Product Innovation

Overview

Product innovation at UNICEF is about turning ideas into tangible and scalable solutions. It involves the identification, development and scaling of fit-for-purpose and value-for-money products that respond to the unmet needs of children. By working with field partners and programmatic experts to understand those needs, businesses and academia to develop products that meet those needs, and programming partners and donors to bring the products to scale, product innovation at UNICEF is having a tremendous impact for children.

Product Innovation Portfolio

UNICEF is managing a portfolio of Product Innovation Projects (PIPs) that respond to the needs outlined in UNICEF’s strategic programme areas, including child survival, child protection, education, and emergencies. The current portfolio includes a variety of PIPs and is constantly changing with new projects emerging and others leaving the innovation process once they are fully scaled or closed because they had not fulfilled the desired impact.

The Product Innovation Process

At UNICEF there are five phases that govern the product innovation process: Exploration, Need, Research and Development (R&D), Validation and Transition to Scale. UNICEF actively engages in the initial and final phases whereas R&D is generally undertaken by industry with UNICEF driving the process. R&D is not always required if a quality product already exists on the market.

However, if a product does not exist, UNICEF will develop a Target Product Profile to communicate the specific needs to developers while considering the unique contexts in which UNICEF and its partners operate.

The innovation process follows a system of phases and gates where projects live in one of the five phases and can pass through a gate to another phase when they receive approval from UNICEF’s Innovation Review Board. The board meets monthly to review project submissions and decide if to advance a project through the next phase, suggest more work is required in the phase, or close a project.

UNICEF’s Comparative Advantage

With over 70 years of delivering life-saving products to millions of children worldwide, UNICEF is uniquely positioned to be a leader in innovating for children. In 2018, UNICEF procured nearly US$3.5 billion, empowering the organization to drive businesses to invest in the development of quality products. UNICEF also brings strength in programming as the leading humanitarian and development agency working globally for the rights of children where the organization can drive scale through its respected relationships with local governments.

This global status – both in procurement and programming – gives UNICEF the ability to negotiate with industry to develop the best-of-the-best products for children at an affordable price for programming.

Innovation Portfolio

6 Health Projects
- ARIDA (Acute Respiratory Infection Diagnostic Aid)
- Non-pneumatic Anti-shock Garment
- Oxygen Therapy
- SPRINT (Scaling Pneumonia Response InnoVations)
- Vaccine containing micro array patches
- Zika Virus Diagnostics

4 WASH Projects
- Disability Latrine Slab Add-on*
- Faecal Sludge Management*
- Household Water Treatment & Safe Storage*
- Rapid Water Quality Testing

2 Nutrition Projects
- Height Measurement Device
- Complementary Feeding Bowl

2 Education Projects
- School Furniture Designs
- High Performance Tents*

*For emergency programming

Photo: UNICEF’s ARIDA project drove the development of devices that aid in the classification and management of children with pneumonia. Pictured is the Masimo RadG, an automated respiratory rate diagnostic and pulse oximetry device.
The Product Innovation Governance Process

The chart below illustrates UNICEF’s product innovation governance process from *Exploration* to *Transition to Scale*. While some Project Innovation Projects (PIP) follow the gradual completion through the stages, this isn’t necessary for all PIPs. For example, if during *Exploration* UNICEF discovers a quality product already on the market, *R&D* can be skipped and the PIP can move directly to *Validation* to conduct field trials to verify if it is fit for programming.

**Project Examples**

**High Performance Tents** *(Phase: Transition to Scale)*
SDG 4 – Quality Education

This project demonstrates the benefits of working through a co-creation process with industry partners when developing high quality products. Multipurpose tents are used in emergencies to provide essential services in education, health, nutrition, and child protection. To ensure the new tents would meet programmatic needs, UNICEF and manufacturers travelled to Afghanistan for testing in cold climates, the Philippines for hot and humid climates, and Uganda for hot and dry climates, in addition to laboratory testing in a wind tunnel to see how the tents performed in below-freezing temperatures and hurricane level winds.

**Non-pneumatic Anti-shock Garment (NASG)** *(Phase: Transition to Scale)*
SDG 3 – Good Health and Wellbeing

The NASG demonstrates that sometimes we don’t always need to innovate – we can take a proven life-saving innovation and focus on ensuring it is available and accessible for those who need it most. The NASG is a low-cost first-aid compression suit that limits persistent postpartum hemorrhaging in new mothers, originally designed with NASA technology. UNICEF didn’t invent the NASG nor was it part of the product’s development. However, UNICEF noticed that this technology wasn’t reaching coverage at scale, so is using its know-how capacity in scaling proven technologies to ensure a quality product is available and accessible in locations where it would be most effective.

**Complementary Feeding Bowl** *(Phase: Need)*
SDG 2 – Zero Hunger

The Complementary Feeding Bowl demonstrates the importance of *frugal* innovations. It’s just a simple bowl - or is it? UNICEF is working with manufacturers to develop a solution for combatting malnutrition in young children. With poor quality diets driving malnutrition and almost half of all children not eating a balanced diet, *a practical* solution is needed to ensure families continue good nutrition practices at home. The project focuses on two products: a complementary feeding bowl with nutritional diversity and handwashing messages to address food quality, and indications for age group to address food quantity; and a slotted spoon to ensure that the first semi-solid food after exclusive breastfeeding is the right consistency (i.e. energy-dense, not watered down).

If interested in learning more or supporting our innovation efforts, contact:

**UNICEF Product Innovation Website**
https://www.unicef.org/innovation/productinnovation

**Kristoffer Gandrup-Marino**
Chief, Product Innovation Centre
UNICEF Supply Division
Email: krgandrupmarino@unicef.org

**UNICEF’s role in Product Innovation**

UNICEF’s expertise is in understanding the needs of children at a global level and driving scale through programmes. The organization does not develop new products. Which is why, during the R&D process, UNICEF leans on its partnerships with businesses and academia to leverage the comparative strengths of different organizations. As such, UNICEF’s product innovation strategy is based on how to best leverage the unique power of UNICEF.

**Key figures (since 2013)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIPPs launched (16 of which in partnership with <a href="#">NEST360® on newborn care</a>)</td>
<td>26</td>
</tr>
<tr>
<td>Field trials conducted (individual trips per country)</td>
<td>43</td>
</tr>
<tr>
<td>New products to be included or updated in <a href="#">UNICEF Supply Catalogue</a></td>
<td>51</td>
</tr>
<tr>
<td>Total PIPs since 2013</td>
<td>33</td>
</tr>
<tr>
<td>PIPs currently active</td>
<td>15</td>
</tr>
<tr>
<td>PIPs successfully handed over to operations, now in full scale</td>
<td>3</td>
</tr>
<tr>
<td>PIPs terminated based on solid analyses that otherwise would have increased costs to UNICEF &amp; partners to continue</td>
<td>15</td>
</tr>
</tbody>
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*In most cases, there are multiple products per PIP, for example the Tent PIP includes 15 products and the Oxygen Therapy PIP has 11.*

The High Performance Tent during field trials in the Philippines. © UNICEF/UNI280434