



socio•capital

2023 ANNUAL REPORT

TRANSFORMATIVE DEVELOPMENT SOLUTIONS

Harnessing the power of philanthropy and private sector strategies to help people lift themselves out of poverty.



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ABBREVIATIONS & ACRONYMS

AfCTA	African Continental Free Trade Area	NISER	Nigerian Institute of Social and Economic Research
AMR	Antimicrobial Resistance	NTDs	Neglected Tropical Diseases
AMU	Antimicrobial Use	PHC	Primary Health Centre
ANC	Antenatal Care	PPPs	Public-Private Partnerships
BDSP	Business Development Service Provider	PSHAN	Private Sector Health Alliance for Nigeria
BMGF	Bill and Melinda Gates Foundation	PW	Pregnant Women
BOI	Bank of Industry	PWPA	Profit With Purpose Africa
CHAI	Clinton Health Access Initiative	QI	Quality Improvement
DAI	Development Alternatives, International	RMNCH	Reproductive and Maternal Neonatal Child Health
DURA	Discover, Uncover, Recover and Action	SDG	Sustainable Development Goals
ESO	Ecosystem Support Organisation	SEMA	Shaping Equitable Market Access
FMoH	Federal Ministry of Health	SiX	Service Innovation Xchange
FP	Family Planning	SBC	Social Behaviour Change
GAIN	Global Alliance for Improved Nutrition	SMGL	Saving Mothers Giving Life
IFA	Iron-Folic Acid	SMEs	Small and Medium Scale Enterprises
IIF	Impact Investors Foundation	SROI	Social Return on Investment
IRIS	Impact Reporting and Investment Standards	SRH	Sexual and Reproductive Health
LMCU	Logistics Management Coordination Unit	SUN	Scaling Up Nutrition
LMD	Last Mile Deliveries	S4P	Skills for Prosperity
LMICs	Low-and Middle-Income Countries	STP	Standard Training Package
MBTI	Myers-Briggs Type Indicator	TLG	The Learning Gate
M&E	Monitoring and Evaluation	ToT	Training of Trainers
MNCH	Maternal, Newborn and Child Health	TVET	Technical and Vocational Education and Training
MMS	Multiple Micronutrient Supplementation	WFP	World Food Program
MSME	Micro Small & Medium Enterprise	WSMEs	Women-led Small and Medium Enterprises
NCDs	Non-Communicable Diseases		

FROM THE EXECUTIVE DIRECTOR



Dear Partners and Friends,

Welcome to an Amazing 2024!

As we step into 2024, it brings me immense joy and gratitude to reflect on the remarkable journey we have embarked on together at Sociocapital. Your unwavering support, dedication, and belief in our mission have been the cornerstone of our accomplishments.

Throughout the past year, our strides toward this collective vision have been profound. From spearheading initiatives that empower local entrepreneurs to foster resilience within communities, our organisation has remained steadfast in its pursuit of sustainable, impactful change. Every program, every partnership, and every action has been meticulously crafted to align with our core values and vision for a better future. Our initiatives have not merely scratched the surface but delved deep into the essence of intuitive development action, paving the way for sustainable and meaningful transformations.

However, our journey is not without challenges. The road to systemic change is often rugged, yet these very challenges fuel our determination to push boundaries and defy limitations. In facing these hurdles, our resilience is tested, and our commitment to our cause is reaffirmed. The challenges we face are ever-evolving, requiring us to adapt, innovate, and grow continuously. As we look to the future, our commitment to fostering inclusive growth and building resilient communities remains unshakeable.

We are happy that we do not walk this path alone. We walk hand in hand with our dedicated team, communities, partners, and supporters—individuals and institutions who share our passion, belief, and dedication to a brighter, more empowered Africa. Together, we've woven a tapestry of collaboration, innovation, and impact. We are grateful for your unwavering commitment to rewrite narratives, empower communities, and transform systems. As we enter a new chapter, let's harness our energy, determination, and innovation for a more equitable future.

Thank you for being an integral part of our journey. Your support fuels our purpose and propels us toward realising our shared vision for an African society where empowerment and change are the cornerstones of progress.

Sharon Madaki

FROM THE BOARD CHAIR



To Our Esteemed Social Impact Collaborators,

Happy New Year!

As we embark on this new year at Sociocapital, I am honoured to address you and share our collective aspirations for the future. The journey we have undertaken together is nothing short of remarkable, and your steadfast support has been the bedrock of our accomplishments.

In 2023, Sociocapital made significant strides in contributing to the Sustainable Development Goals (SDGs), aligning our efforts with "Rebuilding trust and reigniting global solidarity: Accelerating action on the 2030 Agenda and its Sustainable Development Goals towards peace, prosperity, progress, and sustainability for all" in our various portfolios.

