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colalife

Building unlikely alliances to save children's lives

Outline

1. Overview of colalife
2. Projects and Progress
3. Success and Failure Stories
4. Similar NGOs
5. Q&A



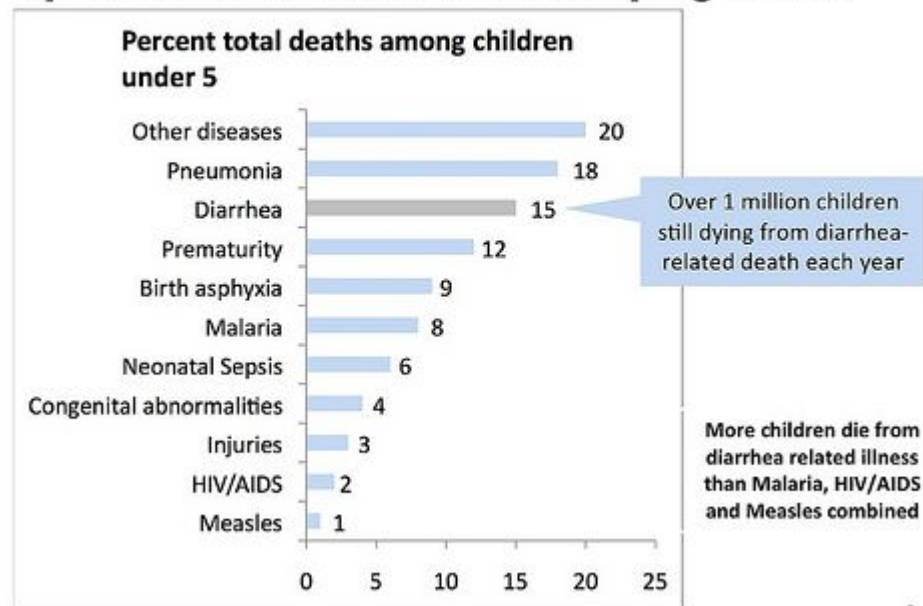
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Coca-Cola seems to get everywhere in developing countries, yet life-saving medicines don't. Why?

Why Diarrhea?

- Second largest killer of children under 5
- Kills more children than malaria, measles, and AIDS combined.

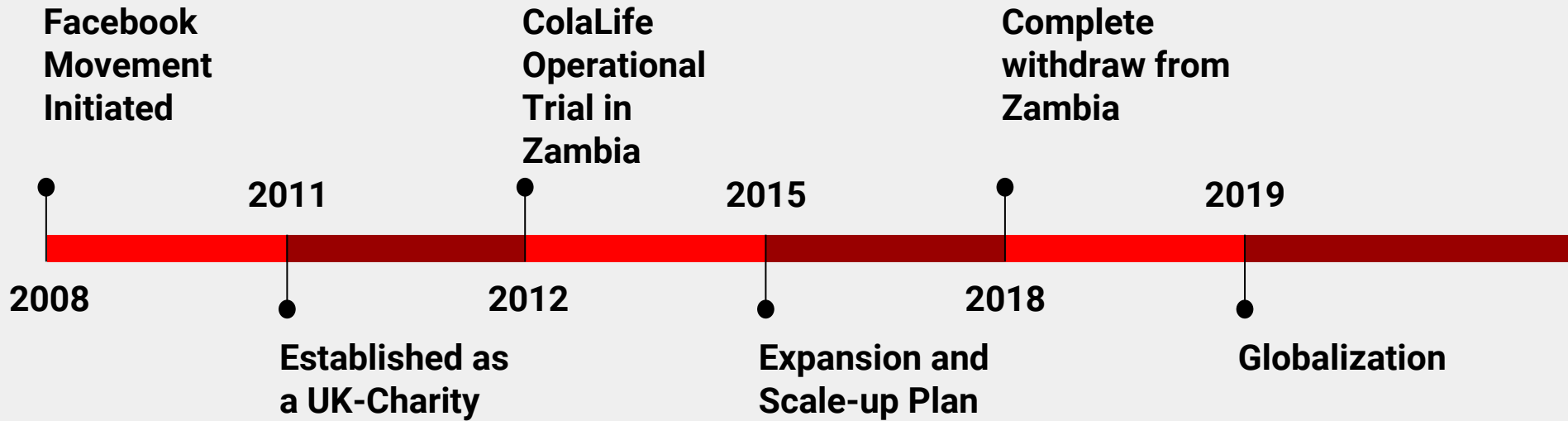
Diarrhea-Related Dehydration Still a Top-Killer of Children in Developing World



Why Diarrhea?

