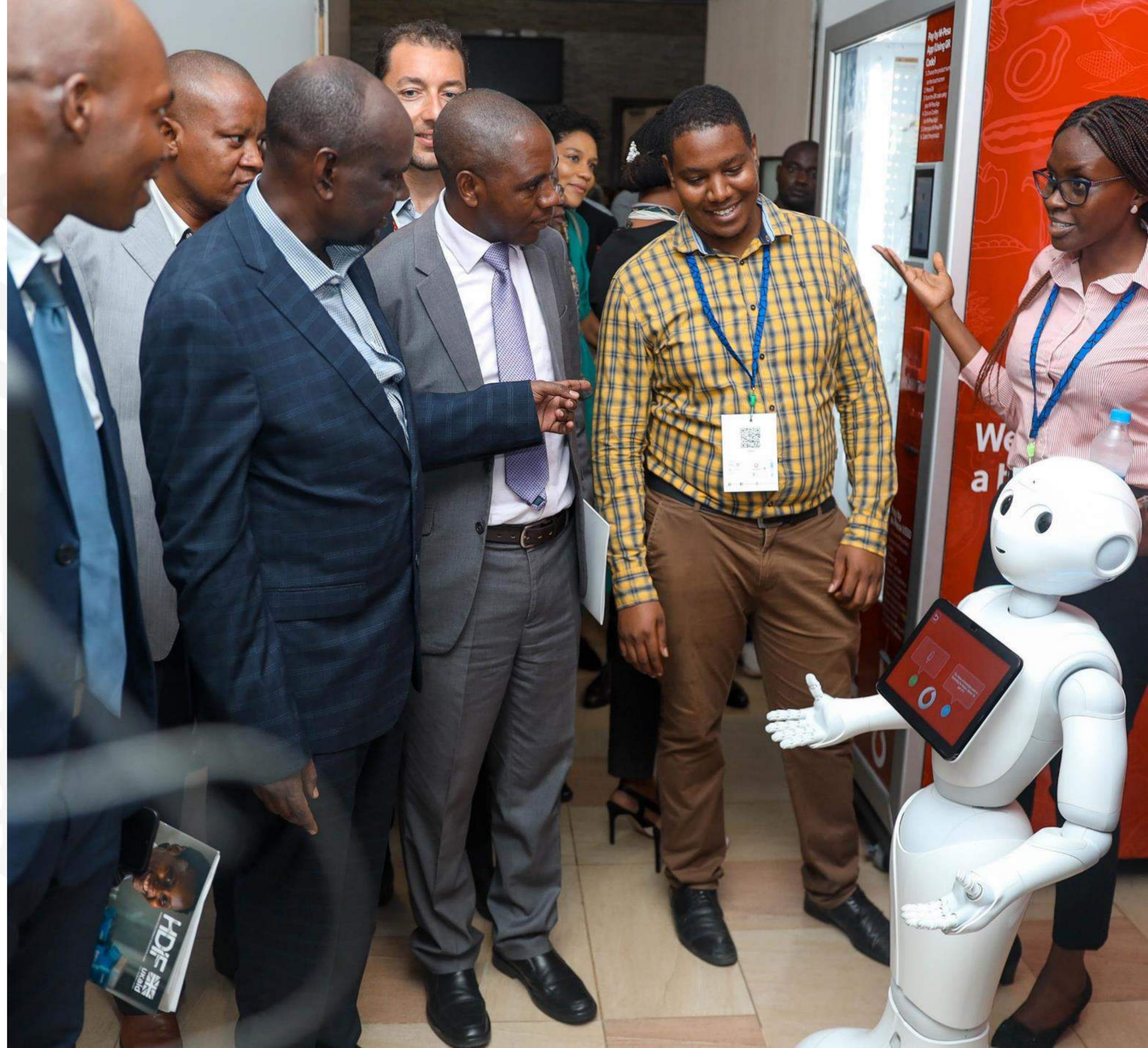


# INNOVATION WEEK 2020

*POST EVENT REPORT*

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# INTRODUCTION

Innovation Week is a free platform which hosts a week-long series of events and exhibitions in Tanzania, curated by the Human Development Innovation Fund (HDIF), Commission of Science and Technology (COSTECH), in partnership with other innovation stakeholders, and with support from the UKAid. Innovation Week 2020 (IW2020) was the sixth edition since the week was first launched in 2015. The purpose of Innovation Week is to provide space to innovators, policy makers, funders, researchers, and other players in the innovation ecosystem to share what they have been working on, learn from and inspire each other, collaborate across sectors, and transform Tanzania through the scaling of innovation. Innovation Week events and exhibitions continue to be some of the most influential, educative and relevant platforms to share learnings and best practices on how to use technology and innovation for economic and social development. This year's theme, "Innovate4Impact" has been evident in the content of events, exhibitions and discussions that have been conducted, with topics ranging from partnerships, health financing, policy, innovation support, emerging technologies (blockchain), EdTech and more. We have constantly seen that when stakeholders come together, formidable partnerships can be formed and positively impact innovators and the innovation ecosystem.



# INTRODUCTION

IW2020 spanned over two weeks starting with the Dar-es-salaam edition in the first week of March and the following in 5 other regions including Iringa, Arusha, Mbeya, Zanzibar and Dodoma. In Dodoma, apart from other IW2020 events coordinated by Capital Space, HDIF was also supporting the Ministry of Education, Science and Technology in hosting the climax of the **National Competition for Science, Technology and Innovation (MAKISATU)**.

Innovation Week has grown steadily with more events, exhibitions, attendees, and partners each year. IIW2020 saw a geographical expansion to three more regions , bringing the event to six (6) regions in total. We have also witnessed a stronger interest from the Government where more agencies and ministries took part in the week events. More development partners, corporates and other players showed a strong interest in the week through sponsorships and active participation in events and exhibitions. This is evident in the numbers presented in the following sections.





# KEY NUMBERS

Innovation Week 2020

#IW2020

# IW2020 NUMBERS

IW2019

101<sup>58</sup>

Events

139<sup>29</sup>

Innovations Exhibited

222<sup>77</sup>

Partners

209<sup>7</sup>

Sponsors

6,439<sup>2,237</sup>

Attendees

45%<sup>45%</sup>

Female attendees

31<sup>25</sup>

Volunteers

100<sup>32</sup>

Newspaper and Blog articles





# PARTNERS

Innovation Week 2020

#IW2020

# PARTNERS

Innovation Week 2020 had a total of 222 partners who were comprised of nine sponsors, seven regional organizers, 61 event organizers, 139 exhibitors, and six members of the organizing committee, .

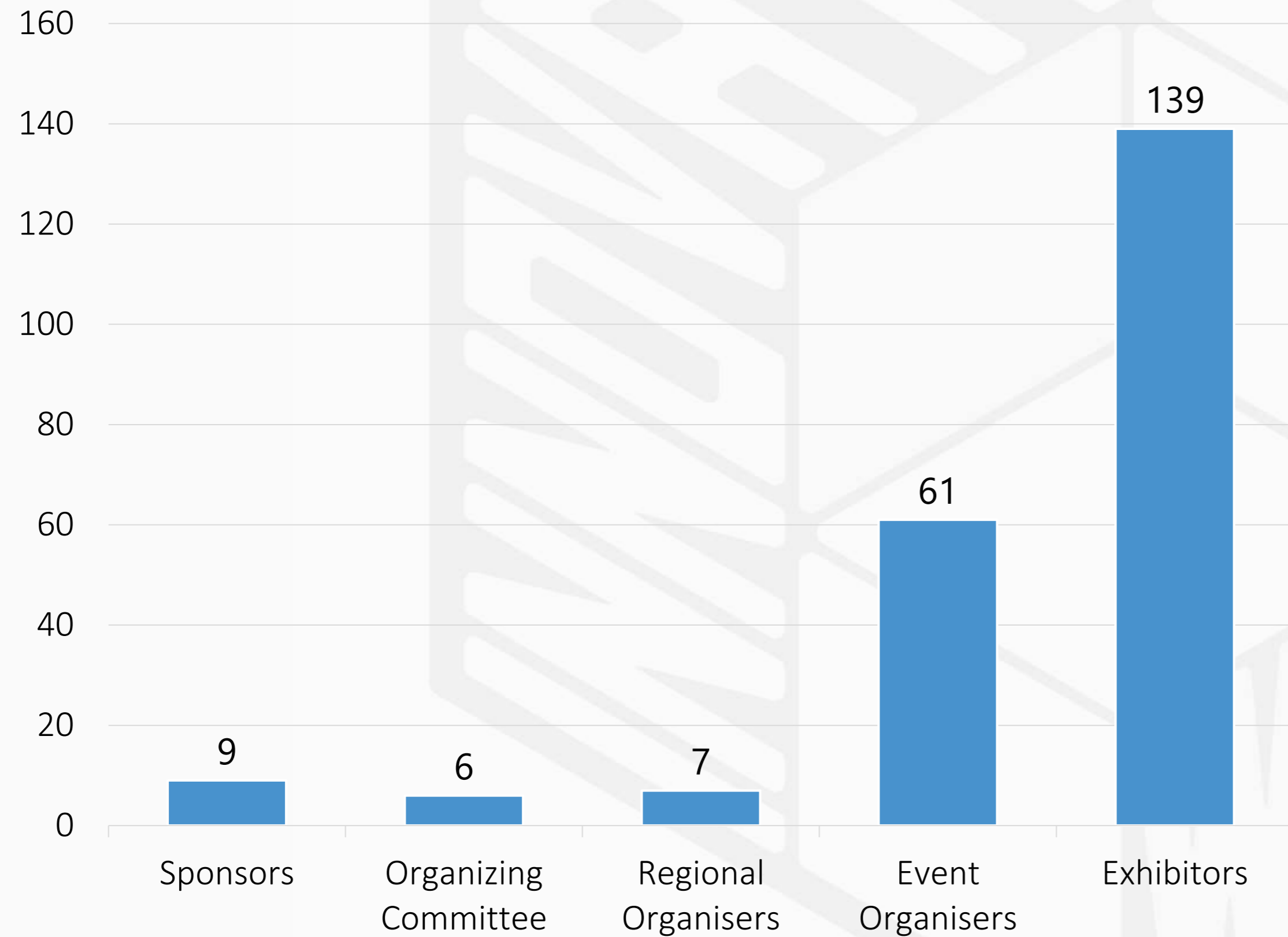


Figure 1: IW2020 Partners

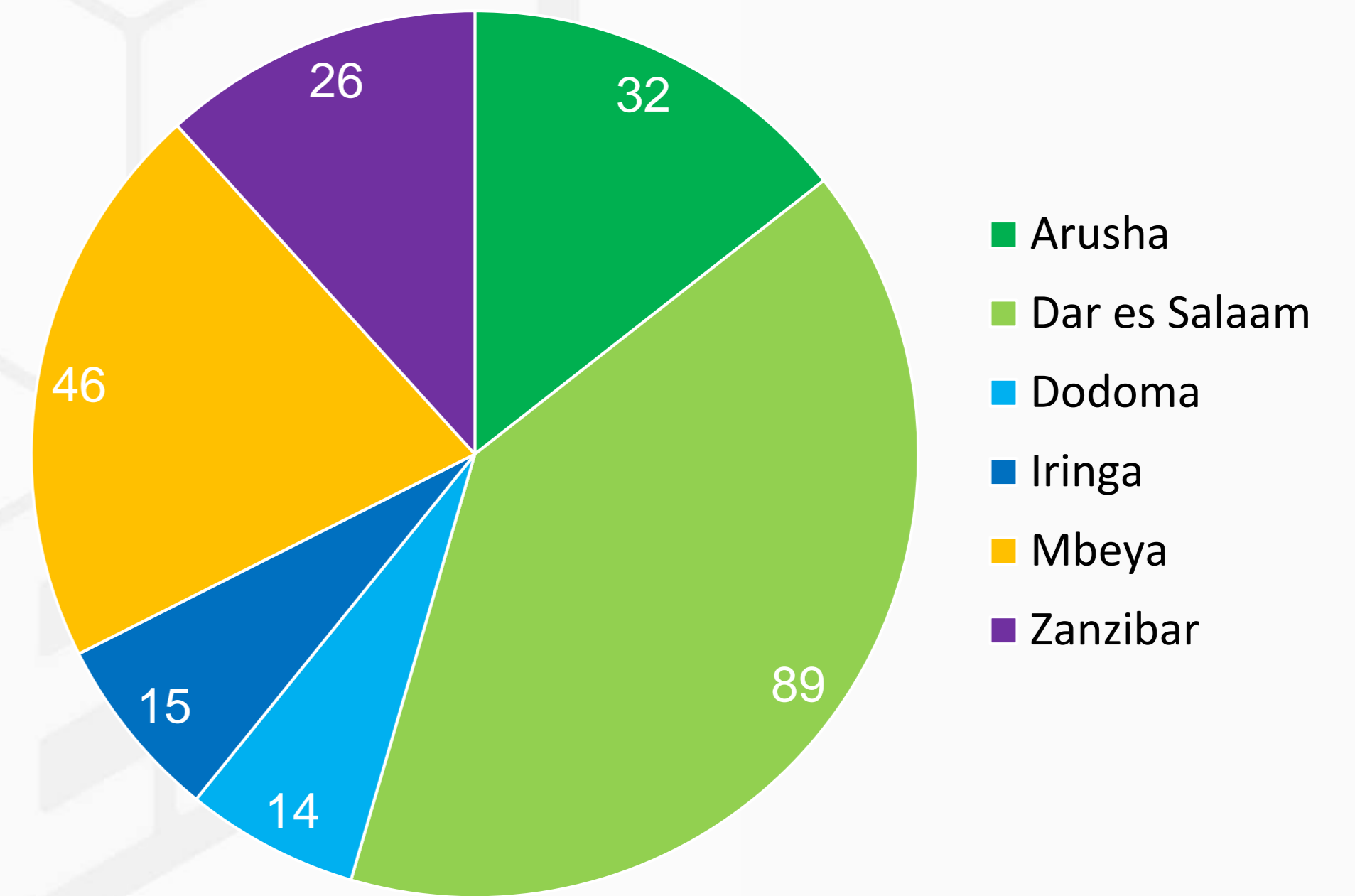


Figure 2: IW2020 Partners in each region





# PARTNERS

## Sponsors

Innovation Week sponsors are public and private sector organizations that have a long-term interest in supporting the innovation ecosystem in Tanzania. Working with HDIF and the organizing committee, the sponsors in 2020 were [Vodacom](#), [UNDP](#), [UNCDF](#), [UNICEF](#), [UN Women](#), [Clouds Media](#), [Segal Family Foundation](#), [The Embassy of the Netherlands](#), and [Exim Bank](#). In addition to providing monetary support for IW2020, these ten sponsors played a key role in the overall direction of IW2020.

