The *Fantasia* Project: MDI Innovation Sprint

Migration and Displacement initiative/BCG Digital Ventures

MAY 2019
Together with BC Digital Ventures, uncover and develop new products/services that positively impact the wellbeing of displaced children during flight, protracted displacement and reintegration.
What we accomplished during Fantasia

800+ Ideas
83 Idea canvasses
14 Prioritised concepts

60 Expert interviews
20 Pre-Ideation
40 Post-Ideation

70 Face to face meetings (Lebanon)
20 SC staff
10 Teachers
40 Displaced people

4 Hardened Concepts
- Bloom
- Teacher Tree
- Hello Happy
- Prosper
Introducing the MDI’s Displacement Innovation Platform
To create and collaborate on displacement tools and solutions

Displacement Innovation Platform

Bringing together a broad range of partners to collaborate on innovative tools and solutions

Durable solutions

Current status: Durable solutions framework has been developed and is currently being piloted

Next steps: Internal refinement and piloting

Predictive displacement

Current status: Prototype tool has been developed and piloted, with positive results

Next steps: Engage partners to improve and expand the tool’s predictive capability and to promote its usage and advocate for policy change

Fantasia Innovation Sprint

Innovation #4 etc. (to be defined)

Bloom

Hello Happy

Teacher Tree

Prosper
Hello Happy

A Mental Health app that supports the overall wellbeing of displaced children
Mental Health issues are highly prevalent in children, yet overlooked...

14M estimated to suffer from feelings of stress & anxiety

4-7M diagnosed with Mental Health issues

9M no documented signs of distress

18-21 million Displaced children are estimated to suffer from some form of mental health issue.

Yet, only $1 in $1,000 of humanitarian aid goes towards mental health care.

MHPSS competes with emergency initiatives and basic needs, and is therefore neglected.

Source: WHO, CARE, Latest academic research
Early signs of Mental Health are not identified and treated, potentially leading to long term issues...

1. Awareness amongst displaced communities is low

2. Limited resources & SC employees are not clinically trained in mental health

- 40% of child stress/anxiety issues could develop into adult mental health issues if not managed
- 28-35% reduced ability to self-sustain and support in late adolescent / adult life due to MH problems

Source: WHO, CARE, Latest academic research
Introducing…. Hello Happy

An app that supports the overall wellbeing of displaced children

**Fun & Accessible Support For Children**
Understand a child’s current level of overall well being and deliver a stepped care intervention through fun games

**Empower Primary Carers**
Educate parents & social workers on MHPSS, information on wellbeing check-ins, key contacts and referrals

**Powerful Insights for SC (longer term vision)**
Measure outcomes on an individual /community level to influence programme planning & progress in humanitarian sector

Please email loncd@bcgdv.com if you have any issues with this deck.
SC has a strong content base that can be evolved for use in Hello Happy

**Content base**

- Wellbeing
- Check in
- MHPSS
- Education
- Child
- Emotional
- Literacy

- Digital CBT (Safe place)

**Evolution**

- A/V content
- Digitisation

- Clinical interventions
- Digital CBT (Safe place)
Hello Happy received extremely positive responses

We spoke to

17 Children & Youth

3 Teachers

16 Humanitarian Experts
- SC Lebanon Country Director
- SC Emergency Health Advisor
- Field Programme Manager S.Sudan
- MHPSS Working Group Denmark
- SC MHPSS Lead Bangladesh
- ICRC MHPSS Delegate Lebanon
- Lebanon Humanitarian INGO Forum
- MHPSS advisor MSF

4 Clinical Psychologists & Child Protection Consultants

And they loved...

Reinforce existing materials
Support limited resources & get help earlier
Educate the ecosystem and identify flags sooner
Measure direct outcomes

“We haven’t seen any innovation around this area in humanitarian work and it would help to make the MHPSS work more efficient.”
Response Innovation Lab
Hello Happy has potential to deliver significant impact

1M
Displaced children reached by Y5

~70,000
Staff and parents empowered to support child mental health

$80M
Ecosystem cost saved by Y5

Source: SC Internal data, UNHCR, Headspace, BCG Analysis
Teacher Tree

An App/Website providing ongoing training, support and expert assistance for all teachers

Please email loncd@bcgdv.com if you have any issues with this deck.
There are limited trained, educated and supported teachers available in displaced scenarios.

**FRICTIONS**

- Training is limited with little ongoing support
- Access to relevant & up to date materials is limited
- Low motivation & high emotional stress

Please email loncd@bcgdv.com if you have any issues with this deck.
The scale of the problem is huge

263 million
Children globally - one in every five – are out school (urban poor, displaced, refugee)

180-200k
Teachers needed in displaced scenarios

60%
of teachers in displaced contexts have limited training

~40%
of humanitarian teachers have limited/no psychosocial training

~Half
Of displaced children don’t have basic education
Introducing... Teacher Tree

A tool that offers ongoing training, support and expert assistance for existing and new teachers

- Provides relevant, tailored and up to date educational methodologies and materials
- Builds a teaching community through access to peer to peer network and question forum
- Provides psychosocial tools, techniques and support for teachers and children
- Ongoing assessments of professional development, aspirations and capability for teachers

Please email loncd@bcgdv.com if you have any issues with this deck.
Teacher Tree will have 3 core components:

- A platform
- Content
- A community
SC has a strong content base that can be evolved for use in Teacher Tree.