- Has a detrimental impact on child's growth and cognitive development
- Treatment has been available for more than 30 years

Timeline



2. Projects and Progress

Initial Business Model



Empty shelves at Tiriri health centre in Katine, Uganda | A fully stocked retail outlet

- ☐ Provide Access
- ☐ Sustainable Supply Chain
- ☐ Work With Manufacturer

Diarrhea Treatment



- Oral Rehydration Salts (ORS) and Zinc

Initial Business Model



- ❑ Co-package ORS and Zinc (Kit Yamoyo)
- ❑ Fit between bottles
- ❑ Affordable Pricing
- ❑ Voucher System

Results of Trial

>26k

kits sold into the two remote rural trial areas in 12 months.

45%

of children in trial areas received ORS/Zinc. Up from a baseline of <1%. Comparator sites stayed at <1%.

2.4km

The distance to ORS/Zinc in the trial areas was reduced by two-thirds from 7.3km to 2.4km.

93%

of Kit Yamoyo users mixed ORS correctly. Only 60% do when given 1 litre sachets.

14

The perception of ORS as an effective treatment for diarrhoea increased by 14 percentage points from 78% to 92%.

4%

Only 4% of kits went into Coca-Cola crates. It was the space in the market not the space in the crates that was important.

6

International awards for health and design innovation & 6 countries interested in replication.

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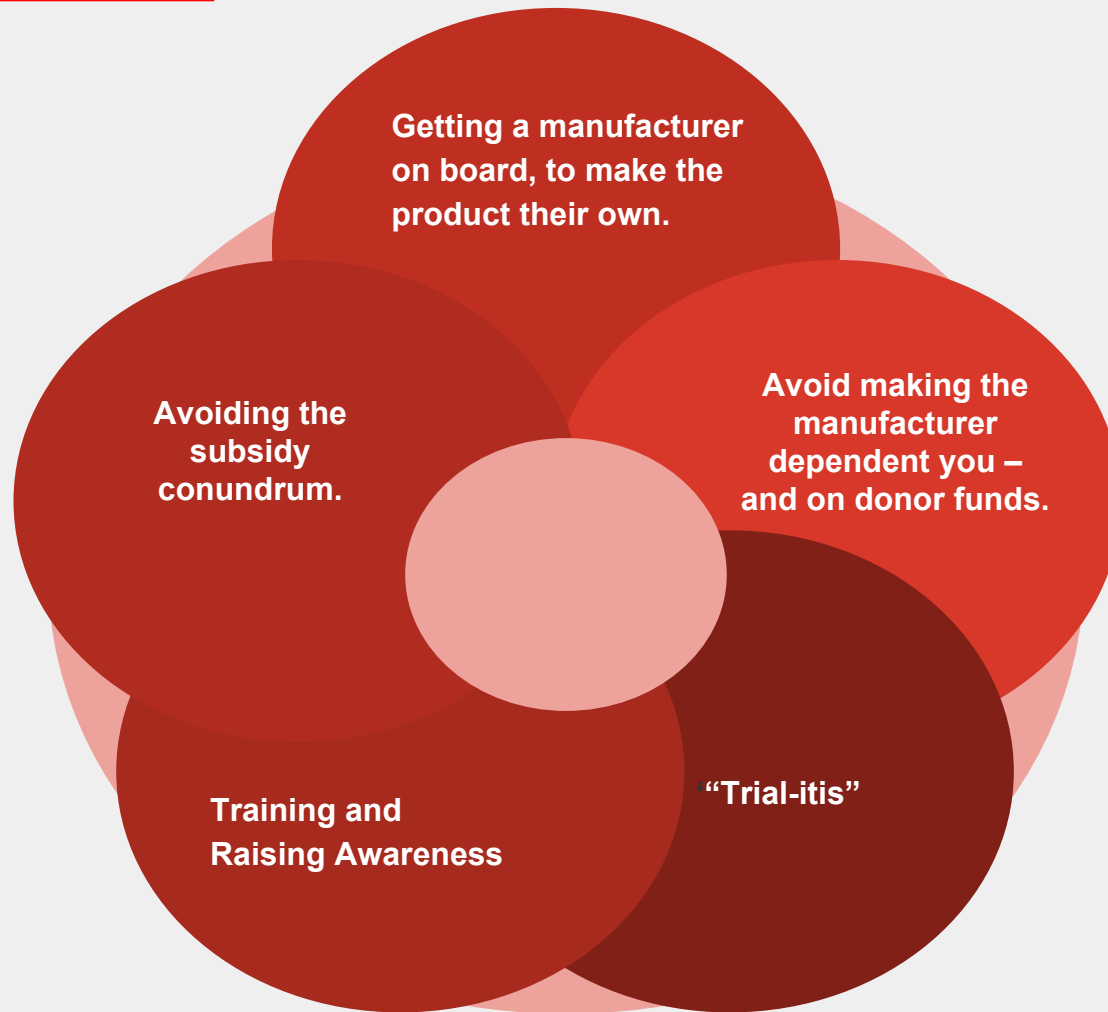
Request access to our findings
colalife.org/openaccess