## Regional Innovation Week Organizers

Regional organizers are key ecosystem players that led the planning and execution of IW2020 events in regions other than Dar es Salaam. Such partners are: [Anza Entrepreneurs](#) (IW2020 in Arusha), [University of Dodoma](#) and [Capital Space](#) (IW2020 in Dodoma), [Mbeya University of Science and Technology](#) (IW2020 in Mbeya), [Kiota Hub](#) and [Rlab](#) (IW2020 in Iringa) and [Cube Innovation Hub](#) (IW2020 in Zanzibar).



# ORGANIZERS

IW2020 organising committee was comprised of seasoned professionals from reputable entities in the Tanzania innovation ecosystem. Unlike other Innovation Week editions, this year, the role of the committee members was expanded beyond an advisory one to more hands-on involvement in the planning and execution of the week. Entities that were part of the organising committee were [Segal Family Foundation](#), [Tanzania Data Lab \(DLab\)](#), [Seedspace](#), [Buni Hub](#), , [ESRF](#), and [HDIF](#).



# DELIVERY AND LOGISTICS

The organizing committee enlisted the services of local service providers, most of them start-ups, in delivering the various aspects and components of the logistical delivery chain. The key ones included:

1. The event setup, décor and management, a crucial and delicate task that was successfully delivered by FERN (T) Company Limited - <https://fern.co.tz/>
2. Photography, videography and design – successfully delivered by Kumi Media. The link <https://www.flickr.com/photos/157470390@N02/albums> shows the company's work in pictures. All the design and branding work can also be seen through the HDIF social media accounts: <https://twitter.com/HDIFtz> ; <https://web.facebook.com/pg/HDIFtanzania/photos/>
3. Online participants registration and identification platform (<https://timetickets.co.tz/iw2020dar>) that was delivered by TiME Tickets Co. Ltd
4. An online survey platform for feedback on events from participants and partners managed by <https://fasthub.co.tz/>

All the outsourced work was well executed and delivered as per agreed terms and conditions.



# PARTNERS

www.hdif-tz.org/innovationweek



# AUDIENCE

To foster collaboration and strengthen the innovation ecosystem, Innovation week attracts participants from multiple sectors. IW2020 brought together innovators, entrepreneurs, creatives, players in the private sector, funders, government officials, academicians/researchers, NGOs, and media. Moreover, IW2020 events and exhibitions were held at more accessible venues, which attracted more participation by the wider public.

During Innovation Week 2020, a total of 6,439 participants attended events in all the six regions. Dar es Salaam region alone had 5,694 participants, Iringa had 305, Mbeya 288, Dodoma 250 (*this number excludes MAKISATU participants who were over 1000*), Zanzibar 210, and Arusha 142 participants. Majority of the participants were innovators who accounted for 21% of all the participants. A complete categorization of IW2020's participants is provided in Figure 3.

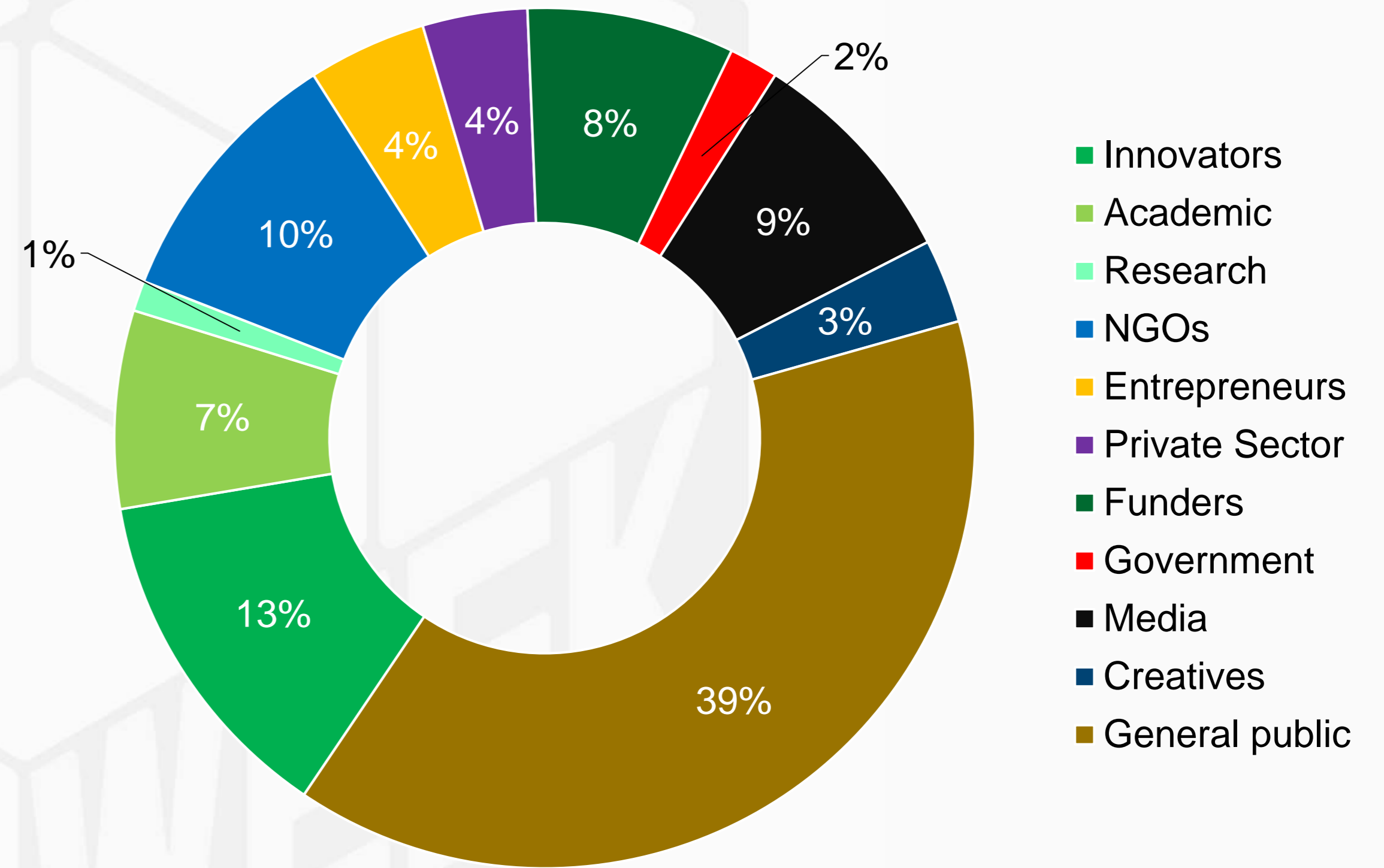


Figure 3: IW2020 Attendees by sector



# GEOGRAPHIC GROWTH OF INNOVATION WEEK

Over time, the demand for Innovation Week platform to go to new regions has been growing. To respond to this growing demand, IW2020 was hosted in six regions – three more regions than IW2019’s. These regions are:

- Arusha
- Dar es Salaam
- Dodoma
- Mbeya
- Iringa
- Zanzibar

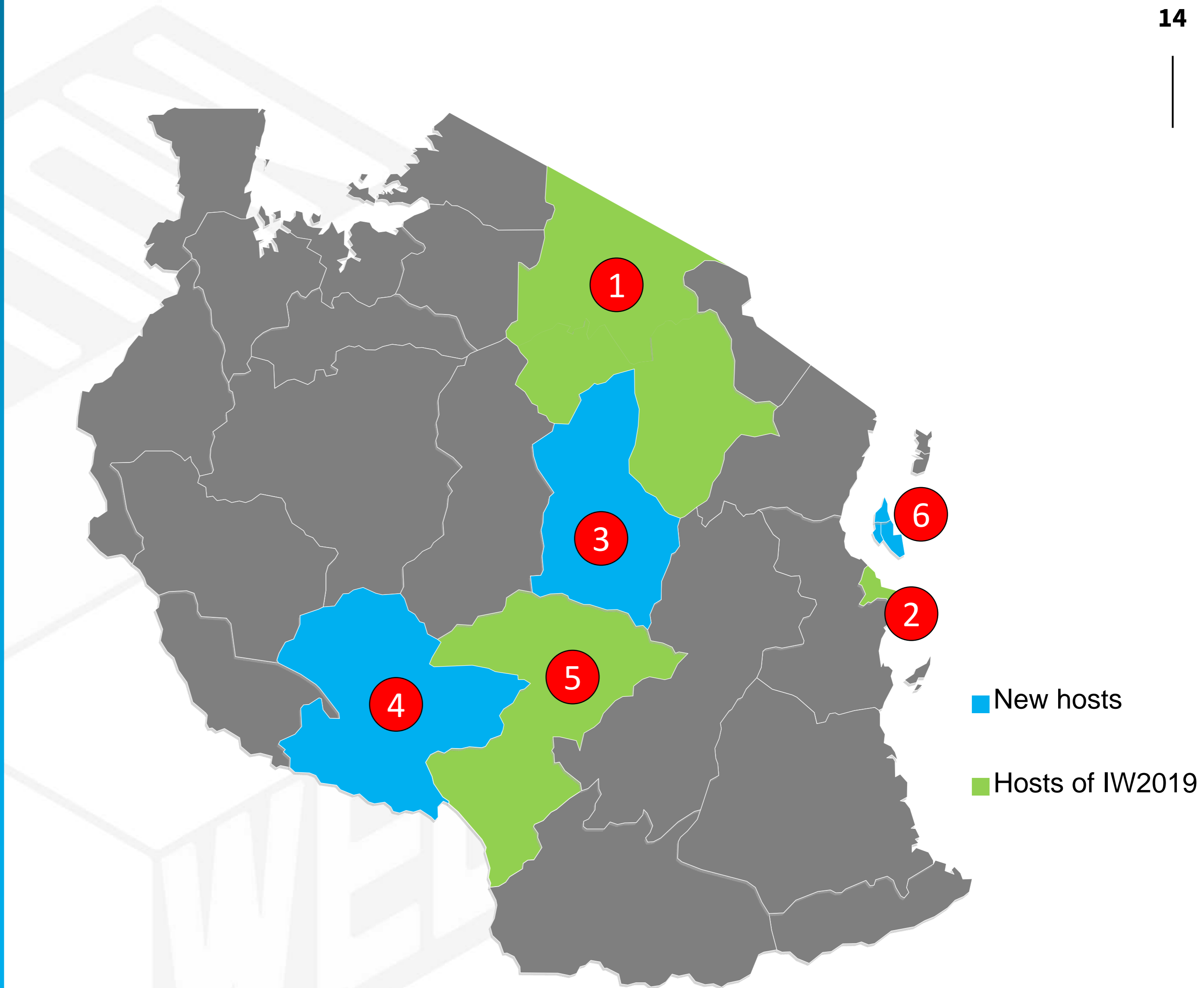


Figure 4: Regions that hosted Innovation Week 2020



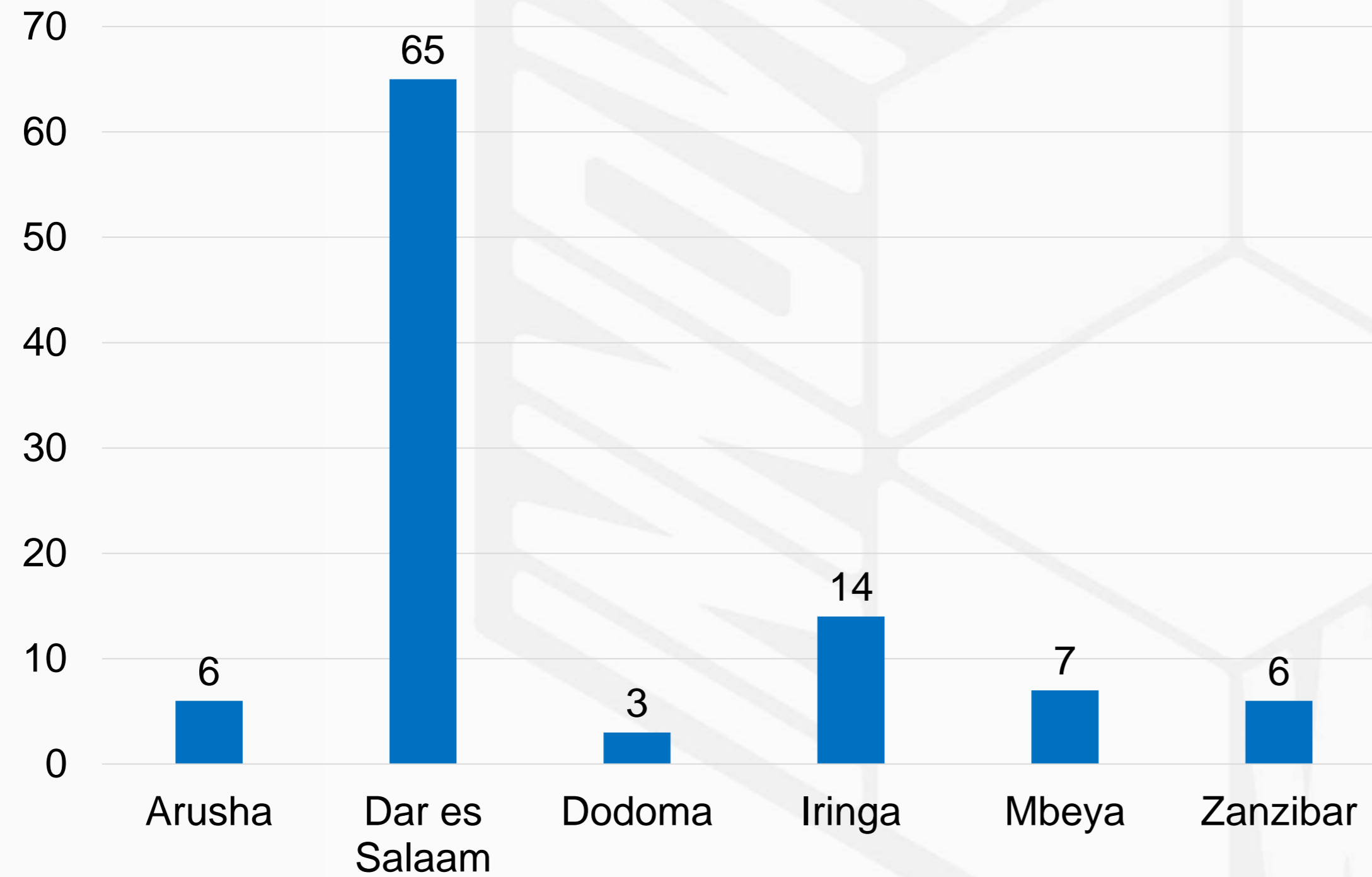
# EVENTS HIGHLIGHTS

Innovation Week 2020

#IW2020

# EVENTS

In 2020, Innovation Week had a total of 101 events held in six regions. These events included workshops, hackathons, keynote presentations, panel discussions, and pitching competitions. Dar es Salaam remains the biggest stage for innovators with 64% of all events organized in Dar es Salaam.



# 4.9

Overall IW2020 rating on a scale 0 - 5, 5 being the highest  
Source: FastHub, 2020

Figure 5: Number of events held in each region





# THEMES

Over the years, Innovation Week themes have played the role of shaping and guiding the focus of discussions, presentations, and engagements in line with the demand from the Tanzanian innovation ecosystem.

In 2020, the themes were meant to be broad enough to allow for an ecosystem-wide discussion on the impact of technology and innovation in Tanzania.

## 2020 Theme: Innovate for Impact

### Sub-themes:

- Financing for sustainable development
- Leveraging emerging technologies for development impact
- Smart partnerships for Impact
- Leaving no one behind through innovation
- Green innovations for industrial development



# DAR ES SALAAM OPENING CEREMONY

The main IW2020 opening ceremony was held in **Dar es Salaam** on 16 March 2020 at LAPF Tower, Makumbusho and was attended by 387 people. Resident Representative for [UNDP](#), Christine Musisi, and [Vodacom](#) Tanzania's CEO, Hashim Hendi, gave opening remarks touching on why their organizations are supporting and embracing innovation in Tanzania. These were followed by a speech from [DFID Tanzania's](#) Head of Office, Ms. Berth Arthy, who highlighted key lessons from funding HDIF and supporting the innovation ecosystem in Tanzania. Thereafter, [COSTECH's](#) Director General, Dr. Amos Nungu, and [HDIF's](#) Country Director, Joseph Manirakiza, gave closing remarks on COSTECH's and HDIF's roles in supporting and growing the innovation ecosystem in Tanzania. The Guest of Honour for event was Hon. William Tate Ole Nasha; the Deputy Minister of Education, Science, and Technology; who officially launched the event. Other speakers on that day included [Empower's](#) Miranda Naiman and [MoEST's](#) Director of Science, Technology and Innovation Prof. Maulilio Kipanyula. The session was moderated by Catherinerose Barretto and Austin Makani.

• **Key takeaways from the guest of honor and other speakers in the opening ceremony:**

- There is a need for more collaboration and strategic partnerships to further strengthen the innovation ecosystem in Tanzania
- Innovation should be part of the industrialization agenda; various sectors need to build upon and make use of Tanzanian innovations.
- It is time for Tanzania to look at strategies other than donor financing to sustain and scale innovations.
- Ecosystem stakeholders should not only bring innovations to the grassroots, but also bring grassroots innovations to key platforms in Dar es Salaam and other major cities in Tanzania.
- There is a need for more and better engagements with the government in identifying, supporting, scaling, and sustaining innovations.



# PICTORIALS - IW2020 OPENING CEREMONY

# REGIONAL OPENING CEREMONIES

Besides the main ceremony in Dar es Salaam, IW2020 had opening ceremonies in each of the 5 other regions in which it was hosted. [University of Dodoma](#) and [Capital Space](#) hosted the first-ever Innovation Week in **Dodoma** at Jamhuri Stadium, where the key event was the climax of [MAKISATU](#) 2020 (National Competitions on Science, Technology and Innovation) which was hosted by the Ministry of Education, Science and Technology (MoEST). The Guest of Honor was the MoEST Deputy Permanent Secretary, Prof. Mdoe, who represented the Minister. Side events included presentations from [BRELA](#), [COSOTA](#), [NEEC](#), [Sahara Ventures](#), [SIDO](#), [TANTRADE](#) and [COSTECH](#) and a panel discussion on the role of these and other stakeholders in developing conducive and supporting mechanisms for innovators.

In **Mbeya**, the week was inaugurated by Prof. Justinian Rutembeka Anatory, the Deputy Vice-Chancellor Planning, Finance and Administration on behalf of Prof. Aloys Ntanturo Mvuma, the Vice-Chancellor of [Mbeya University Of science and technology](#) (MUST). He lauded IW2020's theme, "Innovate for Impact" and talked about how it is aligned with the University's strategic goals that led to the introduction of the new directorate, Centre for Innovation and Technology Transfer (CITT).

The launch of IW2020 in **Arusha** was marked by a speech from Gidibo Tindwa, the Program officer at Segal Family foundation whereas in **Zanzibar**, Cube Zanzibar held a press conference to officially launch IW2020 in Zanzibar. The press conference was attended by key innovation ecosystem stakeholders in Zanzibar together with major media houses. IW2020 in **Iringa** started after the first case of COVID-19 was confirmed in Tanzania and the organisers managed to successfully move the event online. The opening event was officiated by District Commissioner of Iringa, Hon. Richard Kasesela.





# PICTORIALS - IW2020 DODOMA EDITION



# PICTORIALS - IW2020 DODOMA EXHIBITIONS

# HIGHLIGHTED EVENTS PER SUB-THEME

Innovation Week 2020

#IW2020

# FINANCING FOR SUSTAINABLE DEVELOPMENT

Under this subtheme, innovation ecosystem stakeholders examined how to best source different social innovations, approaches to further strengthen the innovation ecosystem, and the financial mechanisms that can be put in place to support innovators. In **Dar es Salaam**, [UNDP](#) hosted an event titled *“Do’s and Don’ts of Innovation Programming”* together with [HDIF](#). The event highlighted a range of innovation support mechanisms and programs available in Tanzania and assessed their viability, based on [a white paper](#) recently published by HDIF. . [Exim bank](#) organised an event during which the Bank presented its innovative digital infrastructure and the top 10 priority areas where banks need innovation. On the other hand, [UNCDF](#) organised an event titled *“The Future of Financial Sector Innovation in Tanzania”* in which emerging companies within the financial technology space were identified, progress in the sector was discussed, and ways to further drive collaboration in this space were explored.

A total of 10 events took under this sub-theme took place in Arusha, Dar es Salaam and Dodoma.

**4.3** Events rating on a scale 0-5, 5 being the highest  
*Source: FastHub, 2020*





# FINANCING FOR SUSTAINABLE DEVELOPMENT (CONT'D)

Other events under this sub-theme included *“Exploring Development Impact Bonds for Health Financing”* organized by [The Liverpool School of Tropical Medicine Tanzania](#), “innovative saving and investing schemes” by [A-Trader](#) among others.

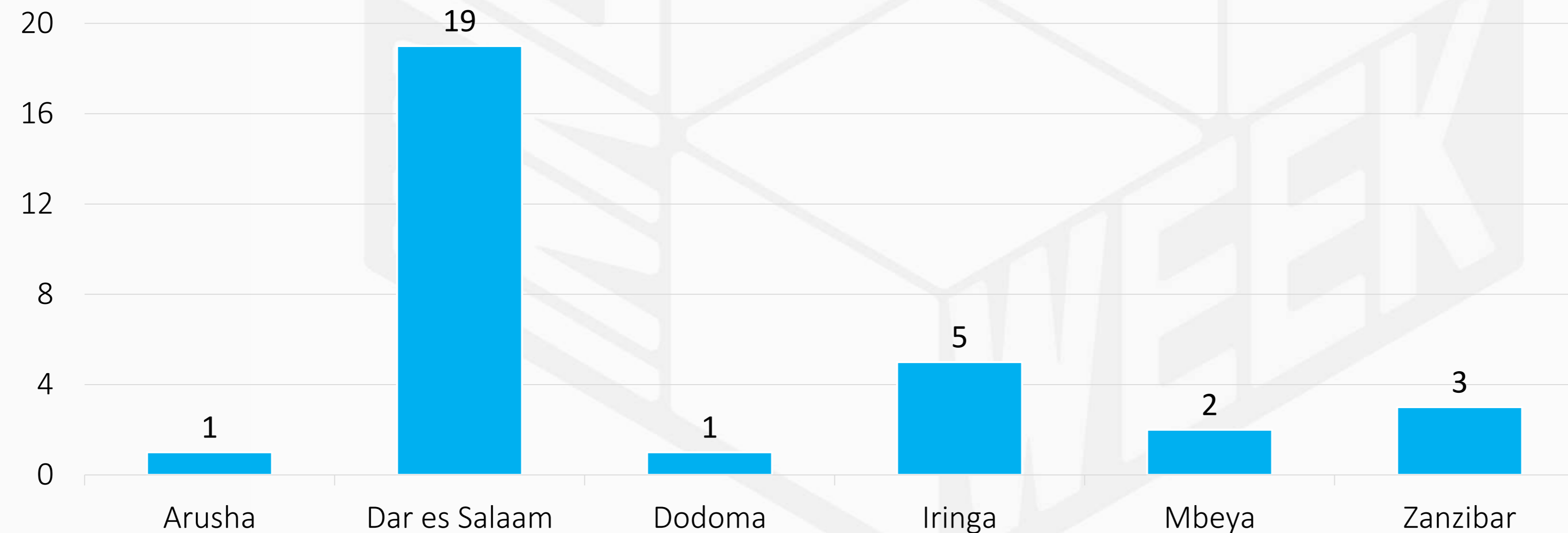
## Some of the key takeaways from events included:

- There is still a wider room for innovation financing in Tanzania; currently available financing instruments do not necessarily meet the current innovators’ needs.
- There is a need to bridge the gap between the innovation ecosystem and the various sectors that can potentially benefit from innovations – a shift from supply to demand driven innovation
- Clear channels of communication, engagement, and collaboration between innovators and investors need to be established to ensure competitive, sustained & donor independent funding of innovations.
- Innovation hubs may not always have sufficient means and capacity to support the innovators. They should, therefore, be the integral part of the innovation programmes seeking to strengthen the innovation ecosystem
- Donors and other funders need to look beyond the ‘usual suspects’ when supporting innovators. This reduces the risks for donors/funders and also helps strengthen the innovation ecosystem by support a more diverse pool of innovators.



