OUR VALUES

INNOVATION IS THE HEART AND SOUL OF OUR WORK

We create effective solutions with LOCAL IMPACT

INTEGRITY is essential in our work and interactions

We are PASSIONATE about Africa’s progress

We are MARKET ORIENTATED
As the African Innovation Foundation (AIF) enters its sixth year of catalysing the innovation spirit in Africa towards Africa’s socio-economic development, Founding Board member, Jean-Claude Bastos de Morais renewed his commitment to African innovators with continued support. He pledged US$2 million per year to further drive the Foundation’s mandate: “I shared my vision for the years ahead and how I see innovation becoming more accessible to the masses, because I believe that innovation is for everyone ... innovation can bridge the gap between the formal and informal economy. It has the power to drive inclusive growth and equal opportunities for all segments of society. As a continent, we need to take strides to bring innovation to the masses, and that time is now,” he announced at the prestigious IPA Awards ceremony in Gaborone Botswana on 23 June 2016, where he showcased the Fabrica de Sabao model which responds to a needs-based, community-driven innovation ecosystem, accessible to all segments of society.

“My vision for the next five years is to recognise and capitalise on our achievements so far. A total of 180 000 people were supported through our work, and through this, we have built a community of 20 000 people. About US$23 million was generated through fundraising to promote and further catalyse innovation and social innovation. More specifically, I will support IPA for another five years under AIF; our main focus here will be extend beyond reach to impact and results, as well as connecting and delivering to the people,” he said.
The African Innovation Foundation’s (AIF) activities throughout 2015 brought the Foundation forward to its committed goals. The Innovation Prize for Africa (IPA) had a record number of participants, and the glittering awards ceremony itself in Skhirat, Morocco, turned out to be a great opportunity for networking and connecting African innovators, nominees, award winners and high-ranking officials.

The 2015 winners all have one common theme: their innovations highlight the vital and crucial need to respond directly to demanding community needs, the heart of the AIF mandate. IPA 2015 catalysed debate on how best to mobilise the spirit of African ingenuity and nurture innovation ecosystems. As AIF Founding Board Member, Jean-Claude Bastos de Morais said, “Through the IPA, the AIF is fostering the development of robust innovation ecosystems, which are essentially nests for African entrepreneurs and innovators to develop solutions for African challenges.”

The electronic African Law Library (ALL) continued to build its repository of content and digitised volume of texts. The focus of data collection veered towards improving quality, and strengthening partnerships with countries. ALL continues to work towards meeting the growing demands and expectations of its user base. Efforts are ongoing to enlarge the scope for partnerships and additional resource mobilisation for higher capacities and digitisation speed.

The Social Impact Programme in Angola (SIPA) took a great leap forward with an expanded number of projects and partners. Tools and methods for measuring impact were developed and fine-tuned, and decision-making processes were streamlined and standardised to efficiently monitor work processes and reports. SIPA is keen to realise social return on investment, as well as the implementation of innovative business practices. Scaling up of successful pilot projects will therefore become more important going forward.

The Board spent considerable time deliberating over targets and resource deployment, and is convinced of the chosen content and direction of its flagship programme roadmaps for the Foundation’s future success. It endorses the AIF vision and recognises the commendable results achieved so far, and the excellent work being done by its Management and Staff.

We are confident that we will continue our good work to engage, inspire and transform, as well as meet future challenges. We would also like to take this opportunity to thank our partners and financial contributors for their support and trust.
A YEAR IN REVIEW AT AIF

2015 was another intense year for AIF with increased operational spending by 172%. This also includes a 27% increase in spending on the Innovation Prize for Africa (IPA) our landmark programme. The Social Impact Programme for Angola (SIPA) saw the largest increase with 10 new projects being approved, funded and signed. Costs for administration, communications and the African Law Library (ALL) programme decreased during this reporting period.

