledge to innovate new, scalable solutions.

UNICEF Innovation is an interdisciplinary team of individuals around the world tasked with identifying, prototyping, and scaling technologies and practices that strengthen UNICEF’s work.
Our Place in UNICEF

“I believe UNICEF’s most important contribution has been innovation. Technical innovation, of course, but also innovation in how we think about development.”

—Anthony Lake, UNICEF Executive Director
UNICEF focuses on reaching the poorest and most vulnerable communities around the world, addressing the root causes of inequity so that all children have access to education, healthcare, sanitation, clean water, protection and other services necessary for their survival, growth, and development. The majority of the global population, especially those living in under-served and resource-constrained areas do not have access to the three pillars of global citizenship:

- Information
- Opportunity
- Choice

In collaboration with a key set of partners, UNICEF Innovation is designing and implementing programs, products and services for underserved communities. The ultimate goal is to strengthen essential services and deliver life-enhancing content that empowers underserved populations to access information and share their voice on matters concerning everything from government policy, health, and sanitation to education, identity, security, and beyond.
# Focus

## What is our focus?

- **Information**
  - Real-time Data: Two way communication and better service delivery
- **Opportunity**
  - Tracking: Ensuring mothers and children receive necessary, lifesaving interventions
- **Choice**
  - Equitable Access: Giving children an opportunity to survive and thrive
  - Youth Engagement: Bring young people closer to government

## How we address it

### Example Initiatives

<table>
<thead>
<tr>
<th>Information</th>
<th>Opportunity</th>
<th>Choice</th>
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<tbody>
<tr>
<td>mTrac Birth Reporting</td>
<td>RapidFTR Primero</td>
<td>Mobistation: Digital Kiosks Raspberry Pi ORS/Zinc Co-packaging Amoxicillin Dispersible Tablets</td>
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<td>Real-time Counseling Services Youth Influencing Decision Making</td>
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REAL-TIME DATA
Real time data, or real-time user behavior increasingly drives the decisions we make about our programs, our businesses, and our lives. One of the main challenges in international development and poverty reduction work is the ability to know where disparities are the greatest, who we are not reaching, who is not using essential services, and why this is the case. Real time data can immediately shed light on what works and what doesn’t. With this information we can act immediately, instead of waiting months for this information to come through paper based systems.

EQUITABLE ACCESS
For UNICEF, giving children ‘opportunity’ means providing equitable access for all children to survive, develop and reach their full potential without discrimination, bias or favoritism. UNICEF Innovation places particular emphasis on developing products, services and processes that provide this access for children that suffer the worst deprivations in society— from products that save lives to tools that help adolescents interface with their future.

TRACKING
With the almost ubiquitous availability of the mobile phone, we now have the ability to have a two way conversation with front line workers delivering essential services, and even directly with the people we serve. For example, using mobile, we can ensure that pregnant women and their children get the essential interventions they need, such as immunizations, advice on the best feeding practices, and reminders to come to clinics.

YOUTH ENGAGEMENT
The new ability for young people to connect to each other and counsel each other (through technology and increasing popularity of social networks) that allows them to share and scale their own solutions, without “top down” or more traditional information flows. This impacts how UNICEF and our partners disseminate information - and, importantly, shows us the need for being an agent of transfer, moving ideas from one geography to another.
**INITIATIVE**

**mTrac**

[www.mtrac.ug](http://www.mtrac.ug)

**What is it?** mTrac addresses the challenge of timeliness, completeness and accuracy of disease surveillance reporting and drug stock monitoring at the health facility as well as community feedback on health service delivery. **What does it do?** mTrac addresses these challenges through an SMS and web-based data collection system, built on RapidSMS. It enables health facility workers to submit Disease Surveillance and drug stock information. **What’s next?** Expansion of indicators reported and tracked through mTrac to provide more information and registration of all Health Workers and Community Health Workers into the mTrac database, to improve communication and reporting.

**Birth Reporting / Nigeria**

[rapidsmsnigeria.org/br](http://rapidsmsnigeria.org/br)

**What is it?** In Nigeria, every birth is reported using text messages and the data is gathered at a national level. For a child, formal identity in the form of a birth certificate can mean the difference between sickness and health, safety and danger, and even life and death. **What does it do?** Birth reporting, and the subsequent issuing of a birth certificate, is central to ensuring that children are counted and can access to basic services such as health, social security and education. Over 19 million births have been reported since this technology’s inception. **What’s next?** The Government of Nigeria use this real time data to pinpoint teams that are not performing and identify and solve important bottlenecks.
INITIATIVE
RapidFTR
www.rapidftr.com

What is it? RapidFTR (Rapid Family Tracing and Reunification) helps humanitarian action workers to quickly collect vital information from children who have been separated from caregivers in disasters. What does it do? This open source mobile application is used to record key information about the child’s identity, which is then shared in a central database for family members to look for a missing child. What’s next? RapidFTR was first piloted in a Congolese transit refugee camp in Uganda in 2012, then was used during the South Sudan Internally Displaced Person(s) (IDP) crisis of 2013, and, most recently, deployed in the Philippines after typhoon Yolanda and in South Sudan to support FTR efforts in the current crisis.