# LEVERAGING EMERGING TECHNOLOGIES FOR DEVELOPMENT IMPACT

A total of 19 events were held in **Dar es Salaam** under this subtheme. [Vodacom](#) hosted an event that brought together key stakeholders in the agriculture sector to discuss effective approaches in digitizing the agriculture value chain in Tanzania and the region. Vodacom showcased lessons and experiences from their ‘Connected Farmers’ initiative. [UNICEF](#) partnered with [LaunchPad](#) and the University of Dar es Salaam College of ICT through the [Y4C hub](#) to host a panel discussion and workshop on the role of innovation in the education sector. Other events were curated by partners such as [BUNI Hub](#) that organised three events under this subtheme, [Deloitte](#), [TEDx Oysterbay](#), [Ifakara Innovation Hub](#), [Unleashed Africa](#), [Ennovate Hub](#), [Safe Space](#), [OMDTZ](#), [Apopo](#), [WFP](#), [FUNDI App](#), [Jenga Hub](#), [D-tree](#), [Ona Stories](#) and [TAI Tanzania](#).



# 4.0

Events rating on a scale 0-5, 5 being the highest  
*Source: FastHub, 2020*

Figure 7: Events under the Leveraging Emerging Technologies for Development Impact subtheme of IW2020



# LEVERAGING EMERGING TECHNOLOGIES FOR DEVELOPMENT IMPACT (CONT'D)

In **Dodoma**, [Capital Space](#) organized a design thinking workshop on innovation and technology.

In **Mbeya**, 2 events were organized by MUST's Centre for Innovation and Technology Transfer (CITT) under this subtheme, one including a presentation from [BITHUB](#) on digital marketing and the future of internet, and a workshop that taught secondary school students how to create mobile applications from scratch.

In **Arusha** a [panel discussion](#) brought together founders and representatives of tech startups [SmartCore](#), Senda Success and [Imara Tech](#) to talk about their entrepreneurship journeys.

**Zanzibar** hosted three events under this subtheme, one organised by D-tree and looked at how mobile apps are bringing health care services to local communities. The other two events were organized by [Swahili Soft](#) and [Myjobpass](#).

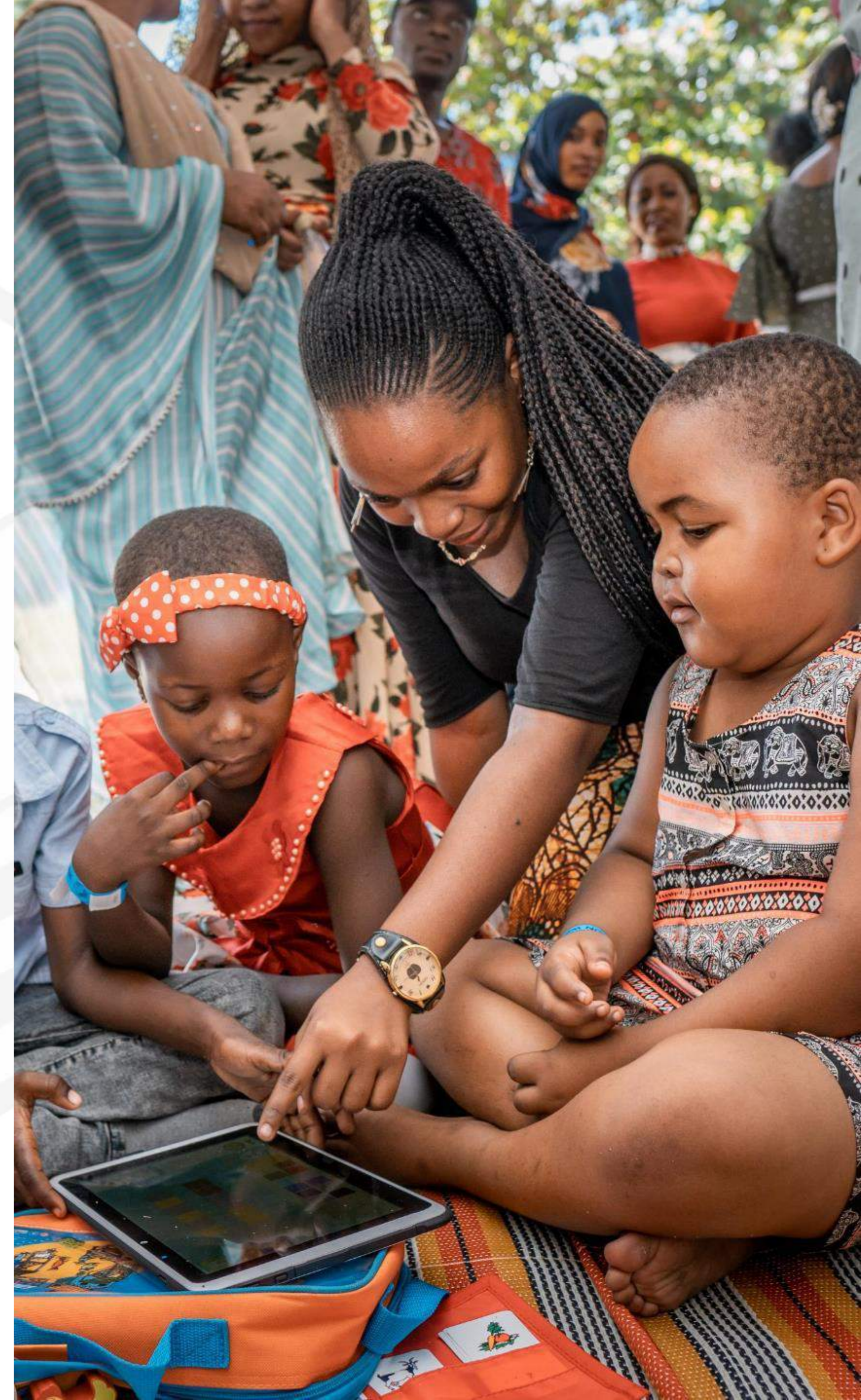
In **Iringa**, there was a virtual hackathon jointly organised by [Rlabs](#) and Kiota hub. Two panel discussions - one on education innovations and the other contribution of universities in Innovation brought together academicians from the [University of Iringa](#), [Mkwawa University College of Education](#), [Ruaha Catholic University](#) and the [Open University of Tanzania](#), as well as representatives from the Iringa Regional Administrative Secretary's (RAS) office.



# LEVERAGING EMERGING TECHNOLOGIES FOR DEVELOPMENT IMPACT (CONT'D)

Key takeaway points from events in this subtheme are:

- Technology and innovation have a huge potential in addressing several development challenges and improving equity. Participants got the opportunity to see how emerging technologies & innovation can be employed to improve quality and efficiency in land surveys, provision of mental health services, addressing malnutrition, improving education outcomes, increasing efficiency in the agricultural value chain, etc.
- There is a need for better and more strategic partnerships and engagements to further scale these technologies and innovations
- Technology isn't a silver bullet and isn't a replacement for analytical decision-making and sound management



# SMART PARTNERSHIPS FOR IMPACT

A total of 40 events were conducted during IW2020 under this subtheme – 23 events in Dar es Salaam, 6 in Iringa, 4 in Arusha, 3 in Mbeya, 2 in Dodoma, 2 in Zanzibar. In **Dar es Salaam**, two events were organised by HDIF – one titled “A Deep Dive into Collaborative Models that Drive Innovations to Scale”, which brought together 132 participants and the other “Catalyzing the Tanzanian Innovation Hubs Ecosystem”, which was attended by 109 hub managers and other ecosystem stakeholders. [UNDP](#) hosted a session that explored innovations that have had direct impact in positively transforming the lives of people living in poverty in some of the most complex contexts and how organizations are working together to scale proven solutions.

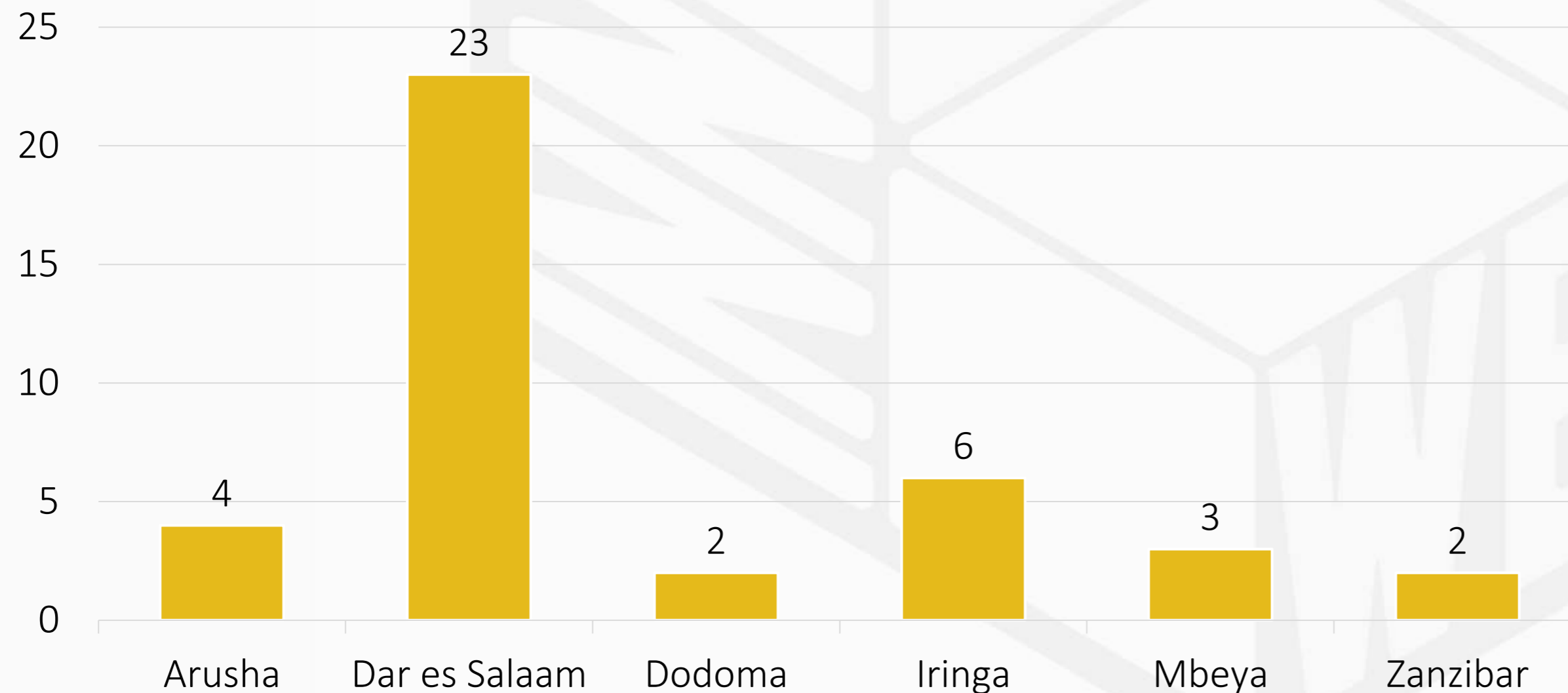


Figure 8: Events under the Smart Partnerships for Impact subtheme of IW2020

# 4.0

Events rating on a scale 0-5, 5 being the highest  
Source: FastHub, 2020



# SMART PARTNERSHIPS FOR IMPACT (CONT'D)

[Vodacom](#) hosted an event titled “Corporate-startup Collaboration through Accelerators” where they shared lessons from the ‘Vodacom Digital Accelerator’ that came to life through Vodacom’s collaboration with Smart Lab. During the event, Yvonne Maruma, Business Manager at Vodacom, and Edwin Bruno, CEO & Founder of Smartcode, discussed how private sector companies can learn to innovate along their supply chains.

In addition to these events, [The Dutch Embassy](#) curated a two-day networking corner where participants got the opportunity to learn about innovative solutions to global challenges that were displayed by four Dutch companies. [The Swiss Embassy](#) hosted a networking dinner on the first day of IW2020 to bring together various development partners, government representatives, and other innovation ecosystem stakeholders. Other partners who hosted events in Dar es Salaam include [Dlab](#), [DIAL](#) & [DFID](#), [Amcet Hub](#), [Tanzania Media Foundation](#), [Smart Lab](#), [Leap Learning](#) and [Sahara Ventures](#).

The two events organized in **Dodoma** under this subtheme were the event by Capital Space and University of Dodoma on the role of ecosystem stakeholders especially government bodies in supporting and nurturing the innovation ecosystem.