Here is a quick description of what transpired in 2015, as well as how some changes rolled out:

- Seven new staff members were hired to help implement our programmes. These individuals bring a variety of new skills for the Foundation. Our staff complement now comprises of 19 team members, who are located in Zurich, Geneva and Luanda.
- The AIF Purpose, Values and Ethos were better shaped and defined (see www.africaninnovation.org)
- Communication outreach was conducted in no less than 54 countries in Africa in three languages (English, French and Portuguese) via press releases, websites and social media. Two new websites were launched for SIPA and the IPA 2015 event; and the ALL website was re-launched. New information material was produced to enhance both programme and Foundation operations.
- AIF Zurich and Luanda moved to new office premises.
- Cycle Boards inspired from the scrum/kaban model were set up to assist staff with regular follow-up and adaptation of priorities.
The Business Model Canvas (BMC) was engaged to refocus our programme essentials, working to better define the AIF canvas. For us, this new strategy development means a priority focus on critical thinking, analysis, inductive reasoning and deductive thinking. At the same time, we are conscious that we must allow for creative thinking, co-creation, open, human-centered and collaborative elements.

Our key starting point is our Purpose: To increase the prosperity of Africans by catalysing the innovation spirit in Africa. How do we deliver on this purpose? This might be of interest - not just to AIF- but to others who partake in sharing our objective. We took an intentional approach to explore different ways of doing this, and our focus is now to put mechanisms in place to measure and evaluate, compare impact, value for money and share lessons learned.

In the first instance, we have consciously decided to not take a rational and causal approach as our theory of change. This could indeed be an approach to demonstrate that innovation leads to economic growth, and that innovation in Africa is fuelled by certain drivers with relative and different impacts. We left that discussion to economists and academics, given it is poles apart from the real preoccupations of African innovators. So we could indeed complement our intentional approach with either a more deductive, rational angle - or with a more collaborative or emerging strategy.

We decided to take another look at strategies to roll out our Purpose, and let new approaches compete with our current ones. Among these strategies, some will generate additional support, or even partly evolve towards profit-generating (net-nonprofit) endeavours (innovation hub, for example). This we believe will help create a stronger sense of sustainability for our operations, rather than solely relying on donations.

Overall, we aim to become an agile organisation than can focus on developing pilots, and repeating interactions rather than focussing on detailed planning at the onset. We prioritise experimentation over plan. We also realise how difficult it is to let go of projects that we believe in but are not giving us value for money. Is this not what innovators in Africa continue to struggle with? Embracing, learning and recognising failures we find is the important, yet most difficult part to achieve. We realise however that central to this approach is concrete phrasing of anticipated impact. This will help us better develop and test our different programmes.

Finally, we are now at a crossroads; we want to transform AIF into an organisation that is fit for innovation, in all its capillaries. What we do now can transform AIF into an institution that can evolve organically, intrinsically and flexibly to adapt to the ever-changing environment.
TRENDING AIF ACTIVITIES IN 2015 - UNLEASHING YOUTH POTENTIAL

IPA 2015 provided an opportunity for AIF to bring scores of young people together to discuss and provide practical innovative approaches to important questions using the Idea Machine concept. This brainstorming activity took place ahead of IPA in May 2015 and was attended by 300 people (via a careful registration process) who were asked to answer the question:

“How can we unleash the potential of our youth to innovate the future of our continent?”

An innovative, engaging day of group work, participatory exercises, sharing, exchange and filtering resulted in the compilation of 1766 raw ideas in the “AIF Incredible Times”. The amassing phase of the process focussed on the following dimensions:

> How young people can unleash their potential
> How financing of young entrepreneurs be improved
> How local impact can be created
> Examples of enabling environments
> Creating awareness for young innovators
> Encouraging market orientation
> Boosting collaboration
> Motivating young people to take action

Through this exercise, eight good ideas emerged and were rated by an impressive community. The rating was 1 = terrible and 10 = impressive:

**Idea Rating**

1. Innovation school for all 7.0
2. African youth bank 6.8
3. Dance and free your mind 5.8
4. Youth inter-trade Africa 7.6
5. Made in Africa products 7.6
6. Pik chat (problem solver through sharing pictures) 7.5
7. Tech hub movement for quick prototyping 7.5
8. SKULU the African digital school 8
AIF hosted a Design Rendezvous in October 2015, represented by 15 participants from Ghana, Morocco, Zimbabwe, Botswana and South Africa exploring the link between design and innovation. A participatory and insightful process, the two-day workshop included group work with a “gallery” session, an exploration of perceptions around clichés in an African context, discussion on the strategic role of design in influencing budding entrepreneurs, and exploring design thinking as a new concept.

Steps have begun towards the development of a database of African graphic designers to support AIF in creating a coherent, vibrant, authentic brand for design work on innovation. Our current network includes talent from Botswana, Zimbabwe, South Africa, Nigeria, Morocco and Zurich.
THE AFRICAN LAW LIBRARY:
AN INNOVATIVE ONLINE PLATFORM FOR LEGAL RESOURCES IN AFRICA

Where else can one—at a simple click of a button—gain access to a growing collection of African governance and legal information on legislation, court cases and legal writings?

**Our goal:** To promote open and facilitated access to modern and customary African law texts, and other legal documents, including secondary sources through an innovative online platform.

**Our objective:** To underline the importance of access to law on national policy agendas in support of inclusive development and sustainable growth in Africa.

We entered our third year of operations at the African Law e-Library (ALL) - the go-to portal for African legal documents spanning various branches of law in dedicated collections, as well as national constitutions.

23 000
Registered users

54
African countries

2015 has seen several meaningful collaborative projects geared towards promoting, protecting and empowering a wide community of law students, civil servants, law practitioners as well as ordinary citizens with African legal knowledge. Our platform now has over 23,000 registered users from 54 African countries and the Diaspora. Our website has been redesigned with insightful communications handles (regular briefings, press releases and programme brochures) and social media engagement via Facebook.

**A snapshot of key activities in 2015**

- Renewing partnerships with the Government of Kenya and forging collaboration with Mauritius, Rwanda and Togo.

- Unleashing the power and reach of social media through relaunch of the ALL Facebook page, with 1,500 followers in the first three months

- Empowering our community with an innovative series of online law and governance stories using Avatar style characters. For instance, Ayo, a young woman living in the diaspora returns to her home in Kenya; her progress will be showcased as she settles back into her country as a woman entrepreneur.

- Engaging our first Envoy, Dr. Nkosana Moyo to support ALL’s outreach mission across Africa.

- We are excited about introducing our ALL mascots, designed to enhance our outreach efforts. They represent both genders in today’s Africa, and are representative of the core profile of ALL users - modern, connected, active, professional, educated, curious, enlightened and ambitious.
Pan African partnerships

In this reporting phase, we focussed on nurturing and increasing synergies at Pan-African level with partners in support of our digitisation efforts on legal information. This will be made available to our wider community at national level through a simple click.

Judge Gaytree-Manna, Master and Registrar at the Supreme Court of Mauritius shared encouraging feedback on the e-platform, demonstrating the impact of such measures: “Access to jurisprudence from other African countries through the ALL platform has tremendously influenced our sentencing in Mauritius. We share a great deal of similarity from a cultural context, and no longer have to base our judgements on Western cases that are often disconnected from the environment in which we operate.”

We have forged several partnerships over the last year, and these include the National Council of Law Reporting of Kenya, the Ministry of Justice of Togo, and the African Legal Information Institute (AfricanLII). These connections have provided a wealth of networking experience and cross-exchange opportunities among African law and governance experts across the continent, augmenting the online database. We have already seen significant increases in available holdings from Kenya and South Africa.

New inroads for our continent-wide focus

We aim to build a full and unique repository of African legal resources in as many thematic areas as possible; from primary sources of law to legal writings. We are committed to pursuing and collating in-depth legal content and material from the African continent, in as many languages as possible, to meet the diverse needs of our growing user community.