Recognizing the urgent need for climate action, Sociocapital has been committed to leading development solutions that contribute to the building of climate-resilient societies. In a world fast-tracking a just, orderly, and equitable energy transition, our organization is dedicated to developing solutions that focus on people, lives, and livelihoods. Climate resilience is not just an agenda for us; it is a component embedded in our organizational ethos.

As we stand on the threshold of a new chapter, we believe in the power of locally led development. We recognize that local leadership and ownership are indispensable for building resilient health and social systems and fostering sustainable development. Sociocapital is committed to working hand in hand with individuals, communities, networks, organizations, private entities, and governments to shape their development agendas. We aim to facilitate the development of homegrown solutions, connecting them to the capacity, tools, and resources needed to bring those solutions to life and scale.

In the face of challenges, our commitment to fostering inclusive growth and building resilient communities, systems and institutions remains unwavering. The road ahead may be challenging, but with our collective energy, determination, and innovation, we are well-equipped to propel our mission forward.

Join us on this transformative journey. Together, let's make a lasting impact.

Peter Olowononi

ABOUT US

Sociocapital harnesses the power of philanthropy and private sector strategies to help people lift themselves out of poverty.

We are a social impact strategy, innovation, financing and research organisation partnering with public, private, and social sector organisations to improve lives, empower communities, and transform systems in Africa in ways that ensure more competitive and inclusive growth.

We Are

Energized by **Our Vision** of an African society where communities are empowered and institutions are equipped to drive their own change.

Driven by **Our Mission** to foster inclusive growth, build resilient communities and transform systems through impactful business models and practices, purposeful investing, and intuitive development action.



Our Impact Thesis

Sociocapital was founded on the premise that philanthropy and business when properly harnessed, are powerful tools for social change. By applying intuitive business and development methodologies:

- **Individuals and Communities** can drive and sustain their own change if they are equipped and empowered to do so.
- **Organisations** can unlock economic opportunities and capture social and financial value from solving some of the world's pressing problems.
- **Governments** can build more resilient and responsive societies through the right policies, purposeful strategies, and sustainable programs.

What We Do



We help change-makers, governments, and communities create and scale locally-driven solutions that can sustain themselves through high-quality systems and innovative financing.

Our solutions are powered to reduce poverty's economic, social, and environmental drivers by catalysing new investments in viable markets, stimulating economic opportunities, and promoting human capital development.

We deliver four (4) complementary services driven by measurable outcomes.

Our Portfolio



Insights - Accelerate inclusive development and sustainable business practices through strategy, research and innovative financing.



Investing - Deploy right-sized capital to fuel a proprietary pipeline of African social enterprises servicing under-served markets.



Innovation - Transform impact-focused solutions into high-potential growth-primed, investment-ready businesses delivering blended value.



Impact - Use data and evidence to shape policies, strategies, and practices to improve the critical determinants of systems change and sustainable growth.

BOARD UPDATE

The year 2023 was a significant one with the achievement of significant milestones and setting an ambitious trajectory for the future. We celebrate the successful deployment of our programs in various African nations and the establishment of strategic partnerships with key international and local organisations in the development space.

We continue to build on our corporate governance foundation through the support from our diverse advisory board members.

With an eye on the horizon, the Board was presented with a comprehensive five-year blueprint aimed at realising specific goals by 2025. Despite the nascent organisation's challenges, a three-and-a-half-year financial projection showcased a steady growth path, with 30% of strategic ambitions achieved in the initial two years and a reaching 45% of our 5 year (2021 - 2025) business growth target as at 2023".

Our Board leadership underscored the vitality of our global health and research practice areas, signalling the need for deepening our footprint in Nigeria and expanding our global and regional presence. Focus demands sacrifice, as it is often said. Our focus on localised development was acknowledged as a key pivot point with a focus on advancing global health and development research.

Looking forward, our long-term vision positions Sociocapital as an emerging leader in championing global development through the fusion of philanthropy and private sector strategies, a combination many consider 'too ambitious". Sociocapital aspires to become a prominent philanthropy aggregator across Africa within the next few years. In 2024, the organisation is poised for continued growth and impact. Sociocapital will sustain its focused approach to catalysing locally driven, socially resilient, and sustainable solutions delivering global impact at scale.



Our focus on localised development was acknowledged as a key pivot point with a focus on advancing global health and development research.

PORTFOLIO SPOTLIGHT

We are **Global Development Experts** delivering and scaling transformative Health & Development solutions.

Through our portfolio, we catalyse locally driven, socially resilient, and sustainable solutions delivering global impact at scale.