**Content base**
- Educational methodologies
- Teacher assessments
- Classroom management
- Psychosocial support

**Evolution**
- A/V content
- Digitisation
- Content updates
- Curriculum content

Please email loncd@bcgdv.com if you have any issues with this deck.
Teacher Tree has potential to deliver significant impact by Year 5...

- **~50k**  
  Crisis teachers receiving training & support

- **~2.5k**  
  New SC teachers recruited

- **~6M**  
  Displaced children receiving higher quality education

- **~300k**  
  Additional displaced children in education

Source: SC Internal data, UNHCR, BCG Analysis
Prosper
An initiative that facilitates corporate investment in youth prosperity and ethical supply chains
Improving livelihoods of displaced youth can be a vicious circle—Prosper aims to break this cycle.

1. **Youth can’t participate** or stay in skills training when they need to secure an income or a job.

2. **Livelihood programmes** help but are difficult to fund—leading to bespoke corporate partnerships.

3. **And corporates struggle** to see the return on investment from just funding youth training programmes.

14M displaced youth (16-24) at risk of aid dependency or exploitation*

*estimated based on UNHCR data
Introducing… Prosper

Facilitating corporate investment in youth prosperity and ethical supply chains

Create Opportunities
Fund apprenticeships & training across your supply chain to offer vulnerable youth (16-24) new skills adapted to market demand

Global Facilitation
SCs country offices will find local youth and run resilience training, while educating your management in child rights

Joint Impact Marketing
Tools to tell stories of the youth your business has helped to customers and governments, harnessing SC’s brand authority
How it could work


2. SC country offices screen candidates locally to match target, and provide resilience & soft skills training before the apprenticeship start at the brand’s local site.

3. SC country offices securely records the rich stories of the candidates along with the overall impact of the programme into the Prosper platform.

4. Brand uses Prosper for PoS marketing to consumers, company accounting and annual reports globally - all independently backed by SC.
We could harness SC’s Centre for Child Rights and Business and its subsidiary CCR CSR to rapidly scale across the movement.

CCR CSR 瑞联稚博

10+ years consulting corporates on child rights in supply chains, provide training working with youth employees, and training youth on workplace skills.

20 corporate clients:

Recently partnered with ethical supply chain analytics startup ulula to measure impact.
We’ll create a badge for participating companies to differentiate products to consumers, harnessing SC’s brand equity.

*the badge shown is for illustrative purposes
And in the future, customers could easily look up the brands’ provenance online.
Bloom

Helping youth access funding and kickstart businesses in displaced communities
Displaced youth face many barriers to setting up successful businesses

Limited Cash
It is difficult to put together the small amount of seed capital needed to get the business of the ground - some save up their cash aid

Basic Skills
Displaced individuals may lack the basic skills needed to operate a small business like numeracy or managing cash-flow

No Mentors
People who have started businesses still need ongoing support and advice - which can be hard to find in the host community
The opportunity loss of not tapping into the entrepreneurial pool is huge.

Lost entrepreneurs

13% of the resettled refugees in the US turned entrepreneurs. Globally, that means 9M refugee/IDPs that could have been empowered.

Lost job opportunities

15M potential jobs are lost when these new enterprises are not created.

Economic losses

>$50B tax receipts are lost by the host governments when these potentially successful enterprises are not created.

Source: Refugee Investment Network, SC Internal data, UNHCR, Kickstarter, KIVA, BCG Analysis
And existing efforts to resolve the friction lack traction

**Traditional funding sources**

Existing support is funded mainly from institutional aid, putting entrepreneurs with competition with other more urgent causes e.g. emergency relief

**Disjointed intervention**

Credit, training and mentorship are not holistically provided to entrepreneurs when they need them

**Lack of recurring support**

Once entrepreneurs are funded, they lack recurring support which limits their ability to scale
The time to act is now

Persistent funding gap
All-time high funding gap in humanitarian aid to catalyse the rise of alternative entrepreneur funding

Crowdsourcing
Use of crowdfunding to finance innovations has seen great success outside of humanitarian sector

Better data
NGOs now have better data about refugees/ IDPs to assist them (e.g. identifying entrepreneurs from livelihood program)
Introducing... Bloom

Helping youth kickstart businesses in displaced communities

Seed Funding
List business needs to attract funding from private donors to get your idea off the ground

Business Support
Get business basics training, local mentorship, and tools to help you run the day-to-day

Global Network
Connect with other entrepreneurs across the developing world for new opportunities
How it could work

0. SC country office conducts **local market analysis** to understand current supply and demand to help evaluate new business ideas from the displaced and host communities.

1. SC country office **shortlists young entrepreneurs** for Bloom from displaced and host community in current livelihood programs. They **create profiles** for them and their ideas on the crowdfunding platform.

2. Crowdfunders/donors can **read the stories** of the young entrepreneurs supported by SC all over the world. They can choose to **contribute or fully fund** them in creating their businesses.

3. SC country office receives and **distributes the cash** to the entrepreneurs who were supported. SC provides **resilience and transferable life skills training**, as well as business basics coaching.

4. SC country office **monitors the young entrepreneurs** through annual surveys or check-ins and updates the crowdfunders who donated to them via the crowdfunding platform.

- Harnesses existing SC activities
- Provided by partnership with crowdsourcing platform

---

Migration & Displacement Initiative

Save the Children
Bloom

Helping youth kickstart businesses in displaced communities

- **$600M**: Economic uplift expected from the new business created
- **$300M**: New funding inject into local economy via new enterprises
- **~200k**: New displaced entrepreneurs funded, trained and added to a growing network

Please email loncd@bcgdv.com if you have any issues with this deck.