The programme will continue to respond to the need for more comprehensive content on African business and investment laws, key topics that drive inclusive development and sustainable growth in Africa.

In their resolve to be more competitive economically, many African countries have undertaken law reforms to create conducive legal frameworks, despite existing initiatives to foster inter-African trade. Legal content garnered from our partners underscores this trend; for instance, content from Mauritius is predominantly business law related, with a core focus on arbitration, whilst the Consortium in Togo has contributed content that supports efforts in business law harmonisation, benchmarked to practices in neighbouring countries.

Towards advocacy for legal ecosystems

As we enter 2016, our team is eager to consolidate partnerships and tie up endorsements from programme supporters. We will channel our efforts around advocacy on open access to law and conducive legal ecosystems as catalysts for Africa’s economic growth, guided by our AIF mandate.

We once again welcome ALL Envoy, Dr. Nkosana Moyo and laud his efforts to forge effective and proactive networks with high profile individuals and trusted partner institutions committed to the AIF goals and objectives.

We remain committed to inspire, engage and contribute to Africa’s transformation agenda through collaborative efforts.
INNOVATION PRIZE FOR AFRICA

celebrating African ingenuity
2015 was an exciting year for Team IPA! The Innovation Prize for Africa (IPA) 2015 edition was held in a glittering ceremony in Skhirat, and received patronage from His Majesty King Mohammed VI of Morocco, a country fast trending as an innovation hub in Africa. The event unveiled and celebrated the best of African ingenuity, with African innovators attempting to solve some of the continent’s most intractable challenges to accelerate growth and development. In 2015, a record 923 applications from Africa’s most talented innovators were received from 42 countries, surpassing the previous year’s entry record of 903.

IPA applicants demonstrated once again just how impressive their proposed solutions are with impacts that extend beyond Africa’s borders. This year’s finalists showcased a diverse range of innovations spanning agriculture and education, to e-health and the environment. Indeed, African innovators continue to innovate to resolve African challenges with global implications. Needless to say, IPA 2015 was yet another successful edition from its reach and level of participation, to the quality of submissions and partners ready to join hands with AIF to unlock African innovation potential. It was a confirmation of our ability to inspire and catalyse the innovation spirit in Africa!

Given that AIF pledged to implement the IPA competition for five years, 2015 saw the team taking stock of achievements and assessing its success in delivering on its initial purpose: To mobilise for African innovators by providing a platform to honour and encourage innovators who deliver market-oriented solutions for African led-development.

Taking IPA to new levels

As we draw closer to the end of this initial five-year phase, we are also evaluating whether there is a need for AIF to shift its focus, continue to manage IPA in its current format or restructure the programme with increased relevance for its primary target audience: African innovators.

Some of these questions have ready answers. For example, the huge increase in IPA 2015 participation and the positive feedback from partners confirms that this initiative is still relevant. However, working with innovators across Africa for four years has allowed us to gain insight into their environments, convincing us that more needs to be done to strengthen African innovation ecosystems and create an enabling environment for them to thrive.

Accordingly, AIF revisited the IPA purpose as follows: “To strengthen African innovation ecosystems and spur growth of market-driven African solutions to African challenges”.

The title of the programme has now been modified to: IPA/Innovation Ecosystems Programme. Keeping the new nomenclature in mind, the following new incentives and activities have been introduced to IPA:

- **Post-prize support for women and young innovators**: Young people and women innovators are pivotal to socio-economic development in Africa, but face many challenges due to gender disparities and lack of empowerment. AIF will now extend business development support to 10 of the most promising youth and 10 women innovators participating in the competition.

- **ZuaHub, an online platform to connect African innovators with resources**: This exciting new platform will allow innovators to collaborate with each other, connect with mentors and coaches, pitch to investors, and access technical support and tools to accelerate their innovations.