Explore Sociocapital's **dynamic approach** and our comprehensive suite of **development solutions** — fusing purpose-driven **insights, innovation, and impact** — to shape a brighter world.

SOCIOCAPITAL + GLOBAL HEALTH

Advancing Health Systems Excellence

Sociocapital envisions local governments driving responsive, sustained improvements in health systems resilience.

The mission of the **Sociocapital + Global Health** is to support health systems in Africa to sustainably deliver, and intuitively invest in high-impact solutions at scale.

Sociocapital **designs, implements, and evaluates** the scale-up of high-impact global health practices that **shift social norms** to ensure inclusive health access, **shape markets** to reach the underserved and strengthen the enabling environment to advance improved health outcomes.

We partner with local actors to build **responsive health systems** that optimize capabilities and resources to accelerate access to **quality and affordable healthcare services** as a central element to eliminating extreme poverty and promoting **shared prosperity**.

Our technical assistance and programs include:

- ✦ Health Systems Strategy (HSS)
- ✦ Pharmaceutical Systems Strengthening
- ✦ Health Financing
- ✦ Shaping Health Markets
- ✦ Scaling Health Innovations
- ✦ Adaptive Learning & Research

Learn More:
www.sociocapital.org/GlobalHealth

FEATURED PROJECTS

Improving Maternal and Newborn Health Outcomes Using a Total Market Approach

The Total Market Approach (TMA) is an innovative strategy and more sustainable and equitable approach for increasing access to services for all segments of a population. TMA promotes efficiency and equity in the health system, as well as improves the sustainability of health programs while systematically transitioning off public and donor subsidies.

The Saving Mothers Giving Life (SMGL) project is implemented by Pathfinder International in partnership with PharmaAccess and Nivi. SMGL 2.0 adopts a TMA to inform Reproductive, Maternal, Newborn and Child Health (RMNCH) policies and strategies, and requires the use of data to inform its programs and measure progress.

As the evaluation partner, Sociocapital supported the delivery of baseline and endline assessments to generate the insights needed to achieve the project objectives of improved access to and quality of maternal and newborn care and institutional delivery services; and strengthened collaboration and partnership between government and the private health sector.



Sociocapital + Global Health apply human-centred approaches to shift the determinants of inclusive development – access, agency, and autonomy.

Strengthening Surveillance Systems for Antimicrobial Resistance (AMR) & Antimicrobial Use (AMU) Across Human, Animal, & Environmental Health Sectors.

Antimicrobial Resistance (AMR) is one of the top 10 global public health threats facing humanity – with rapidly growing in prevalence due to its implications for food safety, human health, animal health and ecosystem health. The Fleming Fund Country Grant is designed to provide technical assistance to the Government of Nigeria to build laboratory capacity and strengthen surveillance systems for AMR and Antimicrobial Use (AMU) across the human, animal, and environmental health sectors. The Fleming Fund is a U.K. Department of Health and Social Care program funded with U.K. Aid to help Low-and Middle-Income Countries (LMICs) to fight Antimicrobial Resistance (AMR).

In partnership with the Development Alternatives, International (DAI) – the Fleming Funding local partner in Nigeria, Sociocapital developed a comprehensive Antimicrobial Resistance (AMR) and Antimicrobial Use (AMU) strategy that would drive behaviour change amongst stakeholders in the aquaculture value chain. The AMR/AMU communication strategy is part of the Fleming Fund Project's strategy to build local capacity and

strengthen national surveillance systems for Antimicrobial Resistance (AMR) and Antimicrobial Use (AMU) across the human, animal, and environmental health sectors.

Expanding New Contraceptive Technologies Through Country-led, Market-driven Strategies

Sociocapital was commissioned by Clinton Health Access Initiative (CHAI) to support the Federal Ministry of Health in Nigeria to conduct a comprehensive Sexual Reproductive Health (SRH) market analysis SRH Market Analysis towards a national product introduction strategy.

Sociocapital applied design thinking methodologies to unpack the potential for introduction of a new contraceptive mix and leverage additional investment to close the market gaps. We used the insights from market sizing and modelling to develop a national H-IUS product introduction strategy and Social Behaviour Change (SBC) communication plan.



SOCIOCAPITAL + ADVISORY

In line with Sociocapital's mission of fostering inclusive growth, building resilient communities, and transforming systems, Sociocapital support individual, organizations and institutions to better align their social missions, channel their investments and deploy its programs and initiatives to achieve impact at scale.

We provide end-to-end solutions to help individuals, organizations and institutions to align their strategies, development initiatives, purposeful giving, and social investments to deliver social and economic impact.