# SMART PARTNERSHIPS FOR IMPACT (CONT'D)

The first event had presentations from BRELA, COSOTA, and NEEC whereas the second event had presentations from Sahara Ventures, SIDO, TANTRADE and COSTECH.

Each event was followed by a panel discussion in which panelists deliberated on approaches that can be employed to make partnerships more impactful. Among the events organized in **Arusha** under this sub-theme were the two online bootcamps hosted by [Obuntu Hub](#), [Twende hub](#), and [Internet Society Chapter of Tanzania \(ISOC\)](#). A total of 31 youths participated in the two bootcamps and 7 of them were selected for a [an online pitching competition](#), after which 3 winners were selected. The other events hosted under this sub-theme in Arusha were organised by the Segal Family Foundation.

In **Iringa**, the organisers hosted an online pitching competition for startups. This event was conducted on 29 March 2020 and three startups were selected to benefit from entrepreneurship programs at [Kiota Hub](#) and [Rlabs](#). The other five events hosted in Iringa under this subtheme, include 3 online panel discussions and 2 virtual exhibitions that were organized by Kiota and Rlabs.

Mbeya University of Science and Technology (MUST)'s Centre for Innovation and Technology Transfer (CITT) in **Mbeya** organised a session that was comprised of keynotes from HDIF's Director of Finance and Administration and MUST's Deputy Vice Chancellor, followed by a panel discussion titled "Roles of Higher Learning Institutions in Innovation Ecosystem".





# SMART PARTNERSHIPS FOR IMPACT (CONT'D)

Still in Mbeya, CITT organised an evening networking session at Usungilo Hotel that brought together innovation ecosystem stakeholders in Mbeya to have a dialogue on how the centre can foster collaboration in the ecosystem. CUBE Zanzibar, organised two sessions to allow startups to network and present their work with other players in Zanzibar's innovation ecosystem. Through these sessions organisations such as DTree and MyJobpass shared their innovations with participants from various backgrounds in Zanzibar.

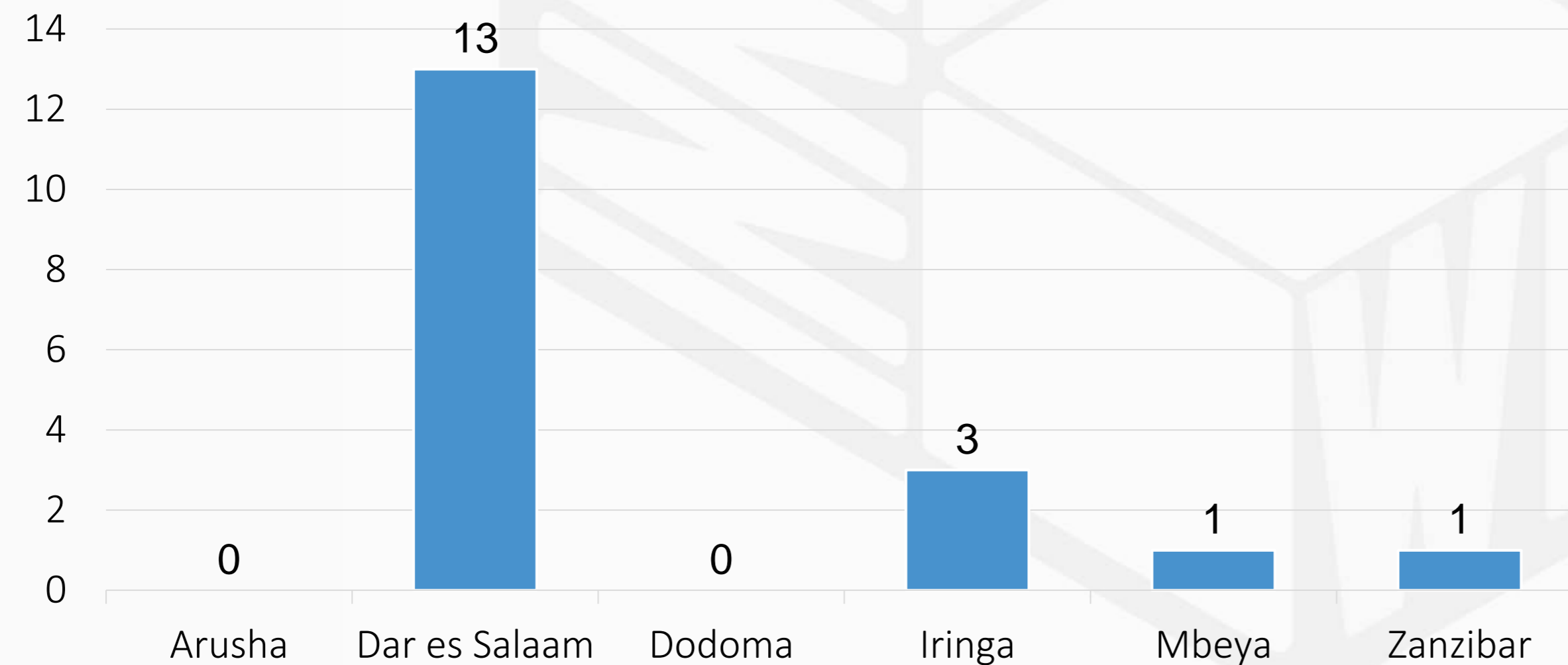
## Key takeaways from events under this sub-theme are:

- Government partnerships, despite taking relatively longer to develop, are key for scaling innovations.
- Innovation ecosystem stakeholders should distinguish between social innovations and social innovations. These different types of innovations may, and usually do, require different support and finance tracks. At the moment, the nomenclature and interventions around innovation don't sufficiently distinguish these two types of innovations, which limits the type and impact of partnerships in the ecosystem and leads to a limited number of successful or scaled innovations
- It is important that there is clarity on the roles that different partners in the ecosystem play to facilitate more meaningful partnerships. Currently, hubs are expected to solve a lot of issues that should, actually, be addressed by other stakeholders – for example, issues related to the creation of a conducive environment for innovations in the country.



# LEAVING NO ONE BEHIND THROUGH INNOVATION

Innovation ecosystem partners organized a total of 13 events under this sub-theme in Dar es Salaam. [Ifakara Innovation Hub](#) hosted a hackathon that brought together innovators to solve challenges in public health, nutrition, and food security. The Hackathon was preceded by training sessions on design thinking, prototyping, pitching, and communication for innovators. 23 of these innovators took part in the final pitching session that was held on 12 March 2020 at Seedspace and the winners received cash prizes on the final day of IW2020 Dar es Salaam edition. In addition to this, [UNWOMEN](#) partnered with [DOT](#) to host a workshop “Building Success & a Pipeline of Women Innovators” that provided female innovators with the opportunity to receive mentorship for their personal and professional development.



# 4.2

Events rating on a scale 0-5, 5 being the highest

Source: FastHub, 2020

Figure 9: Events under the Leaving No One Behind Through Innovation subtheme of IW2020



# LEAVING NO ONE BEHIND THROUGH INNOVATION (CONT'D)

Other partners that hosted events in Dar es Salaam under this subtheme are [Unleashed Africa](#), [Global Shapers Hub](#), [Karibu Tanzania Organization \(KTO\)](#), [Ndoto Hub](#), [Amcet Hub](#), [Impact Hub](#), [Safe Space](#), [Fingo](#), [OMDTZ](#) and [Shule Direct](#) that hosted two events. One of the events held in **Iringa** under this subtheme was hosted by [Kiota Hub](#). The event featured a panel discussion on “Innovative Approach for Community Engagement and Successful Women Entrepreneurs” by panelists from [RLabs](#), BUSCO Project, GBRI/Eat Fresh, and University of Iringa In **Mbeya**, [Meek Health Technologies On Disability \(MHTD\)](#) hosted a presentation on how their technology assists children with disability.

## Key take away points from events in this sub-theme are:

- There was and still is a huge need to reach innovators and other stakeholders outside of Dar es Salaam. Having regional IW2020 editions in 5 regions other than Dar was a key step towards that inclusion and more needs to be done in that direction.
- Diversity is critical to the success of innovation, and research shows that the number of women entrepreneurs and innovators is still significantly low. Innovation ecosystem stakeholders need to find effective ways to ensure more, relevant, and equitable participation of and support to women and girls in the ecosystem.
- Design of innovations should be approached with diversity and inclusion in mind and, as much as possible, this should cover all aspects of inclusion such as gender, race, disability etc.

# GREEN INNOVATIONS FOR INDUSTRIAL DEVELOPMENT

In Dar es Salaam, UNDP hosted a panel discussion titled “Smart Circular Economy”, which brought together the private sector, government, innovators, researchers, and development partners to share and exchange their experiences, discuss challenges, and report on state-of-the-art and in-progress research lying at the intersection of innovation and the circular economy. This event was held on 13 March at LAPF Tower. The OpenMap Developers Tanzania (OMDTZ) also hosted an event on 13 March around OMDTZ’s lessons from the ‘Urban Greening with Treetracker’ project that they have been implementing for the last five years. Some of the key highlights from this event were lessons on practical approaches for local communities’ capacity development and effective ways to manage risks in similar projects.

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# 4.7

Events rating on a scale 0-5, 5 being the highest

Source: FastHub, 2020



# GREEN INNOVATIONS FOR INDUSTRIAL DEVELOPMENT

## Key takeaway points from events in this subtheme:

- Learning from successful circular initiatives globally, innovators in Tanzania and the region have the potential to achieve remarkable success in this field and in green innovations in general.
- Lessons from innovative green-tech companies operating in Tanzania – for example, [BioBuu](#) and Cignify – show that circular economy can be a feasible business case (the benefits that companies realize by employing circular economy models far outweigh the costs.)
- Rolling out green technologies, particularly circular economy models, requires a mindset change at both the consumer level and the producer/industry level. It also requires there being a supportive policy and legal framework in place.
- Strategic partnerships are key in developing, supporting, and scaling green technologies and innovations. Locally, there needs to be a coalition of parties who are willing to play a frontrunners role. A good example of events that these partners can take part in/meet other partners/etc. are the events organised by Global Compact to support circular economy in Tanzania





L-R: Mathew Haden CEO of The Recycler Limited, Liberatha Kawamala Founder Libe Green, Clara Makenya from UNEP, Geraldine Sande from Signify, Matthijs van Eeuwen from the Embassy of the Kingdom of the Netherlands, Marjolijn Wilmink from HDIF, and Christine Musisi United Nations Development Program (UNDP) Tanzania's Resident Representative – panelists during the Smart Circular Economy event by UNDP.

# CLOSING EVENT

In **Dar es Salaam**, the closing event featured remarks from Vodacom Foundation's Director, Ms. Rosalynn Mworira, Ms. Christine Musisi, UNDP's Resident Representative, followed by an inspirational talk by he Singularity University's chair, Dr. Nicholas Haan. The speech was on the future of innovations and technology and was titled "How to Harness your Innovation Superpowers". Dr. Nicholas Haan's speech was followed by the presentation of prizes to winners of the competition held by [Impact Hub](#). These prizes were presented by Vodacom Foundation's Director, Rosalynn Mworira and DFID Tanzania's Deputy Head of Human Investment Team, Natale Smith. Moreover, UNDP's Resident Representative, Christine Musisi, HDIF's Country Director, Joseph Manirakiza, and [Hassan Mshinda](#) presented awards to the winners of the [Ifakara Innovation Hub's](#) bootcamps.

The closing remarks were given by Natalie Smith, Deputy Head of the Human Investment team at [DFID](#) and Dr. Amos Nungu, Director General of [COSTECH](#). These were followed by a poem recital and musical performance by Tumaini John George and [Grace Matata](#) (together with Jipange Girls group) respectively. The closing event in Dar marked the start of regional IW2020 editions in Dodoma, Iringa, Mbeya, Arusha, and Zanzibar.

After the closing event, on the final day of the IW2020 Dar es Salaam edition, Cheka Tu hosted a comedy show – titled "Startup Mindset" – for innovation ecosystem stakeholders.



#IW2020

# PICTORIAL

[www.hdif-tz.org/innovationweek](http://www.hdif-tz.org/innovationweek)



# EXHIBITIONS

IW2020 had a total of 139 innovation exhibitions. In **Dar es Salaam**, more than 2500 participants got the opportunity to interact with technologies such as artificial intelligence, virtual reality, gaming, robotics from partners such as [Sheria Kiganjani](#), [Ona Stories](#), [Leap learning](#) and [Robotech labs](#) among others for three days. The inclusion of arts and design during this year’s exhibition improved the richness of content and experience for our participants. [Wachata crew](#) – a group that uses graffiti and hip hop music to conduct its youths empowerment activities and [Sports4Change](#) provides “edu-tainment” during the three days. In other Dodoma, 8 startups joined the [MAKISATU](#) exhibitions to showcase their innovations. The startups that participated include IjenStore, Dodoma Digital Workshop and [Myssa.io](#) among others.