- **Documenting IPA impact on past winners and nominees**: Collecting and documenting the IPA impact on all winners and nominees in their environments and the wider community will offer relevant insights, including tangible data and case studies. This information can be used to trigger more action and further strengthen African innovation ecosystems.

Moving forward, the IPA/Innovation Ecosystems Programme will capitalise on the IPA competition by investing more energy and resources into activities that help unlock the potential of African innovators.

Going forward, our core focus areas will be:

- Restructuring and streamlining post-prize support to winners, nominees, young and women innovators, ensuring the best possible outcomes, with mechanisms to measure impact;
- Building strategic partnerships that allow pooling resources to unlock the potential of African innovators; and
- Launching and promoting the ZuaHub online platform, a key tool to strengthen African innovation ecosystems.
GROUND-BREAKING INNOVATIONS FOR 4TH EDITION OF IPA

Once again, innovators demonstrating excellence in the five thematic areas listed below were invited to submit their applications for IPA 2015. This edition recorded over 1300 registrations, with 925 successful submissions from 42 African countries.

1 - Manufacturing and Service Industries
2 - Agriculture/Agribusiness
3 - Information Communication Technologies (ICTs)
4 - Health and Well-being
5 - Environment, Energy and Water

Of the 925 submissions, 10 nominees from six countries were shortlisted through a thorough and rigorous process and invited to pitch to a distinguished panel of judges in Casablanca, Morocco in May 2015. Three winners were awarded cash prizes in Skhirat, Morocco on 13th May 2015 during a Gala dinner hosted in collaboration with the Ministry of Industry, Trade, Investment and Digital Economy and under the high patronage of His Majesty King Mohammed V.

IPA 2015 WINNERS

Adnane Remmal, a professor from Morocco won the Grand Prize of US$ 100 000 for his patented alternative to livestock antibiotics which is set to transform the broader medical and agricultural sector in Africa. The natural innovative anti-microbial formula reduces health hazards in livestock, preventing the transmission of multi-resistant germs and carcinogens to human beings through the consumption of contaminated milk, eggs and meat. “My innovation provides farmers with solutions to improve their production. It is cost effective and can easily be adopted, giving farmers increased benefits without the side effects of antibiotics,” said a jubilant Remmal after his win.

Alex Muriu, a Kenyan entrepreneur won the second Prize of US$ 25 000 for his risk sharing agri-business funding model to invest in small-scale farmers. He developed an innovative system to identify, screen and shortlist full-time farmers with small holdings, helping them devise farming plans to attract potential investors who earn profits over time. This is a viable solution to address the inability of committed, small scale African “agri-preneurs”—who lack collateral and credit history to access traditional financing—from expanding their operations.

Lesley Erica Scott, a Professor from South Africa won the Special Prize for Social Impact of US$ 25 000 for her Smartspot TBcheck. This tool examines the accuracy of machines used to detect TB diagnosis. It was designed to assess whether these machines are functioning optimally. Unlike other products, TBcheck is easy and safe to use and can be delivered to laboratories efficiently and economically; it enables easier diagnosis of TB, and is set to go a long way in curbing the TB epidemic in Africa.

For the first time, all seven IPA nominees received a voucher worth US$ 5 000 to further develop their innovations, based on feedback identified by the judging panel.
“We feel honoured to be selected to host IPA 2015, and affirm our commitment and support to AIF in driving the African innovation frontier towards sustainable development. We look forward to welcoming innovators from across the continent and beyond to Morocco...”