Our Advisory portfolio support a range of partners including philanthropies, private sector, government, local and international development organizations and civil society actors to accelerate policy, co-create strategies and deploy products and programs that can deliver blended value.

Our suite of solutions includes:

- ✦ Development Policy & Strategy Support
- ✦ Technical Assistance & Program Management
- ✦ Social Innovation & Purpose-driven Investing
- ✦ Health & Humanitarian Response
- ✦ Impact Measurement & Management

FEATURED PROJECTS

Collaborative, Country-led Global Nutrition Response

Sociocapital supported the Global Alliance for Improved Nutrition (GAIN) and the World Food Program (WFP) to equip and support Small and Medium Scale Enterprises (MSMEs), private sector, as well as humanitarian and development actors within the Scaling Up Nutrition (SUN) Business Network to collaboratively adopt safe and healthy nutrition business practices through the development of global convergence toolkit, technical assistance strategy and revised governance framework.

Advancing the Nigerian Creative Economy Through Impact Entrepreneurship, Education, and Investment

In partnership with the Impact Investors Foundation (IIF), Nigeria, under the Promoting Impact Investing in Nigeria initiative, Sociocapital developed a comprehensive national strategy adopted by the Federal Ministry of Finance, Budget, and Planning and Nigerian Institute of Social and Economic Research (NISER). The strategy is positioned to unlock impact capital to foster the growth of the creative economy and the Establishment of incubator hubs for the creative industry in Nigeria.

Profit with Purpose Africa

Profit with Purpose Africa (PWPA®) is Sociocapital's impact investing advocacy initiative to improve the knowledge on emerging global practices, delivering methodologies to transform businesses into vehicles for social change and philanthropy as a catalyst for economic growth and development. Through PWPA®, we work with public, private, and social organizations to balance their corporate sustainability and social investment strategies with intrinsic business models that points in the direction of sustainability, resilience, and dual value creation.

SOCIOCAPITAL + INNOVATION SOLUTIONS

Sociocapital provides investment readiness skills, links beneficiaries directly to funders, and fosters an ecosystem that supports African SMEs to survive and thrive. Our programs bring the best of business and development, equipping beneficiaries with the perspective and tools to leverage the opportunity from diverse investment verticals. We offer capacity building, public policy co-creation, psychosocial support and investment readiness training through a series of workshops, co-creation sessions, business clinics and mentorship.

Built on Structured Knowledge Transfer, Controlled Experimentation, and Bottom-up ideation, our approach includes a blend of behaviour-based balanced-coaching models, psychosocial support and transformational leadership approaches coupled with practical business tools for market traction and growth.

We continue to position our portfolio as a viable impact entrepreneurship Ecosystem Support Organisation (ESO) collaborating with other ESOs, policymakers and impact investment aggregators to stimulate knowledge transfer between the African entrepreneurship ecosystems in order to take advantage of the African Continental Free Trade Area (AfCFTA) and other intra-African policies and programs targeted at increasing cross-border collaboration and economic growth.

We provide the policy, financial and technological transformation support required by African SMEs to overcome the legislative, psychosocial, and economic barriers to unlock and access financing opportunities.

Our suite of solutions includes:

- + Corporate Innovation & Trainings
- + Impact Entrepreneurship Ecosystem Support
- + Investment Readiness
- + Bespoke Incubation and Acceleration Programs
- + Adaptive learning and Research

FEATURED PROJECTS

Expanding gender lens financing for Africa's women-led MSMEs

Growth4Her Accelerator is our flagship investment readiness program which is focused on empowering Africa's female-led MSMEs for growth through gender lens financing. Growth4Her (G4Her) is a growth-powered and leadership-driven accelerator supporting Women-led Small and Medium Enterprises (WSMEs) in Nigeria and Cameroon - building their capacity to enable them to transition into high-potential, investment-ready, growth-primed businesses. Launched in Cameroon and Nigeria with an initial cohort of 30 women, the program aims to empower 1500 women entrepreneurs across 10 African cities in the next 5 years. G4Her is co-created and implemented by Sociocapital, Creative space start-ups, The Learning Gate (TLG) and ActivSpaces in Cameroon and Nigeria.



Building the Capacity of Individuals and Organisations to Deliver Blended Value

Recognizing the pressing need for capacity building in impact-led entrepreneurship, Sociocapital's Blended Value Academy offers a comprehensive program designed to equip individuals and organizations with the knowledge and skills necessary to navigate the complex landscape of social and economic value creation. Our inclusive programs cater to senior executives, program managers, policymakers, technocrats, and business development executives across diverse sectors. Our academy focuses on transformative change through practical approaches, advancing sustainable business, development, and governance by translating policies into inclusive actions. The curriculum is thoughtfully designed, incorporating intensive, immersive learning and blending theory, ideation, and practicum to address the unique social and economic landscape of Africa. Through a mix of seminars, small group sessions, simulations, case studies, and experiments, participants develop leadership skills and foster a growth mindset, contributing to concrete organizational change.