Lessons Learnt

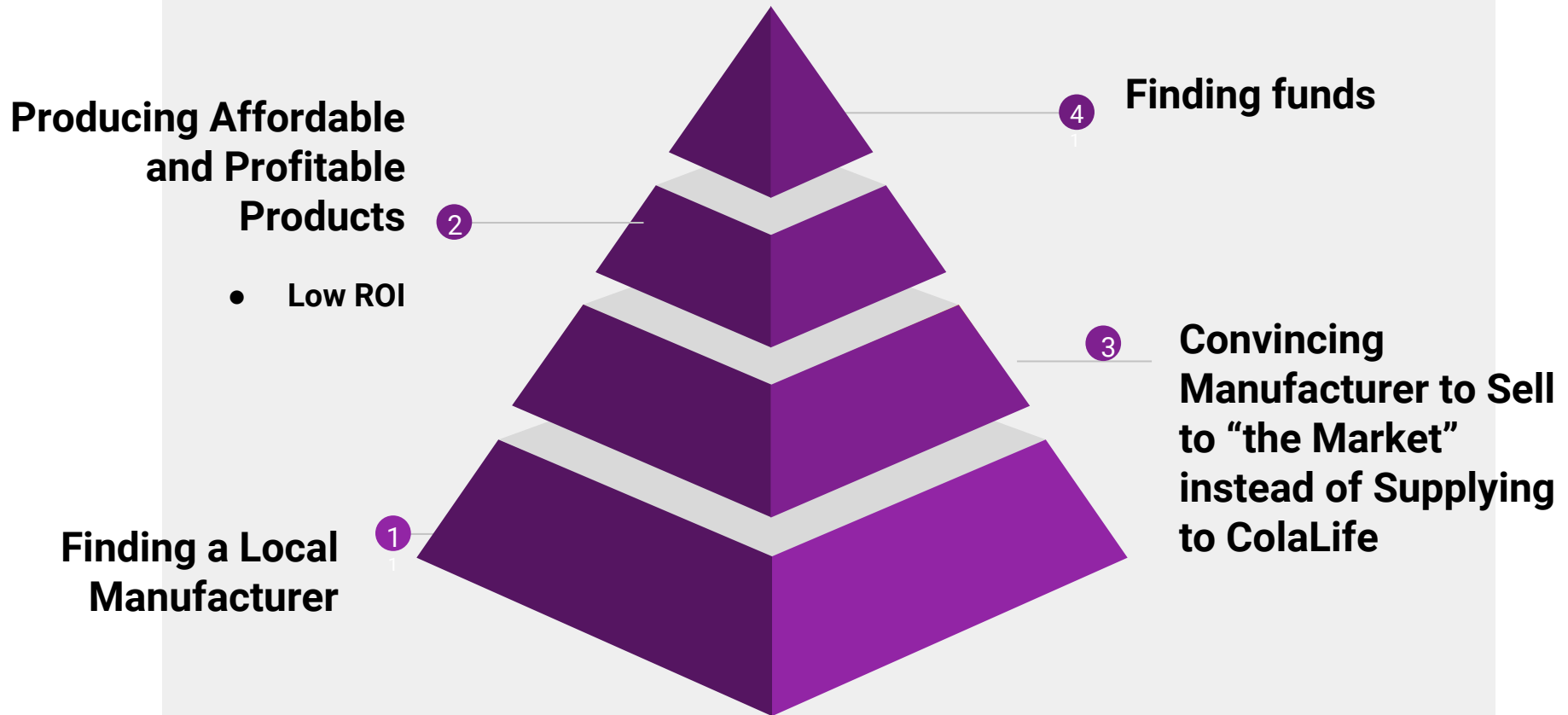


- ❑ Changes reduced costs significantly
- ❑ Cost to consumer did not change
- ❑ Manufacturing became independent of subsidies