UPCOMING: PRIMERO

Primero is a next generation case management and incident monitoring application designed to strengthen protection-related information management for improved service delivery and programming for children and affected populations. Primero provides a secure and flexible open-source platform and API for data collection and sharing.

The longer children are separated from their families in emergencies, the more vulnerable they are to violence, exploitation, and trafficking.
What is it? The MobiStation was developed to address the need for mobile and low cost IT tools to improve interaction and access to information, particularly educational material, in rural and under-served areas. What does it do? Built into a portable suitcase, it is equipped with a solar-powered laptop, a low-power pico-projector and an audio system. It is pre-loaded with primary education and health information. What’s next? The MobiStation is currently being piloted in Uganda, where it is being tested for use in the training of healthcare workers, in community health outreach programs, in schools and in emergency settings.
What is it? Lebanon has over 400,000 out of school children, many have little or no access to basic learning. UNICEF Lebanon is working with readily available, low cost, open source software and hardware to create solutions to this problem. What does it do? With our partner, International Education Association, we are rolling out e-learning interventions using the Raspberry Pi as a versatile platform for teaching basic core and technology skills. What’s next? We hope to create a paradigm shift in how technology is used to increase learning opportunities and reach to some of the worlds most venerable children.
PRODUC T

Amoxicillin Dispersible Tablets

www.unicef.org/supply/index_69800.html

What is it? An envelope that offers a more reliable way for health workers and parents to keep track of the dosage and duration of antibiotic treatment of children with pneumonia—a treatable disease that kills 1.1 million children a year in developing countries. What does it do? It addresses a major reason why children don’t recover from pneumonia—when caregivers don’t give the correct dosage or stop treatment before the full course of antibiotics is complete. What’s next? The dispensing package is now available for countries and partners to procure through UNICEF.

PRODUCT

Oral Rehydration Salts/Zinc Co-Packaging

http://goo.gl/narJTQ

What is it? Oral Rehydration Salts (ORS), dissolved in clean water, have long been available as an effective treatment for diarrhoea—the second largest treatable cause of death of children. More recently, studies showed that adding zinc to the treatment significantly reduces the severity and frequency of diarrhoea in children. Co-packaging is a breakthrough that makes the two products available together. What does it do? Chemically, ORS and zinc cannot be simply integrated into a single formulation. Zinc is a separate medicine that must be given to sick children in conjunction with water-soluble ORS therapy. This product makes ORS and zinc available together in the same package. What’s next? On a practical level, it means that ORS and zinc can be ordered as a single supply item, so that clinics and hospitals reduce the risk of stocking-out of one or the other.
What is it? Weekly SMS messages and polls are sent out to and from the ever-growing community of U-Reporters, who respond to the polls and exchange views on a wide range of subjects, including unsolicited ones. What does it do? The platform maps these responses and has expanded to include regular radio programs broadcasting U-Report stories, as well as published print articles relaying news and features from the U-Report community. What’s next? Every parliamentarian uses U-Report to know their constituents, and the U-Report community in Uganda is growing fast, with 250,000 young people currently registered and active on the network.

What is it? The U-Report Nigeria platform was designed to address the issues communities care about by giving them a voice to influence decision making processes in the sectors of health, education, and accelerate government commitment to improved service delivery. What does it do? Weekly polls are sent to thousands of U-Reporters. The results received are then shared back to the U-reporters and media for their voices to be amplified, and to inspire action as well as raise awareness. What’s next? With a target of 5 million registered U-Reporters by the end of the year, UNICEF Nigeria is working closely with the media, national and religious leaders, and various community groups to scale up U-Report.
REAL TIME COUNSELING SERVICES

**U-Report/Zambia**

“Before, we have not had HIV information specifically packaged for young people. Zambia U-Report gives us a platform to ask questions that we normally would not ask and get information that is relevant to a young person. Because of U-Report and the messages I got through SMS, I was able to get the courage to go for an HIV test.” —Josephine Namakau Pumulo, U-Reporter