H. E. Moulay Hafid Elalamy, Minister of Industry, Trade, Investment and the Digital Economy.
In the picture, H.E. Elalamy and AIF Founding Board Member, Jean-Claude Bastos de Morais cut the ribbon to officially open the IPA 2015 Market Place, as Mr Mohammed Abbou, Minister Delegate to the Ministry of Industry, Trade, Investment and the Digital Economy looks on.
SOCIAL IMPACT PROGRAMME FOR ANGOLA
TURN-KEY APPROACH FOR SOCIAL IMPACT

The Social Impact Programme for Angola (SIPA) provides turn-key approaches to scalable, sustainable and evidence-based innovation programming in social impact. SIPA looks at local funding sources, in particular the Sovereign Wealth Fund of Angola, and engages with local organisations such as NGOs, churches, associations and private sector partners to help roll out its programmes. It was established as a supportive knowledge and fund broker for implementation partners. All information is available on its new website: www.sipangola.org/index.php/en/home

In 2015, SIPA grew from supporting work on developing a strategy for social development in Angola, to developing a mechanism to allocate a portfolio from two projects to 12 projects. Around 30 other projects were also appraised over the year with around half of them being prepared for future funding.

In the area of local economic development, AIF has been supporting the Bungo initiative in Uige Province for the last two years and, since 2015, two new projects in the Benguela, Huambo and Bié provinces. Its overall aim is to empower the local farming community by investing in sustainable income generation schemes. The projects are providing these farmers with the necessary training to effectively enhance their production (techniques, cooperative organisation, and mechanisation) processes and market their goods to local retail and grocery shops.

Projects focus on cassava, potatoes, vegetables, and poultry with an educational component that includes nutrition. The Bungo initiative has positively improved the lives of over 3 000 families involved in farming and trading. The potato programme in Benguela and Huambo has already reached 2 000 Farmer families of the 10 000 families targeted. The project in Bié and Huambo has just begun, but is set to benefit 1 500 farmers, as well as an additional 1 500 farm workers. Credit facilities and advisory services for rural entrepreneurs is currently being piloted in Bungo, as well as support to civil registration services.

To support the healthcare sector in Angola, several innovative healthcare-related programmes have been implemented, including an ophthalmological centre in Benguela and other provinces offering phaco-emulsification cataract surgeries through mobile teams. In Huambo and Bié, voice messaging systems have been introduced to deliver information about infant care to more than 60 000 mothers. Regular training is being delivered to healthcare professionals in surgical procedures and measures to combat leprosy.

A programme supporting the provision of a wide range of new healthcare support services for the rural population of Chiulo, Cunene Province, was initiated. It includes training on surgical procedures, improvement of blood banks, a new TB diagnostic device, the introduction of new hospital software, solar panels for health posts that enable radio referrals, and solar fridges for the safe storage of vaccines. In April 2015, AIF supported the first National Nutrition Forum that addressed the critical issue of nutrition and food security, stimulating dialogue between the private and public sector to jointly find solutions to these and related pressing issues. AIF continues to play a key role in the debate on Malnutrition and is looking to make a radical change in the next project phase.

IMPACT SIPA

162 292 people reached
474 000 people expected by the end of 2017

IMPACT LOCAL ECONOMIC DEVELOPMENT

28 000 people reached
73 000 people expected
> 14 500 farmer families with improved revenues, job creation
> 150 local entrepreneurs supported with coaching services and credit facilities

IMPACT HEALTH

110 300 people reached
60 000 people expected
> 30 000 ophthalmology consultations
> 30 000 reached by leprosy awareness
> 5 000 minor surgery interventions
> 200 major surgery interventions
> 15 000 pre-natal visits