Scale-up



Challenges of Scale-up



Scale-up Projects

1. **KYTS-ACE (Adapting to Challenging Environments)**
3. **KYTS-LUSAKA**
4. **KYTS-SHOPRITE**

Progress towards national scale-up

Trial – Sep-12 to Sep-13

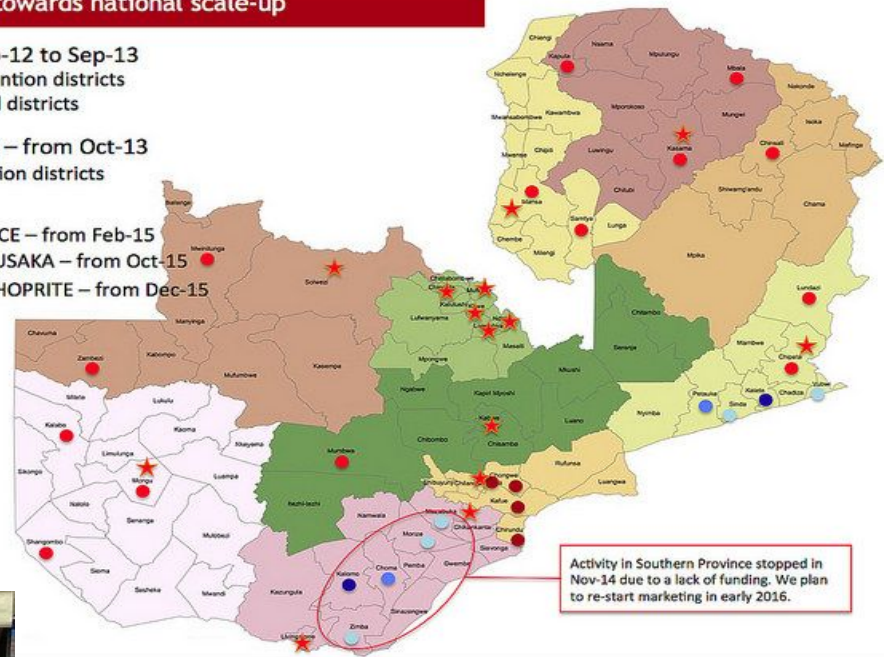
- Intervention districts
- Control districts

Transition – from Oct-13

- Transition districts

Scale-up

- KYTS-ACE – from Feb-15
- KYTS-LUSAKA – from Oct-15
- ★ KYTS-SHOPRITE – from Dec-15