Strengthening Africa's Creative Economy Ecosystem

Sociocapital in partnership with the Henley Business School, UK and AfriNolly Creative Hub, Lagos, co-created the British Council social impact entrepreneurship e-learning program targeted at African early-stage entrepreneurs, especially in Kenya, Nigeria, Egypt and South Africa. The platform serves as an entry point through which young people will be signposted to other British Council blended social and creative entrepreneurship offers in a robust methodology that connects the creative entrepreneurs to regional and UK expert networks knowledge, business incubation and mentoring support required to build sustainable livelihoods. The program is currently deployed across Africa as virtual and in-person/hybrid programs with course versions in English and Arabic.

SOCIOCAPITAL + RESEARCH

ImpactWorks is our social **impact monitoring, measurement and learning** practice supporting organisations to apply data, evidence, and insights to enable sound decision-making and deliver measurable blended value.

We use data to understand the dynamics of systems-level change and respond with the most impactful, locally driven, scalable solutions that can self-sustain through high-quality systems and innovative financing.

We generate evidence insights that:

- (i) ensure that development actions and investments lead to improved business and social outcomes,
- (ii) inform and supplant assumptions regarding how policies and programs are prioritized, designed, and deployed, and
- (iii) stimulate long-term learning for future policies, strategies and program.

We help stakeholders make informed strategic decisions by applying sustainability intelligence, impact reporting standards and performance parameters to monitor, measure and manage blended value - social, environmental, and financial performance.

Determination of blended value requires alignment with relevant metrics and standards such as Sustainable Development Goals (SDG) Impact Standards, Social Return on Investment (SROI) metrics, and Impact Reporting and Investment Standards (IRIS).

We have conducted a series of formative, implementation research and outcome evaluation efforts towards the design and delivery of social and market-based interventions.

We coordinated several research including Global Health (Systems Strengthening, Population & Reproductive Health, Maternal, Newborn and Child Health (MNCH), Nutrition, AIDS, TB & Malaria, WASH, Non-Communicable Diseases (NCDs) & Neglected Tropical Diseases (NTDs)), Agriculture & Food Systems, Economic Growth & Livelihood (including creative economy and entrepreneurship), Climate and integrated gender programs.

Our work is built around 4 key service areas:

- + **Landscape Analysis & Impact Modeling**
- + **Market, Implementation & Outcomes Research,**
- + **Monitoring, Evaluation & Adaptive Learning,**
- + **Impact Reporting and Communication.**

IMPACT WORKS

Learn More:

<https://sociocapital.org/impactworks/>

IMPACT WORKS

Sociocapital's ImpactWorks helps organizations generate, measure and manage the right evidence and insights to enable sound decision-making targeted at delivering measurable blended value and driving scalable change.

FEATURED PROJECTS

Process Evaluation of the Water for Agriculture Project in North East Nigeria

Sociocapital conducted the Mid-Term Review of the USAID-funded 'Water for Agriculture' project interventions implemented by Catholic Relief Services in Adamawa, Borno, and Yobe states, Nigeria. The project is targeted at sustainably increasing water availability and management towards increasing agricultural productivity amongst 4,000 farmers and 50,000 herders in Adamawa, Borno, and Yobe states, Nigeria.

Formative Study of Group Antenatal Care

Sociocapital led the conduct of the baseline assessment of the Pathfinder International-led Group Antenatal Care project in Borno State Nigeria with the goal of strengthening sustained delivery of Reproductive, Maternal, Newborn and Child Health (RMNCH) and malaria services at the PHC level through gender-integrated health system approach.

Implementation Research Project on the Country Transition to Multiple Micronutrient Supplementation (MMS)

Sociocapital is partnering with Nutrition International on a 3-year implementation research project that will collate evidence in the Nigeria context to garner programmatic insights from switching from Iron-Folic Acid (IFA) supplementation to Multiple Micronutrient Supplementation (MMS) in the government's Antenatal Care (ANC) service package to effectively optimise ANC as a strategic platform for delivery of services, health promotion, and preventing diseases including maternal anemia.

The project will design and test human-centered designed strategies that will optimize adherence ("adherence solutions") to and uptake of MMS among pregnant women in Nigeria. This will ultimately provide an opportunity to increase attention to maternal nutrition, strengthen the ANC platform and improve gender-based outcomes such as women's decision-making ability.

OUR 2023 IMPACT

Highlighting our most significant accomplishments, projects, and milestones attained during the year.