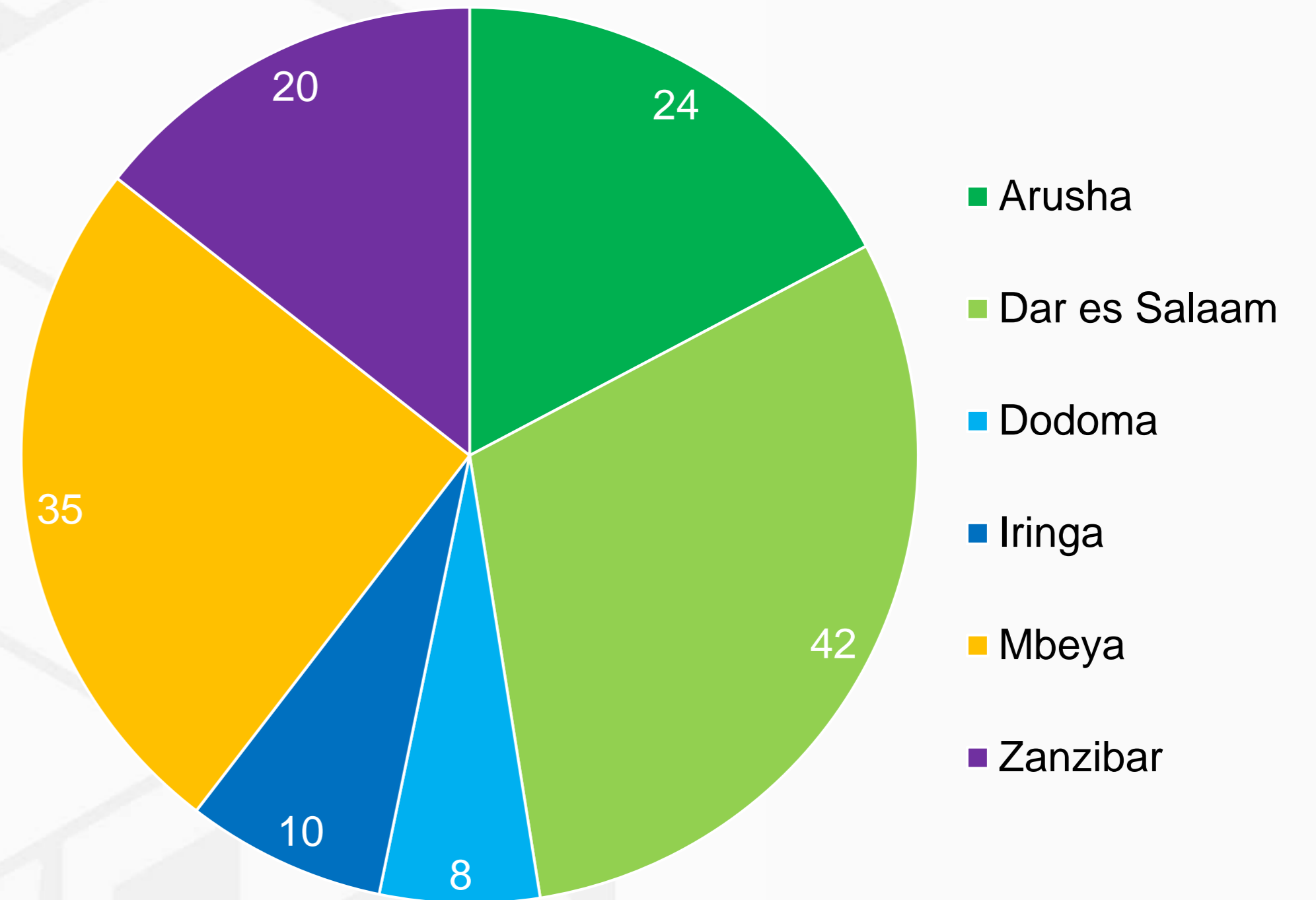


Figure 11: IW2020 exhibitions in numbers





# EXHIBITIONS

Due to COVID-19 pandemic, the other regions of Iringa, Zanzibar, Mbeya and Arusha, conducted virtual exhibitions of their innovations.

Entrepreneurs and support organizations from **Arusha**, Kilimanjaro and Manyara showcased their innovative products and services and got a chance to market them to potential customers, partners and investors. The following companies participated in the exhibition; Anza Entrepreneurs, Ubuntu Hub, Twende, Jobortunity, ISOC, Jibu, SmartCore, Shamba Box, Nanofilter, Rikolto, Sweet Pilipili, Nextec and Lynk. Also, the startups attended an online ideation bootcamp that was organized and facilitated by Ubuntu, Twende and Internet Society Chapter of Tanzania (ISOC).

Exhibitions in **Zanzibar** included robotic programs from Swahilisoft Technologies, a group of young women entrepreneurs (Furahia Wanawake) selling products created from seaweed from PAJE south of Unguja, Mikindani Secondary School students who showcased electrical power supply using a car battery, and Mkokotoni Vocational Training students who showcased a handmade water fountain, among others.



# EXHIBITIONS

In **Mbeya**, some of the innovations exhibited included the recycling of plastic to fuel, virtual robotic lab for secondary primary and secondary schools students, VSOMO project, Drones and 3D printers technology, Augmented Reality projects, Virtual Reality projects, ASK-IRIS project and pedal operated hand washing facility.

10 innovations were showcased during the three-day online exhibition sessions in **Iringa**. These grassroots innovations included locally made [coconut graters](#), [peanut butter manufacturing](#), [low charcoal consumption oven and cooker](#), and may others that can be found [here](#).



#IW2020

# PICTORIAL

[www.hdif-tz.org/innovationweek](http://www.hdif-tz.org/innovationweek)



A dance group performing during IW2020 exhibitions in Dar es Salaam



UONGOZI Institute team exhibiting during IW2020 in Dar es Salaam (Makumbusho Village)

#IW2020

# PICTORIAL

[www.hdif-tz.org/innovationweek](http://www.hdif-tz.org/innovationweek)



IW2020 exhibitions at Makumbusho Village in Dar es Salaam

#IW2020

# PICTORIAL

[www.hdif-tz.org/innovationweek](http://www.hdif-tz.org/innovationweek)



ASAP Education during IW2020 exhibitions in Dar es Salaam (Makumbusho Village)

# MEDIA

Innovation Week 2020

#IW2020

# MEDIA

IW2020’s concrete media strategy was successful in ensuring timely and exhaustive coverage of the event on all relevant channels. This was done through real-time editorials (TV & Radio), print media, blogs, and social media. The coverage on TV, Radio, and print is presented in Figure 12 below. A notable improvement this year is HDIF’s partnership with Clouds Media Group, which led to reaching new audiences. Around **TZS.279,445,388** worth of **Advertising Value Equivalency (AVE)** was generated from Print, TV and Radio alone as presented in Figure 13 below.

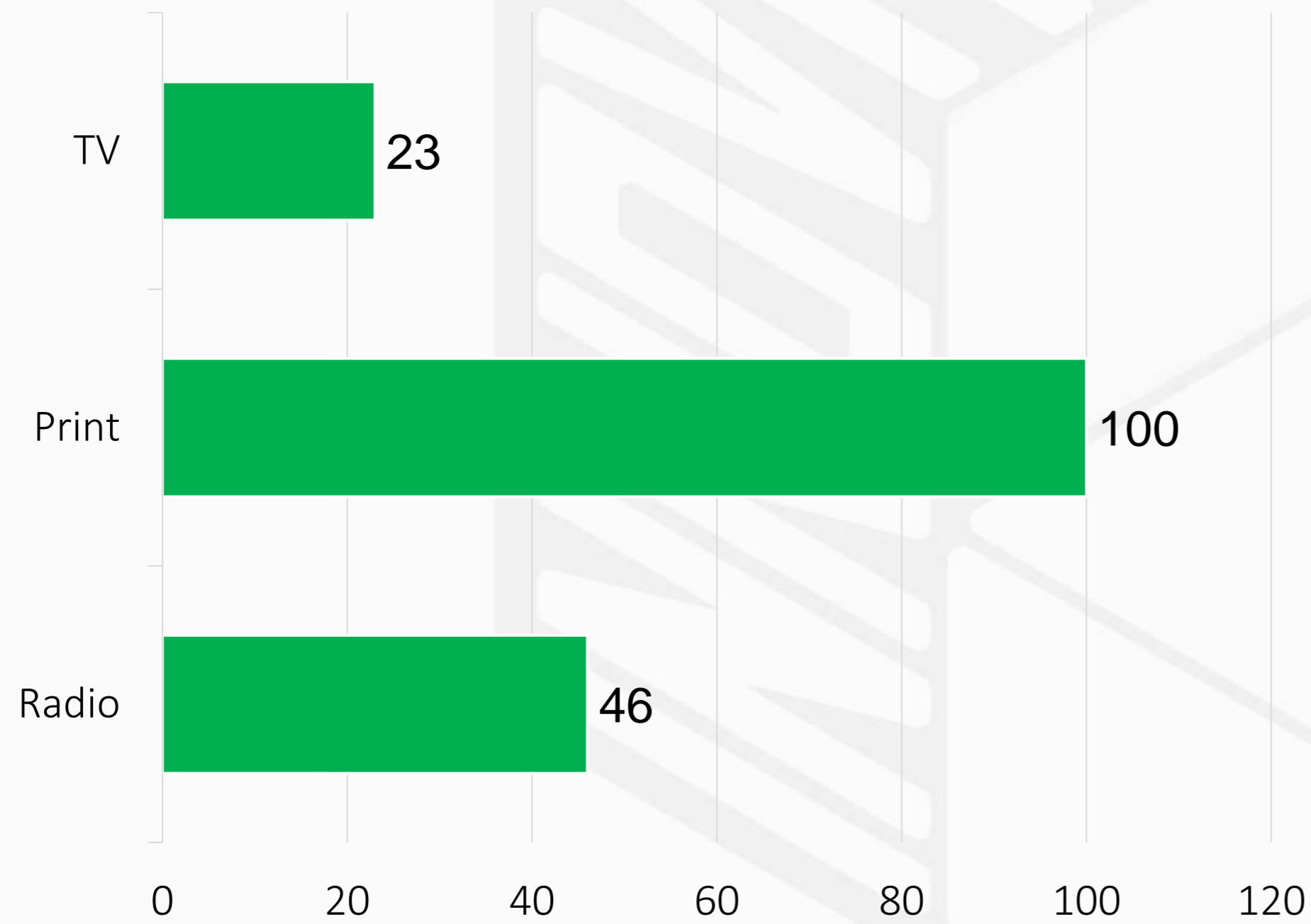


Figure 12: Media story count  
Source: Ortus, 2020

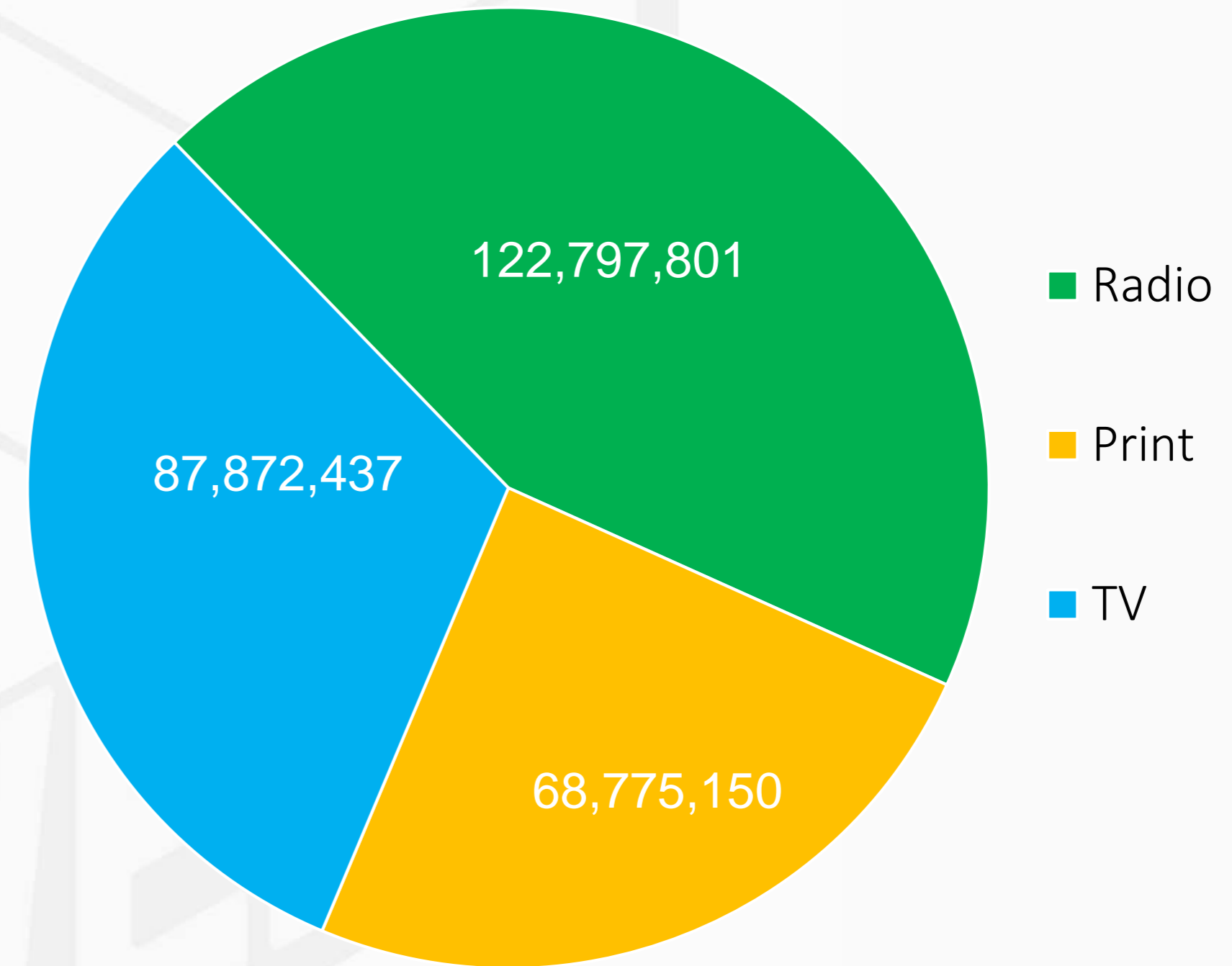


Figure 13: Advertising value equivalency(AVE) in TZS  
Source: Ortus, 2020







# KEY MEDIA NUMBERS <sup>2019</sup>

With support from HDIF and partners' social media teams, Innovation Week 2020 achieved enormous reach in press and on social media.