Current Status

740,000 distributed, 260 lives saved



Discontinued
from Oct-16

9%

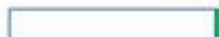


68,629



Introduced from Oct-15
Discontinued from May-17

3%



25,123



Introduced from Oct-16

7%



48,103



Introduced from Apr-17

1%



5,819



Supplied to MoH from
Sep-15

80%

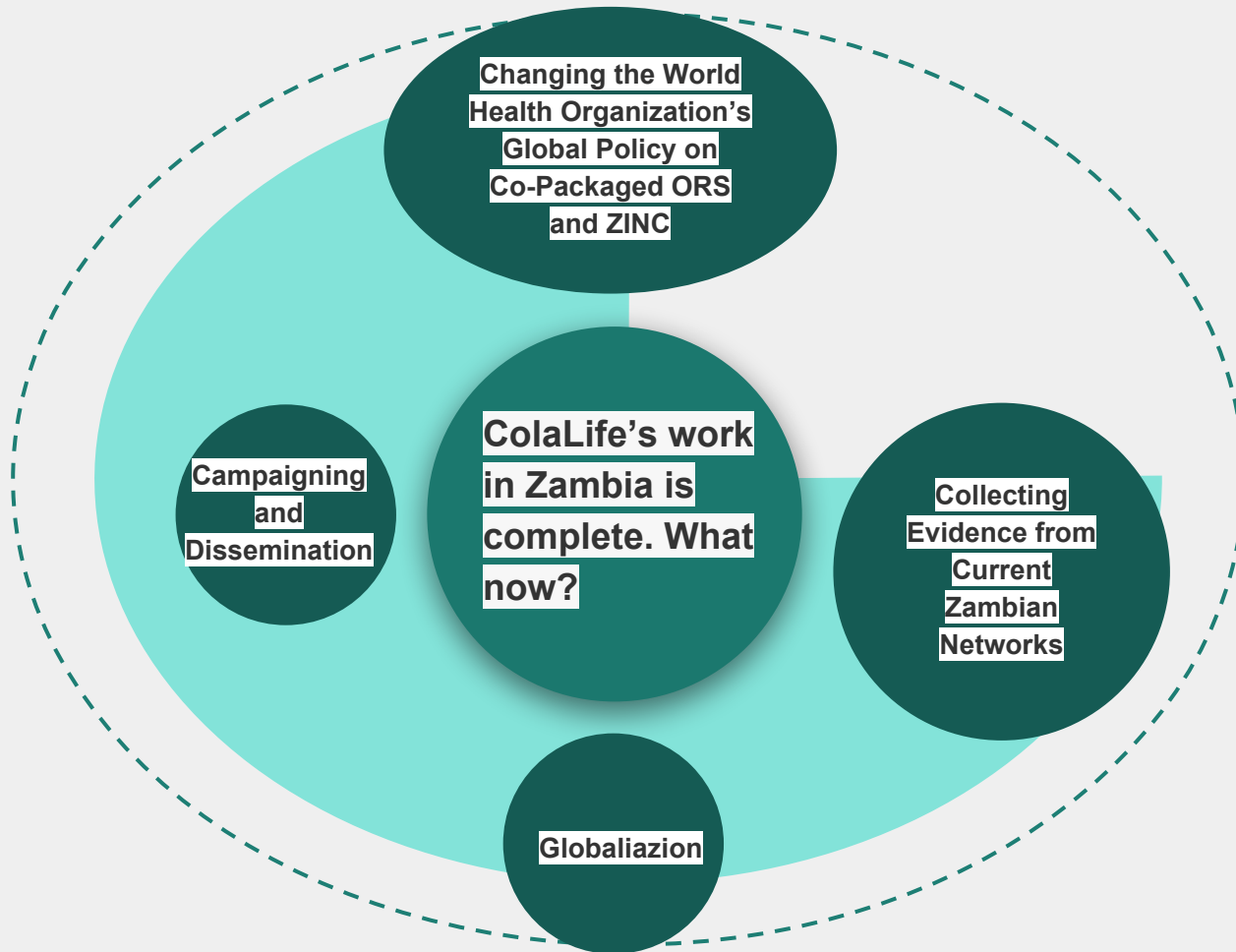


592,050

Total 739,724

Current Status

"Success for ColaLife means walking away."





3. Success and Failure Stories

Awards



Winner: FastCompany's
Innovation By Design Awards,
Social Good category



Winner: Grand Challenges
Canada



Winner: 2013 Observer Ethical
Awards (Products and Services)
– 13 June 2013



INDEX: Award 2015: Designs
to Improve Life



Save The Children Healthcare
Innovation Award



2014 Health Systems Social
Media Award (Transparency)

Awards



ColaLife joins the GREAT Britain stable of British Innovations



Making More Health Award – Boehringer Ingelheim/Ashoka Changemakers



Finalist in 3 categories: UK Packaging Awards

ColaLife was a finalist in three categories of the UK packaging Awards. We were highly commended in the innovation and CSR categories.



Overall winner, 25th DuPont Packaging Innovation Awards 2013 – 16 May 2013



THE MDG Health Alliance



Breakthrough Innovation for Child Health, UN General Assembly

This isn't really an award, just very high-level recognition of our work. Our Kit Yamoyo was showcased at the UN General Assembly on 23-Sep-13 as one of 10 breakthrough innovations for mother and child health.

DESIGN MUSEUM

DESIGNS OF THE YEAR 2013

Product Design of the Year 2013 – 10 April 2013

Awards



IBM Center for The Business of Government
Connecting research to practice.

The Business of Government Award Winner

Paulo Savaget, a Gates Cambridge Scholar, has been awarded \$20,000 from the IBM Center for The Business of Government to develop a 'Playbook', based on our work in Zambia..



Inaugural MOO Award 2012

We have used MOO Cards even before ColaLife had a website. People enthuse about them when you hand them over and usually want more than one!