Our Global Health Portfolio

Nutrition International

IMPLEMENTATION RESEARCH PROJECT ON COUNTRY TRANSITION TO MULTIPLE MICRONUTRIENT SUPPLEMENTATION (MMS)

Recent evidence shows that administering Multiple Micronutrient Supplementation (MMS) - a daily dose of 15 vitamins and minerals including iron and folic acid - during pregnancy was more effective than Iron-Folic Acid (IFA) supplementation in improving birth outcomes. The updated WHO (2020) guidelines^[1] on Antenatal Care (ANC) recommend that low- and middle-income countries should consider transitioning from long-standing IFA supplementation to MMS in the government's Antenatal Care (ANC) service package.

In Nigeria, significant progress is underway to optimize adherence to Maternal Multiple Micronutrient Supplements (MMS) for Pregnant Women (PW) in three selected LGAs of Bauchi State.

Through the funding of Nutrition International, Sociocapital is currently implementing a 3-year implementation research project in Bauchi State, Nigeria to integrate MMS into the Nutrition in pregnancy protocol. The project will collate evidence in the Nigeria context to garner programmatic insights from switching from Iron-Folic Acid (IFA) supplementation to Multiple Micronutrient Supplementation (MMS) to effectively optimise ANC as a strategic platform for delivery of services, health promotion, and preventing diseases including maternal anaemia.



[1] World Health Organization. (2016). WHO recommendations on antenatal care for a positive pregnancy experience.

Pathfinders International
+ MSD for Mothers

**SAVING MOTHERS
GIVING LIFE (SMGL 2.0)
PROJECT, NIGERIA**

The Total Market Approach (TMA) is an innovative strategy and a more sustainable and equitable approach for increasing access to services for all segments of the population. TMA promotes efficiency and equity in the health system, as well as improves the sustainability of health programs while systematically transitioning off public and donor subsidies. Effective TMAs in health service delivery are those that effectively coordinate efforts in the public, nonprofit and commercial sectors to increase equitable and sustained access to MNH services through government leadership and stewardship.

To replicate a Total Market Approach (TMA) for Improving Maternal and Newborn Health (MNH) outcomes in Nigeria, the Saving Mothers Giving Life (SMGL) project is implemented by Pathfinder International in partnership with PharmaAccess (leading the deployment of SafeCare Quality Improvement (QI) program to improve quality through set standards, benchmarking, and improvements) and Nivi which deploys digital health solutions to provide relevant on-demand, and actionable information on MNH to target audience that enables them to take more informed and supported decisions about their health. Effectively adopting a TMA to inform Reproductive, Maternal, Newborn and Child Health (RMNCH) policies and strategies, requires the use of data to inform its programs and measure progress.

Using data to inform its Total Market Approach (TMA) strategies and measure progress, Sociocapital supported the formative assessment of the SMGL project to generate the insights needed to contribute to the goal of reducing maternal and perinatal mortality in line with the SMGL 2.0 project objectives - improved access to and quality of maternal and new-born care and institutional delivery services; and strengthened collaboration and partnership between government and the private health sector. Following a 3-year project deployment, Sociocapital is leading the evaluation of the effectiveness of implemented strategies towards institutional delivery services, access to maternal and newborn health services, and partnerships between the State Ministry of Health and the private health sector.

Bill & Melinda Gates Foundation
+ Private Sector Health Alliance
of Nigeria (PSHAN)

**NIGERIA FAMILY
PLANNING (FP)
FINANCING SCOPING
STUDY**

In partnership with the Private Sector Health Alliance for Nigeria (PSHAN) and DGI Consults, Sociocapital supported the implementation of the national Family Planning (FP) financing scoping study which seeks to explore sustainable approaches to financing more sustainable FP programs, leveraging the private sector strategies. The study focus included a national outlook as well as local government contexts and dynamics in 5 Nigerian states - Kaduna, Kano, Bauchi, Lagos and Nasarawa.



Clinton Health Access Initiative

**SHAPING EQUITABLE
MARKET ACCESS FOR
SEXUAL REPRODUCTIVE
HEALTH (SEMA-SRH)**

In partnership with the Clinton Health Access Initiative (CHAI) under the Shaping Equitable Market Access for Sexual Reproductive Health (SEMA-SRH) initiative, Sociocapital supported the National Market Assessment for Sexual and Reproductive Health (SRH) services, identifying key drivers and challenges within the SRH market. This assessment was critical in shaping a national strategy for the SRH market in the 5 years. Sociocapital led multiple stakeholder consultations and federal-level workshops as part of the efforts toward navigating the desired future state for the SRH market.