<sup>32</sup>  
**169**  
Media reports

<sup>18</sup>  
**28**  
Media houses

<sup>45</sup>  
**127**  
Journalists

<sup>16</sup>  
**46**  
Radio stories

<sup>16</sup>  
**23**  
TV stories

**332 MILLION**  
Advertising Value Equivalency (AVE) in Tanzanian Shillings  
from all media coverage  
*Source: Ortus, 2020*





# WEBSITE

From the launch of application to host IW2020 events to the final event of Innovation Week 2020 (20 December 2019 to 28 March 2020), HDIF and partners reached a growing online community and connected with people through our website and other online platforms. Most of this communication directed the audience to the event's [Innovation Week page](#) on HDIF's new website. The page was positioned to be the primary source of information for all things 'innovation week' and still works as a repository IW2020. During the IW2020 campaign and execution period, a total of 4132 visitors viewed the page, 58% of whom were female.

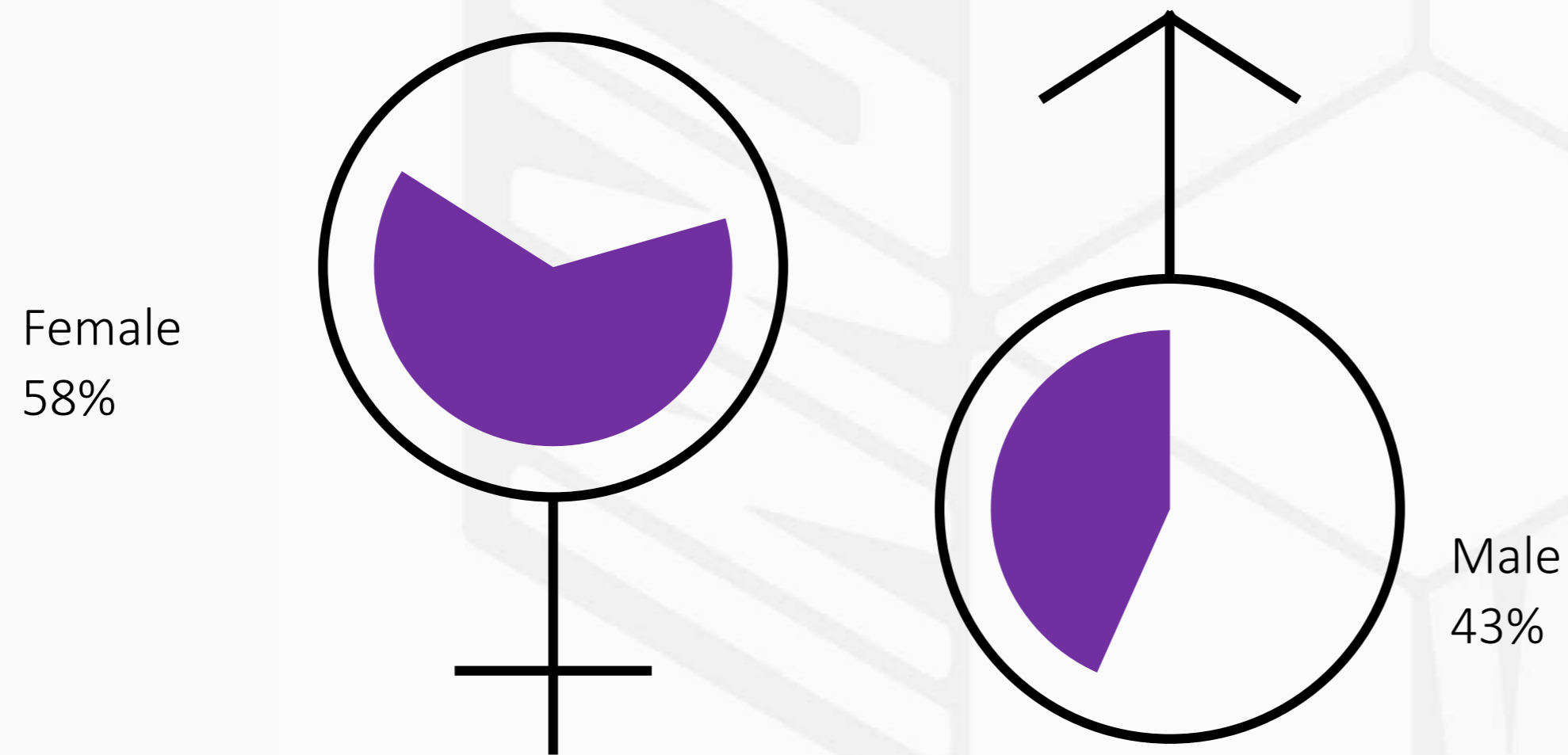


Figure 14: Website visitors demographics  
Source: Google Analytics

13,082

IW2020 Page views

4,132

Visitors

79.8%

New visitors

# SOCIAL MEDIA

2019



10002

New followers

411

851

Mentions

364

521.4K

Impressions

2.3k



119

New likes

229

368,925

People who viewed our posts

586.1k



08

Videos created

10

1:46

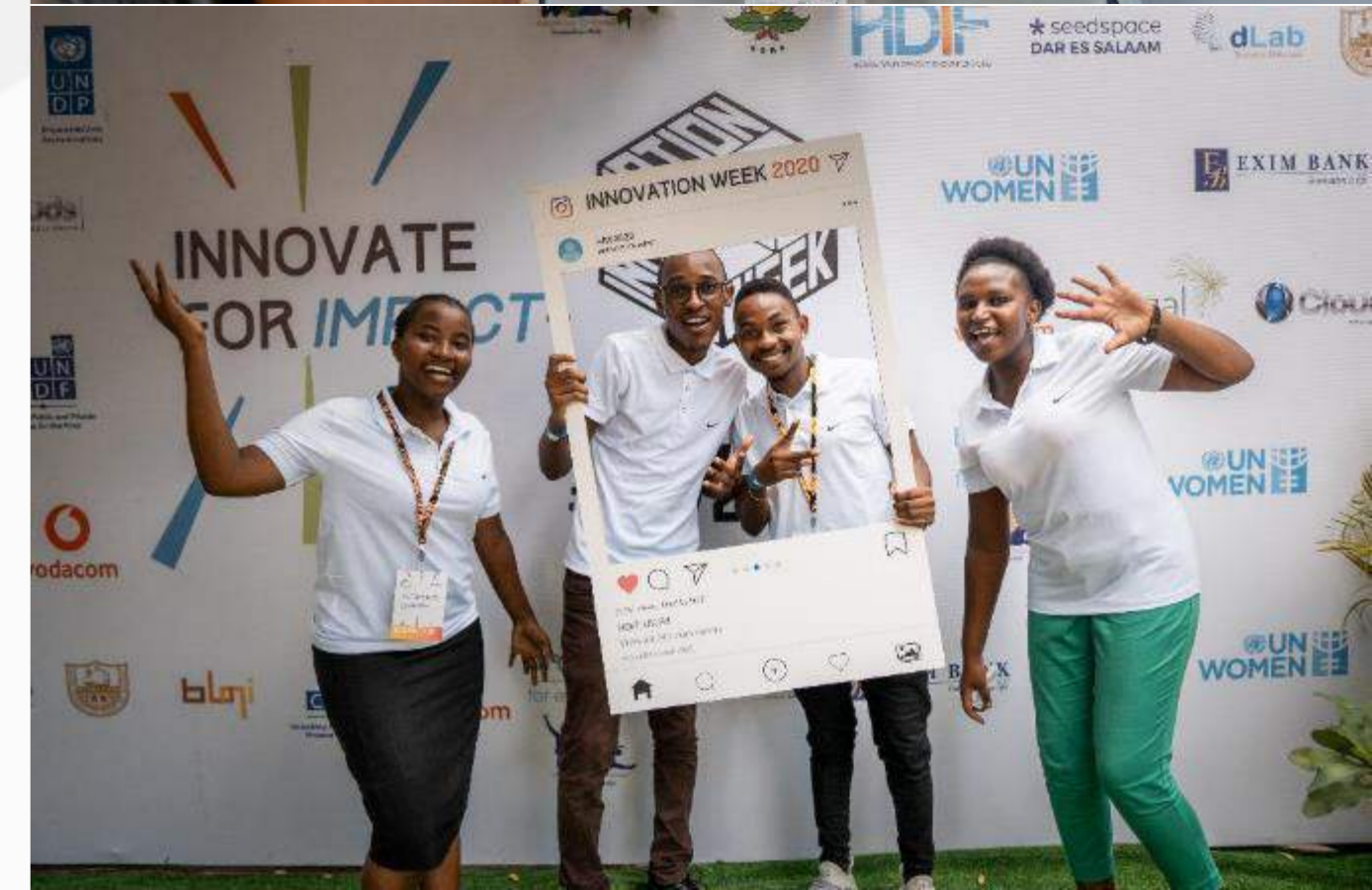
Average video length

2:54

518

Views

328



A group of diverse people are seated around a dark table in a meeting room. They are looking at documents and talking. The image has a blue overlay. The text 'ATTENDEES EXPERIENCES' is written in large, bold, black letters across the center. Below it, 'Innovation Week 2020' is written in a smaller, white font. At the bottom center, the hashtag '#IW2020' is visible. In the bottom left corner, a name tag is partially visible with the text 'ATTENDEE'.

# ATTENDEES EXPERIENCES

Innovation Week 2020

#IW2020

# ATTENDEES EXPERIENCES

Feedback was obtained from more than 3,500 participants of Innovation week 2020. Of these 39% were female, 58% were male and 4% declined to state their gender. 91% of the participants in the survey ranked the quality of Innovation Week 2020 as good and above and 94% of the participants said that IW2020 events were useful/relevant to them. Feedback obtained will be used to guide the design of IW2021, which 92% of IW2020's participants said would attend.