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<th>2012</th>
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<tr>
<td>0 U-Reporters</td>
<td>50,000 U-Reporters</td>
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**What is it?** Each year, there are 27,000 new cases of HIV in adolescents (15–24 years) in Zambia. Lack of comprehensive knowledge about HIV cause the disease’s spread. U-Report increases this knowledge among adolescents and youth through an individualized two-way interactive SMS. **What does it do?** U-Report connects adolescents and young people to trained counselors who provide answers to questions received by SMS, 24/7, free of charge to increase comprehensive knowledge about HIV. **What’s next?** U-Report will expand to other areas of interest for adolescents and young people, like entrepreneurship and employability, drug and alcohol abuse, teenage pregnancy, support for adolescents living with HIV, disabilities, and online safety, etc.
Structure

- Project Landscape
- Labs
  - Global Innovation Center
  - Product Innovation
- Common Innovation Principles
Global Locations

UNICEF Innovation projects span the globe and focus on developing and implementing solutions for children across a variety of areas. This data allows UNICEF to be more data driven in its innovation investments and helps in identifying commonalities, difficulties, gaps and trends.

More than 80% of all innovations cross-cut at least two programmatic areas. These innovations amplify the power and voice of individuals, and take into account the “whole child”. More than 30% of innovations involve software, and more than half of these involve mobile technology.

UNICEF Innovation is an interdisciplinary team of over 75 individuals around the world tasked with identifying, prototyping, and scaling technologies and practices that strengthen UNICEF’s work. We build and scale innovations that improve children’s lives around the world.

Some countries have established Innovation Labs, which bring together Government, private sector, academia, and young people to develop and implement solutions specific to the particular challenges of that country. Labs share learnings and failures with each other.
The vision of the UNICEF Innovation Centre is to enable exponential change in reducing inequities and achieving program effectiveness and results for children. The center concentrates on innovations that benefit the most deprived people, and the areas with the highest levels of inequity. The Innovation Center based out of Nairobi, Kenya focuses on south-south collaborations with academia, research labs, private sector companies and international development partners.

The Innovation Center:
- Takes proven, existing innovative solutions to global scale.
- Incubates new and emerging innovations
- Documents, and creates technical resources and support for scale.
UNICEF’s work in product innovation is based in its international supply hub in Copenhagen. UNICEF Supply Division, also a headquarter location, is home to an innovation unit focusing on enabling procurement of new innovative products that better suit the needs of children.

**Product innovation:**
- Enables development of new innovative products for children within UNICEF’s focus areas of water and sanitation, essential medicines, nutrition, diagnostics devices, supplies, logistics and education.
- Brings together companies, academia and NGOs around a deeper understanding of barriers such as poverty, geography and social exclusion that prevent children, their parents, teachers, and health workers from accessing or using supply items that enable all children to realise their right to health, education and protection.
- Delivers practical, high impact results through a step-by-step process of nurturing concepts into prototypes that are field trialed by people who use them in their everyday lives.
structure | common design principles

1. DESIGN WITH THE USER

Develop context-appropriate solutions informed by user needs.
Include all user groups in planning, development, implementation, and assessment.
Develop projects in an incremental and iterative manner.
Design solutions that learn from and enhance existing workflows, and plan for organizational adaptation.
Ensure solutions are sensitive to, and useful for, the most marginalized populations: women, children, those with disabilities, and those affected by conflict and disaster.

2. UNDERSTAND THE EXISTING ECOSYSTEM

Participate in networks and communities of like-minded practitioners.
Align to existing technological, legal, and regulatory policies.

3. DESIGN FOR SCALE

Design for scale from the start, and assess and mitigate dependencies that might limit ability to scale.
Employ a “systems” approach to design, considering implications of design beyond an immediate project.
Be replicable and customizable in other countries and contexts.

4. BUILD FOR SUSTAINABILITY

Plan for sustainability from the start, including planning for long-term financial health, e.g., assessing total cost of ownership.
Utilize and invest in local communities and developers by default and help catalyze their growth.
Engage with local governments to ensure integration into national strategy, and identify high-level government advocates.

5. BE DATA DRIVEN

Design projects so that impact can be measured at discrete milestones with a focus on outcomes rather than outputs.
Evaluate innovative solutions and areas where there are gaps in data and evidence.
Use real-time information to monitor and inform management decisions at all levels.
When possible, leverage data as a by-product of user actions and transactions for assessments.

6. USE OPEN STANDARDS, OPEN DATA, OPEN SOURCE, AND OPEN INNOVATION

Adopt and expand existing open standards.
Use open data and functionalities and expose them in documented APIs (Application Programming Interfaces) where use by a larger community is possible.