Our Advisory Portfolio

PROFIT WITH PURPOSE AFRICA (PWPA®)



Profit with Purpose Africa (PWPA®) is a groundbreaking initiative shaping the future of social impact and sustainable development across Africa. In a world faced with pressing challenges from human rights to economic empowerment, PWPA® offers a transformative pathway for businesses, nonprofits, and investors to drive meaningful change while achieving sustainable growth.

PWPA® is Sociocapital's impact investing advocacy initiative to improve the knowledge on emerging global practices, delivering methodologies to transform businesses into vehicles for social change and philanthropy as a catalyst for economic growth and development. Through PWPA®, we work with public, private, and social organizations to balance their corporate sustainability and social investment strategies with intrinsic business models that points in the direction of sustainability, resilience, and dual value creation.

PWPA® is not just a platform; it's a movement. By leveraging the power of business and philanthropy, we're catalyzing a new era of dual value creation, where profit and purpose intersect to build resilient communities and transform systems.

Profit with Purpose Africa offers a comprehensive suite of initiatives aimed at driving social impact and sustainable development across Africa through:

- **PWPAfrica® Xchange** collaborative learning platform, participants converge to explore innovative ways of maximizing value and accelerating impact.
- **PWPAfrica® Engage**, amplifies business action towards social impact by supporting the development of sustainable strategies and fostering meaningful partnerships.
- **PWPAfrica® Insights+**, harness evidence-driven insights that aligns sustainability intelligence with impact measurement, enabling the determination of blended value.
- **PWPAfrica® Innovate360**, facilitates the co-creation of sustainable value-based programs to address social problems through innovative approaches, inviting partners to join in delivering high-impact initiatives with investment sense.

PWPAfrica® continues to lead the charge through initiatives like *The On Purpose Series (TOPS)* podcast and the upcoming **2024 Profit With Purpose Africa Conference**, we empower impact-focused entities to scale bold solutions to Africa's and global challenges.



Palladium International + FCDO

SKILLS FOR PROSPERITY (S4P) PROJECT

Unemployment remains a major issue for many African societies including Nigeria - the largest country in the African continent. According to the National Bureau of Statistics (NBS), Nigeria's unemployment rate was recorded as 33% as at the second quarter of 2020 making it the second highest on global list.

Apprenticeship and skills acquisition is a viable tool to harness and attract investments in the human capital potential of Nigeria's youthful population. The Global Prosperity Fund's 'Skills for Prosperity' (S4P) is a £75m FCDO programme, which seeks to improve the cost-effectiveness, access, quality, relevance, and equity of skills through innovative approaches including apprenticeship and education in 9 Middle-Income Countries around the world including Nigeria. Implemented in Nigeria by Palladium International, the goal of the S4P project in Nigeria is improved access to, quality, relevance and equity of Technical and Vocational Education and Training (TVET) in growth sectors in Nigeria.

As the program evaluation partner, Sociocapital conducted a detailed country landscape and stakeholder satisfaction survey with the objective of identifying and addressing factors that shape the Technical and Vocational Education and Training (TVET) and the business environment; understand stakeholder's satisfaction with TVET programmes, apprenticeships, and traineeships, identifying gaps and areas of improvement; and uncover specific areas related to safeguarding, gender equality and social inclusion capacity. The insights generated supported integration of entrepreneurial programmes into the educational system at all levels, promoting psychosocial coping skills into educational system, and promoting non-academic, technical, and vocational skills development through apprenticeship.

Following a successful 2 year program implementation, Sociocapital conducted a robust project evaluation. The evidence and learning continue to shape an improved, formal apprenticeship model creates a new pathway to career-oriented learning that offers youth not in employment, education or training a new opportunity to skill up and participate gainfully in the national and global economy. This will help the private sector to meet skilled workforce demands, help youth into decent jobs and ensure equitable distribution of employment opportunities and benefits.

Our Corporate Innovation Portfolio

Africa Development Bank

GROWTH4HER GENDER LENS ACCELERATOR PROGRAM

Globally, the IFC estimates a \$300b gender financing gap out of which Africa contributes about \$42b to this shortfall. Women entrepreneurs (WSMEs) generally account for the highest financially excluded demographic in Africa as only 37% of women have and own traditional bank accounts, and more than 70% of women-owned small and medium enterprises have little or no access to financial services. Furthermore, women face a myriad of social issues forcing them to compete twice as hard for resources and market traction.

G4Her offers investment readiness skills, links beneficiaries directly to funders, and fosters an ecosystem that supports women-owned SMEs to survive and thrive. The program deploys an innovative approach which includes a blend of behaviour-based balanced-coaching models, psychosocial support and transformational leadership approaches coupled with practical business skills and tools for market traction and growth.