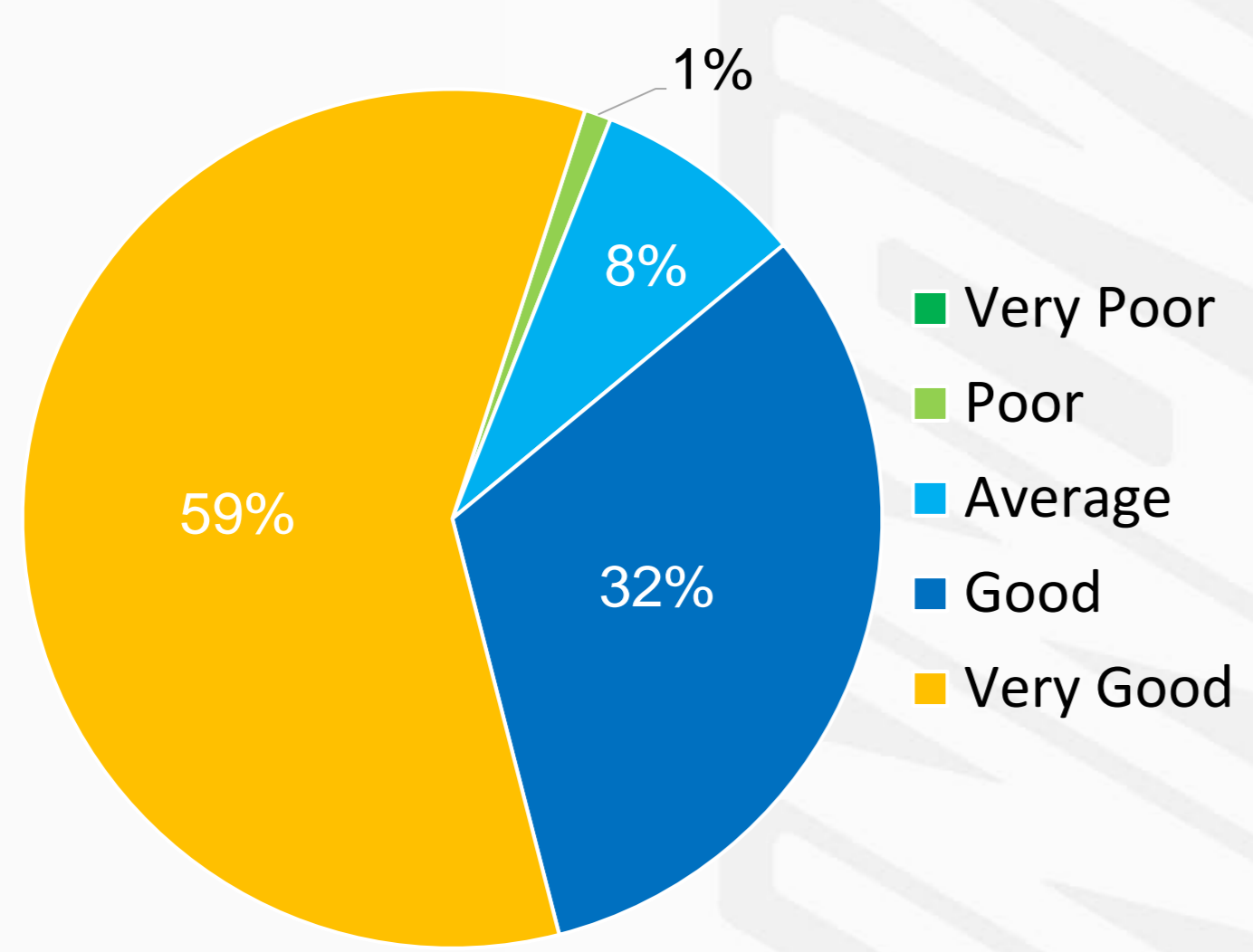


Figure 15: Rate the quality of innovation week  
Source: FastHub

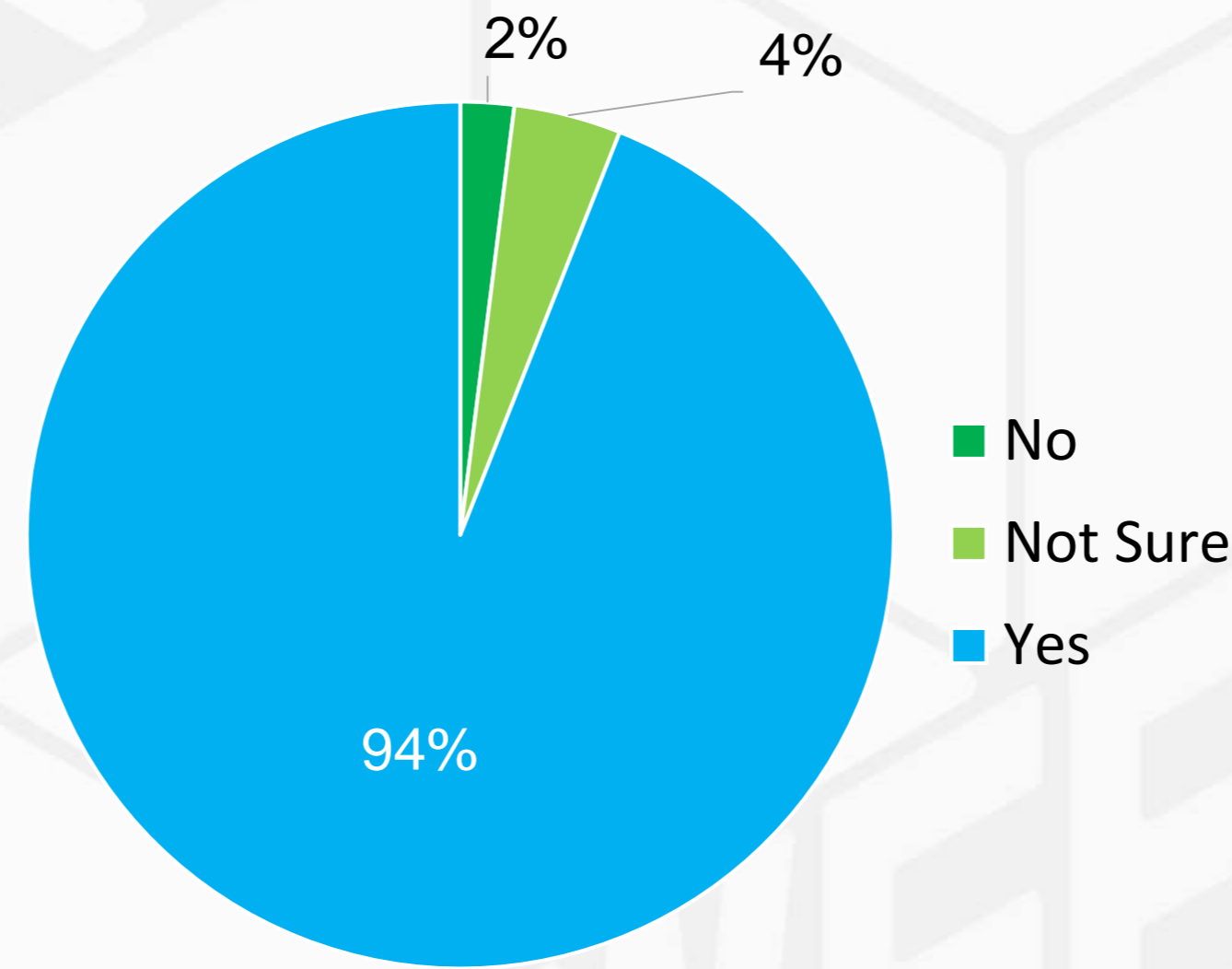


Figure 16: Was innovation week useful to you?  
Source: FastHub

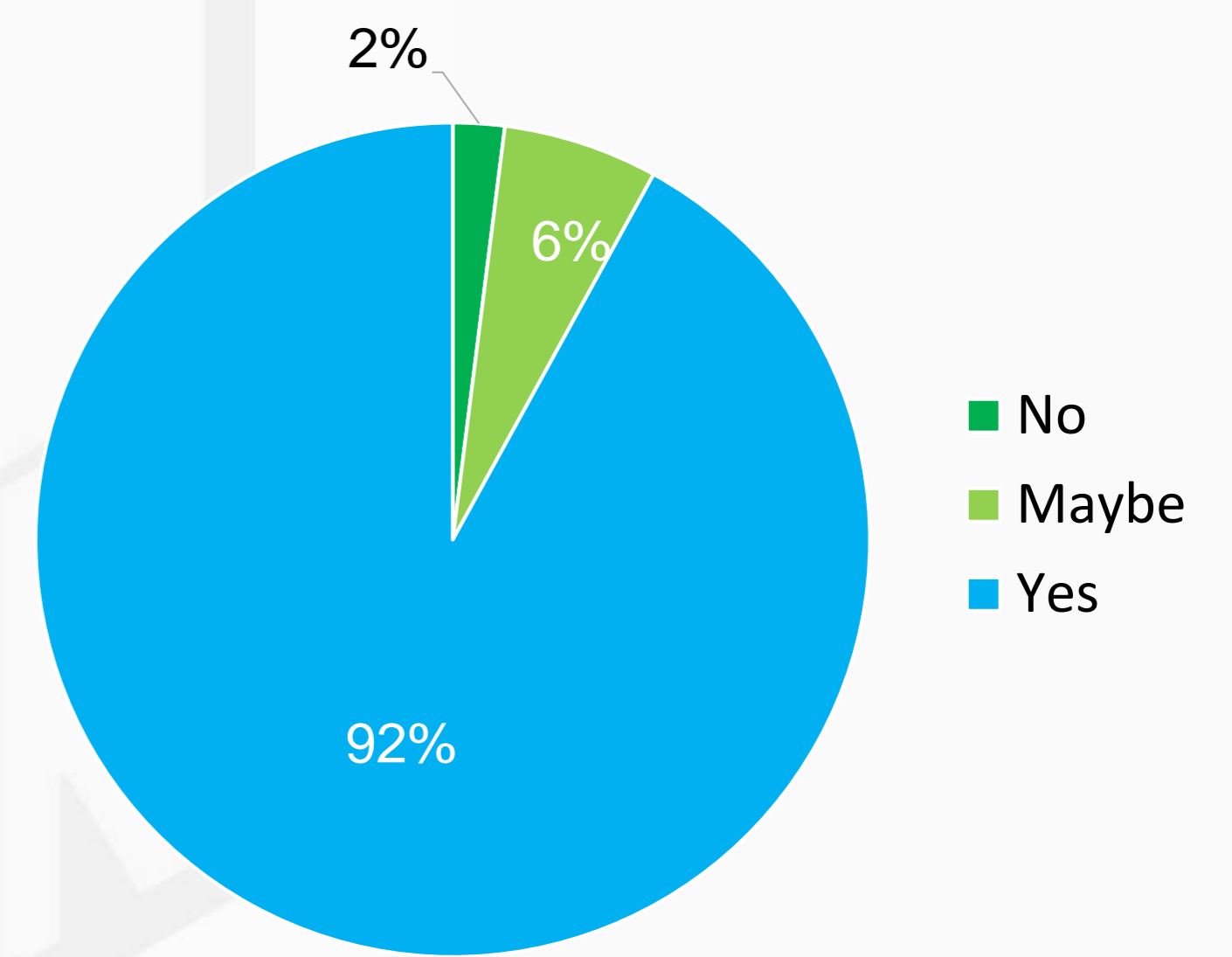


Figure 17: Would you attend innovation week again?  
Source: FastHub





# LOOKING AHEAD

Innovation Week 2020

#IW2020



# THE FUTURE OF INNOVATION WEEK

The Innovation Week as a platform has steadily grown from the modest start in 2015 with around 500 attendees to 2020 with over 7000 and a more national outlook. The event has provided a platform to many innovators to be seen, more stakeholders to forge meaningful partnerships, a lot of knowledge to be shared, numerous innovative initiatives to be showcased and key policy related issues to be discussed. In short, it has been a powerful and very popular event in the Tanzanian Innovation Ecosystem.

HDIF, and later with partners, has been playing a leading role in organizing and delivering the IW. Given that it is a donor-funded programme scheduled to end in July 2021, it is high time we now answered the sustainability question that had been on the lips of many stakeholders for a while. The funding sustainability was partly answered this year looking at the number of sponsors who responded positively to our call, and several other potentials who came to us during and after the week expressing interest to sponsor future events.

To ensure continuity of the Innovation Week post HDIF, we are going to be working on the following:

- Work with partners we worked with during IW2020 to explore a more sustainable way to organize and deliver the event;
- Engage the Government through COSTECH to explore the idea of a “National Innovation Week” that has been in plans for a while now. This could be piloted during IW2021 by combining the usual IW with MAKISATU. A more practical delivery mechanism needs to be discussed with COSTECH and MoEST.
- Experience shows that the success of IW is largely dependent on at least one organization or programme taking the lead in coordinating the planning and delivery. We will engage stakeholders like UNDP who are championing a new Innovation Programme for a possibility of embedding the week as annual programme activity.
- Engage sponsors who have already shown commitment and approach those who showed interest after realizing what can be achieved through partnership.



# HDIF COUNTRY DIRECTOR'S APPRECIATION

All this would not have been possible without the generous support from our sponsors. I would like to once again give a special recognition to this year's sponsors Vodacom Tanzania, UNDP, UNICEF, UNCDF, UNWOMEN, Segal Family Foundation, Embassy of the Netherlands, Exim Bank Tanzania, Clouds Media Group who joined the UKaid in sponsoring IW2020. We also appreciate our organizing partners BUNI Hub, Seedspace, D-Lab, Segal Family Foundation, Swiss Embassy, and ESRF. It's through partnerships like these that we will keep our innovation ecosystem growing and vibrant. We were very much pleased to see how our partners in regions swiftly responded to the COVID-19 pandemic by moving their events online. That's the spirit we love to see from our partners, and that's what innovation should be all about: responding and adjusting to any kind of situation, no matter how uncomfortable it may be. Thank you for your contribution and support to IW2020.

I would also like to thank the Government of Tanzania, specifically the Ministry of Education, Science and Technology that has been supporting HDIF from the beginning through COSTECH, and the various local authorities in Iringa and other regions who directly took part in Innovation Week events, and to all those who personally participated in various events as panelists or keynote speakers.

Last but not the least, to our industrious, committed, innovative and agile HDIF Team, thank you very much. Let's gear up to an even bigger and better **IW2021!**

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# THANKS!



Do you have any questions?

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Visit [www.hdif-tz.org/innovationweek](http://www.hdif-tz.org/innovationweek) for  
IW2020 images and presentations.