7. REUSE AND IMPROVE

Use, modify and extend existing tools, platforms, and frameworks when possible.
Develop in modular ways, favoring approaches that are interoperable over those that are monolithic by design.

8. DO NO HARM

Assess and mitigate risks to the security of users and their data.
Consider the context and needs for privacy of personally identifiable information when designing solutions and mitigate accordingly.
Ensure equity and fairness in co-creation, and protect the best interests of the end-users.

9. BE COLLABORATIVE

Engage diverse expertise across disciplines and industries at all stages.
Work across sector silos to create coordinated and more holistic approaches.
Document work, results, processes, and best practices, and share them widely.
Publish materials under a Creative Commons license by default, with strong rationale if another licensing approach is taken.
RapidPro is a platform that allows the international development community to visually build nationally scalable mobile-based applications from anywhere in the world. RapidPro can power the connection between government leaders and the most important voices in their countries, while allowing organizations to connect those voices across borders and geographies.

RapidPro is designed to allow the easy creation of SMS-based workflows to monitor programmes, track activities, or engage with beneficiaries. The platform includes tools for quick graphing and data analysis, as well as the ability to export data directly to Excel for further analysis.
Financial Services
The ability to send, save, and receive money easily is at the core of the global economy. However, 2.5 billion people or half the world’s adult population remain unbanked, operating almost entirely in the cash economy, using cash, physical assets (e.g. jewelry, livestock) or informal providers (e.g. money lenders, payment couriers) to meet their financial needs. Strengthening and building off of people’s current financial structures and behaviors, how can we partner with existing and new financial institutions and technology companies to bring the most underserved into the financial world and create lasting change for families?

Identity
For a child, formal identity in the form of a birth certificate can mean the difference between sickness and health, safety and danger, and even life and death. One in three children (230 million) in the world have never had their birth registered. The issue of identity, both formal and social, a voice, access to essential services, authentication, privacy, security, and advertising are increasingly linked. How can we give children an identity while avoiding the pitfalls?

Transport and Delivery
Transportation is key to economic development. If you’re a farmer and you can’t affordably get your product to market then you only produce what you and your community can consume. If you’re a girl or young woman and the informal transportation networks are too dangerous you may not go to school or get a job that requires you to go too far from home. How can we expose informal transportation networks, to make them safer and more efficient? How can we use big brands to help deliver essential services? How can we foster entrepreneurship to leapfrog existing infrastructure barriers?

Wearables
Wearables are diverging and converging around fitness and health, and it remains to be seen where the concentration will lie. At the same time, form factor is still in question – ergonomics vs fashion is the debate of the day, with uncertainty as to which is more important. Can we create wearable technology that addresses true social impact? Does wearable technology have a potential to save lives?
The UNICEF Innovation Fund

Many UNICEF offices and partners are able to fund the first part of research, development and innovation work – but lack funding to take their efforts to the second and third levels. This fund will allow successful solutions to connect to markets and opportunities that create scale. The Founding Funders of the fund are Danish Government and Star Wars/Disney/Lucas Film.

The UNICEF Innovation Fund offers:

- Staged financing to manage risks
- Globally rigorous yet regionally sensitive evaluation and monitoring
- A portfolio-based approach to UNICEF’s challenges
- Technical assistance from the globally recognized UNICEF Innovation Team

HYBRID VC MODEL

TECHNICAL ASSISTANCE

<table>
<thead>
<tr>
<th>PROTOTYPE NEW FUNDING MODELS</th>
<th>EQUITY FUNDING</th>
<th>ALTERNATIVE MEASUREMENT</th>
<th>CREATE MODELS THAT SHOW AN EXIT WITH A FINANCIAL/SOCIAL RETURN</th>
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<tbody>
<tr>
<td>DONORS</td>
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Private Sector Partnerships

Partnerships allow us to bring different sets of skills, viewpoints, resources and influence to focus on the challenges facing women and children. The Innovation Unit’s partnerships are built around key principles which ensure that innovations developed in collaboration are in the public domain, focused on end users, and created in a way that builds local talent and capacity.