Resource Efficient Pack of the Year

ColaLife's Kit Yamoyo flexi-pack developed by Amcor Flexibles won the 'Resource Efficient Pack of the Year' category at the UK Packaging Awards 2015.



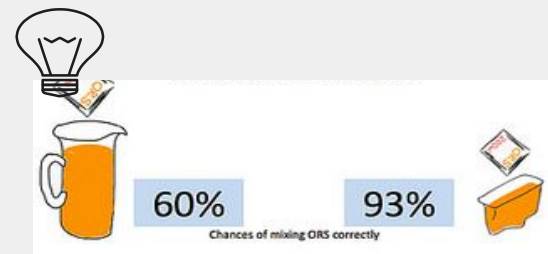
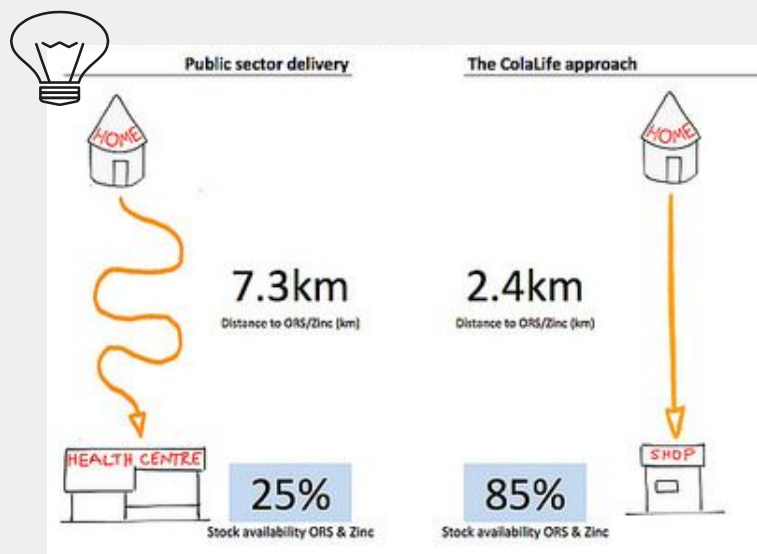
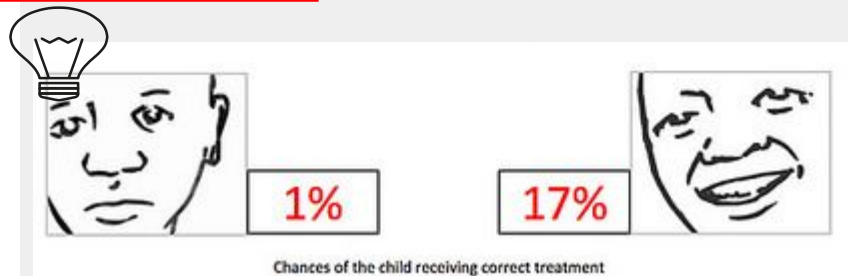
Buckminster Fuller Challenge Winner



Winner: FT/IFC Transformational Business Award (Health)

This award was won jointly by ColaLife and our first project funding partner Johnson & Johnson.

Achievements So Far...





When Clever Designs Fail

“In the end, hardly any of our kits have been put into Coca-Cola crates. Instead, what has worked is copying Coca-Cola’s business techniques: create a desirable product, market it like mad, and put the product in a distribution system at a price so that everyone can make a profit. If there is demand and retailers can make a profit, then they will do anything to meet that demand.”



Chinsali – the Tale of Two Health Centres



Lessons learnt:

1. Trained and motivated staff on the frontline are crucial. Part of Elvis's motivation came from his experience of dispensing it to mothers.
2. Where transport is a valuable and scarce commodity, think ahead and make the most of every trip you make. We should have carried kits to Mundu.

Curating Chaos

Value Chain

- ☐ No cash in communities?
- ☐ Low diarrhoea rates?
- ☐ Have we flooded the market?
- ☐ Too many ORS sachets per kit?





NGO non-governmental organization



4. Similar NGO's

Similar NGO's



Aid for Africa is a charity alliance of U.S.-based nonprofits and their African partners working to help children, families, and communities throughout Sub-Saharan Africa.



To promote and provide information and accessibility to sustainable primary health care to women, children and families living across Sub Saharan Africa.



This foundation is purely dedicated to providing the people and children of Indonesia with free Health & Medical Care through many community and home healthcare services.