> With services including leprosy awareness
## OUR WORK

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<tr>
<th>SPECIFIC TOPIC</th>
<th>IMPLEMENTING PARTNERS</th>
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<tr>
<td>Cataract treatment, eye surgery</td>
<td>Solidariedade Evangélica Angola (SOLE)</td>
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<tr>
<td>Neonatal m-health via SMS</td>
<td>People in Need (PIN)</td>
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<tr>
<td>Mobilizing for improved nutrition</td>
<td>World Vision</td>
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<tr>
<td>Leprosy prevention and awareness</td>
<td>Solidariedade Evangélica Angola (SOLE)</td>
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<td>Health care for rural populations</td>
<td>Medici con l’Africa (CUAMM)</td>
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<tr>
<td>Vocational training in six provinces</td>
<td>Ajuda de Desenvolvimento de Povo para Povo (ADPP)</td>
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<tr>
<td>Integrated development, including support to farmers and SMEs</td>
<td>Consultores JMJ Angola</td>
</tr>
<tr>
<td>Agriculture and nutrition (co-operative, agri-mechanization)</td>
<td>People in Need (PIN)</td>
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<tr>
<td>Economic opportunities in agriculture for women entrepreneurs</td>
<td>World Vision</td>
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<tr>
<td>Access to safe drinking water in remote rural areas</td>
<td>People in Need (PIN)</td>
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<tr>
<td>Mobile phones for water monitoring</td>
<td>Development Workshop</td>
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<tr>
<td>Sovereign Wealth Funds and ethical investment</td>
<td>Globethics</td>
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AIF is supporting better teaching methods and vocational training in nine different schools in Luanda, Bengo, Kwanze Norte, Benguela, Huambo, Namibe and Cabinda provinces. Specifically, the focus is on connecting schools with the private sector as private businesses can help these schools with professional equipment, databases, internships and open days. For example in Benguela, the “Escola Polivalente Profissional do Cavaco” is being supported to conduct workshops in environment, agriculture and water, helping students secure jobs and internships.

Similarly, AIF is supporting the building of new classrooms and relevant infrastructure for another school in Cabinda; the objective is to provide the right kind of tools and facilities to help students secure jobs and internships in the long run.

AIF supports two projects that aim to improve access to clean drinking water. The first project focusses on the construction of new water delivery points and the maintenance of existing points in remote rural areas through use of innovative low-cost drilling technologies. This results in less time spent in water transport and a lower incidence in water borne diseases, an important cause of child mortality and low economic productivity. The second project (north of Luanda) uses mobile phone technology to provide reliable information to water authorities on the functionality of standpoints, allowing for faster repair and maintenance interventions.
Communications is the drumbeat of AIF, articulating our work being done to catalyse the innovation spirit in Africa. We want to better shape our brand and guide materials development, creating engaging, targeted messaging. AIF continues to harness the power, reach and buzz of online communication and social media tools via Internet, Facebook and Twitter.

Our initial communications efforts were built on a concept and work plan that responded directly to staff needs. Products and materials include annual reports, newsletters, brochures, blogs, banners and press releases.

Our website, although functional and aesthetic, has adopted a streamlined approach calling for shorter, sharper narratives and easier navigation. A webmaster and social media manager not only provide technical support, but have made tangible progress in mobilising a growing online community for the Foundation.

IPA in the media

IPA 2015 received unprecedented media coverage with more than 500 published articles; at least 30 were from tier 1 media (international media)

At national level, daily press reports on IPA averaged 10 articles over a week with peak coverage culminating in more than 30 different stories from a wide media base including Al Jazeera post awards day!

IPA has been also recognised in international reports such as Forbes, UNESCO, WIPO and WiredUp.

The IPA online community has almost trebled over the last year with likes nearing 20 000.

Twitter fans add to this growing platform with with approximately 2500 followers.

Proud partnerships have been established with CNBC, IC Publications and VoxAfrica.
Overall, our programmes grew significantly, more so in the second half of 2015, accompanied by programme-specific communication needs:

- Along with re-vamping the ALL website and re-launch of both its Facebook and Twitter channels, the African Law Library leap-froged into the social media space with a positive PR buzz after welcoming Dr Nkosana Moyo as Envoy.

A brand new website for the Social Impact Programme for Angola (SIPA) and its wide project portfolio has been launched in English and Portuguese, with an accompanying brochure.

The brand new SIPA website, available in English and Portuguese.

Innovative approaches were engaged for message channeling using Avatars that our community can relate to, learn from and share; and to further enhance our outreach efforts, we introduced ALL mascots (see African Law Library section).