PARTNERSHIP HIGHLIGHT: frog

Since 2009, frog has been a key partner of UNICEF innovation. Our partnership has focused on researching, designing, and implementing solutions for the last mile. Refer to the timeline below for a detailed history of our partnership.
Star Wars: Force for Change is a new charitable initiative from Disney and Lucasfilm in collaboration with Bad Robot dedicated to finding creative solutions to some of the world’s biggest problems. The first Star Wars: Force for Change campaign raised funds and awareness for UNICEF’s Innovation Labs and programs. Between May 21-July 25, 2014, fans of UNICEF and Star Wars entered for a chance to be filmed in Star Wars: Episode VII. Over 125 countries participated in the campaign and impressively raised over 4.2 million dollars for UNICEF’s innovative, lifesaving work for children. Disney has also generously committed $1 million to launch Star Wars: Force for Change. The Star Wars: Force for Change campaign supports UNICEF’s network of 14 Innovation Labs that are creating sustainable solutions to critical issues facing children around the world in the areas of nutrition, water, health, and education.
Engaging the Next Generation

**Next Gen**
A group of young leaders, entrepreneurs, and innovators who have joined together to support UNICEF’s work.

**Courses**
University courses co-taught by UNICEF colleagues around context specific topics.

**Hackathons**
Challenge based events where young developers compete to create solutions.

**Challenges**
Open, online competitions that engage young people in developing solutions to specific global issues.

**Number of Participants:**
- 3 countries, 400+ participants
- 350+ students
- 1000+ students and developers
- 500 students

**Number of Institutions:**
- 5 official steering committees
- 6 Universities
- 4 countries
- 20 Universities
NYU ITP

What is it? Since 2008, the Interactive Telecommunications Program at NYU’s Tisch School of the Arts has run a graduate class entitled Design for UNICEF. What happens? In this course, students examine some of the design challenges UNICEF country offices face, and work in groups to research and prototype possible solutions to existing efforts. What’s next? Some students have taken projects which began in the Design for UNICEF class and further developed the concept into products that move into UNICEF and beyond. In those instances, students take advantage of UNICEF’s expertise and presence on the ground to test and develop their prototypes.

theFirst72Hours

What is it? The First 72 Hours is a global innovation competition carried out by UNICEF and Socialab, which challenges social entrepreneurs worldwide to create solutions for emergency situations as soon as a disaster hits. What happens? Competitors have to design solutions in the areas of healthcare, energy, information communication, and water & food and are evaluated through an ideation, a co-creation and pitch process by over 30 judges from emergency, innovation, business and child rights disciplines. What’s next? Each team receives $15,000, flies to Chile for two weeks to receive mentoring from UNICEF and Socialab, and has the possibility of having their creation be scaled by UNICEF.

Global Design For UNICEF

What is it? The Global Design for UNICEF Challenge is an online competition run in partnership with UNICEF Country Offices and national universities that engages students in driving new thinking and approaches to solve some of the most difficult problems facing children today. What happens? Each round of the Challenge lasts four months and is framed around a specific topic relevant to UNICEF Innovation work and to the needs of participating Country Offices. Through initiatives like the Challenge, UNICEF is experimenting with new models for engaging young people in developing solutions to local problems, with global implications. What’s next? In 2014, the Challenge is expanding to include universities in Indonesia, Bangladesh, Uganda, Zambia, and Chile.
NextGen

UNICEF’s Next Generation (NextGen) is a group of young leaders, entrepreneurs, and innovators in their 20s and 30s, who are motivated, hardworking and committed to doing whatever it takes to save children’s lives. NextGen members study issues that affect children around the world and choose UNICEF projects to support through education, advocacy, skill sharing/remote volunteering and fundraising. The program began within the U.S. Fund for UNICEF and now includes UNICEF Vietnam and the UNICEF UK.

Hackathons

UNICEF hackathons, events often organized in the form of a competition, invite designers, coders, academia, and other professionals to come up with innovative solutions to development challenges. This is a way to unlock young potential and bridge barriers for early-stage entrepreneurs to address social, real-life problems in their own communities and to ignite social change.
Awards, Recognition & Resources

SELECTED AWARDS AND RECOGNITION:

+ Core77 Design Awards: Social Impact Category
+ Industrial Designers Society of America
  International Design Excellence Awards:
  Gold Award in Design for Social Impact
  Silver Award in Design Strategy
+ Fast Company’s “50 Most Innovative Companies”
+ Erica Kochi and Chris Fabian named in
  “Time’s 100 Most Influential People”
+ In 2011, the Digital Drum was named:
  “Time’s 50 Best Inventions”
+ The African Development Bank (AfDB):
  eHealth Award

LINKS AND RESOURCES:

Website(s): unicef.org/innovation
unicefstories.org
twitter: @UNICEFinnovate
Child Friendly Technology Frameworks:
unicefstories.org/model/childfriendlytechnology/
DIY Innovation Lab Guide:
unicefstories.org/2012/11/06/
unicef-innovation-lab-do-it-yourself-guide/