References

- [1] <https://www.colalife.org/>
- [2] <https://www.good.is/>
- [3] <https://www.aidforafrica.org/home/>
- [4] <http://africanhealthnow.org/>
- [5] <https://www.fairfuturefoundation.org/>
- [6] <https://www.cdc.gov/healthywater/global/diarrhea-burden.html>
- [7] <https://www.who.int/en/news-room/fact-sheets/detail/diarrhoeal-disease>



thanks!

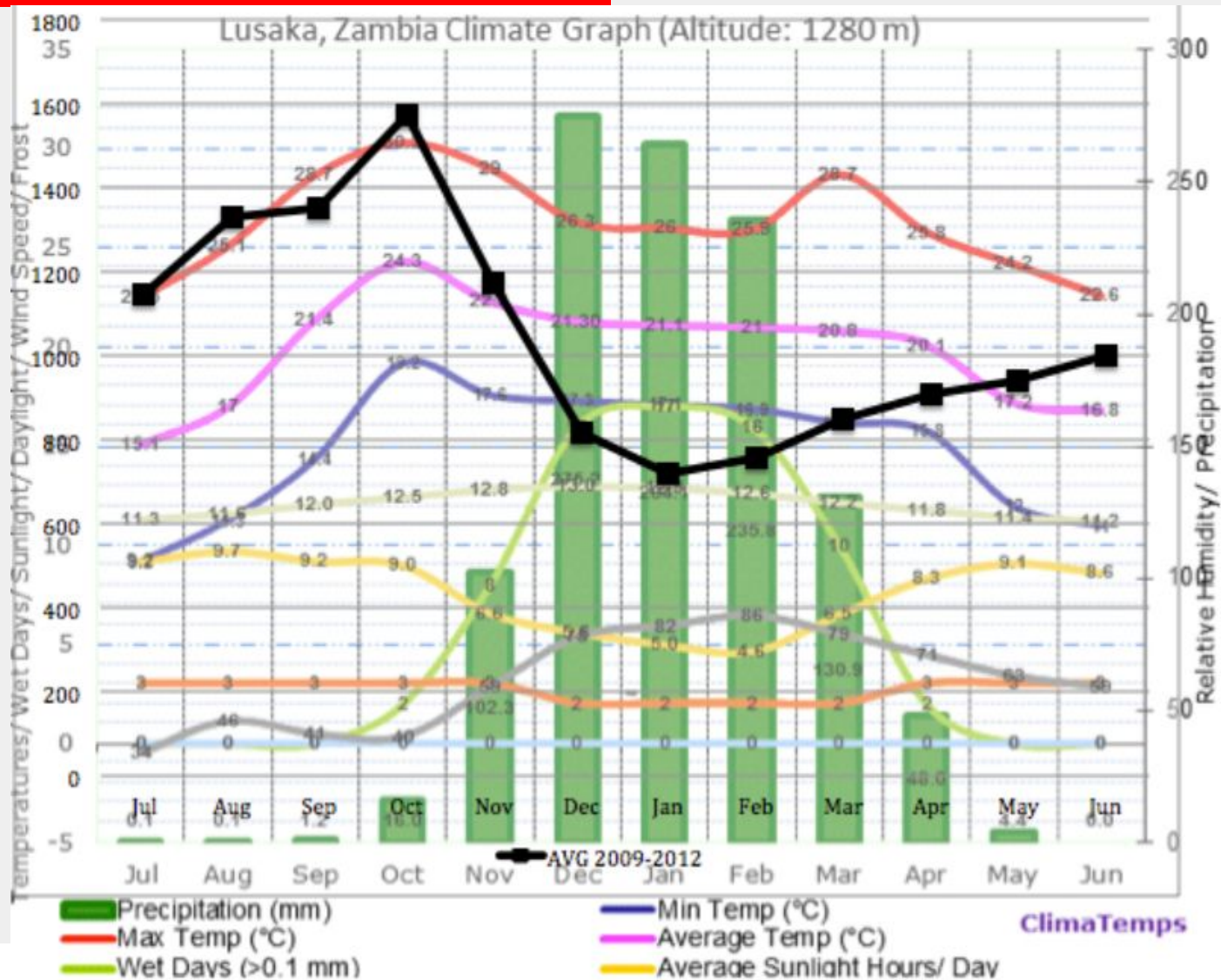
Any questions?



Household Measuring Devices?



Effect of Climate?





“You can get a product or service to anywhere in the world if you can create and sustain a demand for it and make it profitable to fulfil that demand”