The Innovation Prize for Africa (IPA) programme continues to gain momentum after a successful 2015 event. Its objective and accompanying key messages have broadened as the programme seeks to build and strengthen innovation ecosystems in Africa, key in unlocking the potential of African innovators.

Our team facilitated two training sessions for AIF staff members on effective communication; a further training session was conducted for IPA 2015 nominees, teaching them how to forge media relations and effectively pitch their innovations.

AIF website activity in this reporting period was vibrant with 51% male visitors and 49% female visitors. www.africaninnovation.org had 134 796 visitors with 698 314 views. The year 2015 saw an increase of 73.86% new visitors to the AIF website.

Our team made 400 active posts, and shared over 100 infographics in our online and social media. An image bank that now houses nearly 2 500 photographs was also developed.
SHAPING OUR TEMPO

As our communications tempo progresses, we are also reviewing our existing brand identity document to lend more vibrancy in our materials design approach, engaging an innovative lens. Our branding exercise will culminate in a user-friendly toolkit to enhance the layout/design elements, including shaping our brand with programme-specific colours, appealing images, and “how to” briefs with an innovative look and feel.

Going forward, our focus is to sharpen AIF message development through strategic, more authentic content and inspirational design in line with our thematics. Our aim is produce cutting edge materials to ensure that our brand continues to serve our ethos.

Through media monitoring, we will capitalise on new trends, hot topics and new analysis on innovation in Africa to influence our work. Our outward-reaching strategy is to be more visible and present in continental dialogues that seek to strengthen innovation at work in Africa.

Look out for Seed, our new signature publication in 2016, showcasing experiences, insights and developments on innovation in Africa.

AIF’S GROWTH ON SOCIAL MEDIA IN 2015

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Accumulation</th>
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<tbody>
<tr>
<td>Twitter</td>
<td>6,000 followers</td>
<td>10,792 mentions</td>
</tr>
<tr>
<td>Facebook</td>
<td>25,000 fans</td>
<td>+400 posts</td>
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AIF SKILL SETS & KEY ROLES

The AIF staff complement grew in 2015 with more members joining the team offices in Luanda, Geneva and Zurich to roll out programme operations. Working at AIF requires an agile mind-set and adaptable, flexible attitude. This infographic maps out our core team’s skill sets and key roles, and reflects new team members who joined the AIF stable in 2015, those who left in this reporting period, and our consultant network in Africa.

Jean-Claude Bastos de Morais
AIF Founding Board Member
Entrepreneur, venture capitalist, philanthropist, Chairman of Quantum Global Advisory Group, Advisory board member, Official Monetary and Financial Institutions Forum (OMFIF) and University of Cape Town Graduate School of Business Member, international Board of Foundation for Global Ethics.net

Omar Balafrej
AIF Board Member
Strategic advice and technical support on innovation in Africa
CEO of MITC, a Moroccan public private partnership that manages Technopark.
President of MITC Capital
Board member, Moroccan Center for Innovation (CMI)

Walter Fust
AIF Chairman of the Board

Federal Administration, private sector, trade and international development expertise
Head of Swiss Agency for Development and Cooperation (SDC)
Broadband Commission for Digital Development (ITU/UNESCO) and UN Committee of Experts on Public Administration (CEPA) advisor
Chair of Global Crop Diversity Trust (Bonn)
Board member of Coalition for Dialgo on Africa/CODA, Library of Alexandria, and CATIE, American University for tropical agriculture and forestry in Costa Rica

Bethlehem Tilahun Alemu
AIF Board Member
1st female African entrepreneur to address Clinton Global Initiative
World Economic Forum’s Young Global Leaders
20 Youngest Power Women in Africa in 2011
2012 World’s 100 Most Powerful Women List and Woman to Watch (Forbes magazine, 2012)

Linda Salay
Legal Officer
Legal advice
Legal content sourcing
Networking

John Miller
Senior Librarian

Organisation and supervision of ALL metadata
18 - Social Impact Programme for Angola

22 - Communications @ AIF

25 - AIF skill sets & key roles