African entrepreneurs, particularly women, face a range of social norm-related challenges that hinder their ability to start and grow businesses. These challenges are often deeply ingrained in cultural attitudes and beliefs, making them difficult to address. Sociocapital developed a framework based on evidence to address the fundamental determinants of entrepreneurship readiness. Sociocapital's psychosocial framework, referred to as DURA Framework stands for D – Discover, U – Uncover, R – Recover and A – Action. Overall, the DURA Framework emphasizes the importance of understanding and addressing psychosocial factors that impact an entrepreneur's ability to thrive in life and business. Sociocapital's DURA Psychosocial framework was a key foundational element in the G4Her program.

We facilitated personalised psychosocial sessions for the women entrepreneurs. This mind-modelling session entails administering the Myers–Briggs Type Indicator (MBTI) personality type and conflict style to the participants of the Growth4Her Accelerator program. This helped participants to identify the different personality and conflict management types and stereotypes as well as their appropriate roles in leadership, friendships, workplace, intimate relationships and business settings. Our innovative approach of integrating psychosocial support within our mainstream accelerator program has contributed to better business outcomes in terms of fundraising capability and the resilience of entrepreneurs to build business resilience.



Impact Stories


Nancy Ngo Mbila Ongolo

 Founder & CEO, **The Queen Sarl** | **Cameroon**

Thanks to the Growth4Her Accelerator Program, I have witnessed remarkable growth. By acknowledging and rectifying our company's weaknesses, I strategically sought expert guidance, expanding our product range and gaining clarity on our financing needs. Now, armed with confidence and direction, my team and I are poised for success in securing funding, all thanks to the invaluable insights, mentorship and psychosocial support provided by the Growth4Her team.


Princess O. Edokpayi

 Chief Operating Officer, **Spurt!** | **Nigeria**

As the COO of Spurt!, I experienced a transformative journey with the Growth4Her accelerator program. Through constructive feedback, I refined my business pitch and honed my presentation skills. This journey culminated in our victory at the Zenith Bank's #Zecathon 3.0, demonstrating how strategic refinement can truly drive business success.


Elizabeth Idem Ido

 Founder & CEO, **Mmabon Custom and Retail** | **Nigeria**

The Growth4Her program has been instrumental in rebranding and rebuilding my business strategy. With essential guidance and mentorship, I honed my strategic acumen, leading to the securing of the Nimbus Aid Project Advertisement Grant. Growth4Her has truly been a game-changer for my business.


Sefiyat Oladosu

 Founder & Director, **Fro Quantum Organic Hub LTD** | **Nigeria**

The Growth4Her Program has transformed my business journey. Through resilience and rebranding, I showcased our excellence at the Nimbuz Aid Project 2023 competition, securing a substantial advertising grant. Growth4Her has given me this confidence boost, empowering me to realize my business's full potential and make a lasting impact as a woman entrepreneur in my industry.

SERVICE INNOVATION XCHANGE (SiX)™ PROGRAM

Growth,
Sustainability
and Service
Excellence
through
institution-led
innovation

In a rapidly evolving landscape, traditional business models are being reshaped, presenting both challenges and opportunities for institutions worldwide. Unfortunately, many organizations struggle to adapt and innovate response to these disruptions as traditional hierarchical structures often stifle creativity and discourage risk-taking, leading to stagnation and missed opportunities. Employee engagement and morale suffer as a result, hindering the organization's ability to stay competitive and relevant in the market.

Sociocapital serves as a trusted partner for government, businesses and social sector organisations seeking to drive sustainable growth and social impact. Our expertise lies in designing tailored trainings and innovation programs that cultivate a culture of innovation aligned with the organization's strategic goals. We leverage our deep understanding of both business dynamics and social impact to develop holistic solutions that blend financial success with societal value creation.

Sociocapital - through the Service Innovation Xchange (SiX) program enables companies to harness the creativity and entrepreneurial spirit of their employees, driving sustainable growth, competitive advantage, and organizational excellence. The goal of our Service Innovation Xchange (SiX) program is to transform organizations into innovation powerhouses by fostering a culture where every employee is empowered to think and act like an entrepreneur.

We facilitate the exchange of innovative ideas and practices, fostering a vibrant ecosystem of intrapreneurship that propels organisations towards sustained growth and competitiveness through:

1. Intrapreneurship Training Programs & Innovation Workshops to equip employees with the mindset, skills, and methodologies needed to foster innovation within the organization;
2. Innovation Labs to ideate, co-create and test prototypes of potential or promising initiatives;
3. Innovation Resourcing to help organizations unlock, mobilize and allocate resources effectively to fuel their intrapreneurial journey;
4. Bespoke Innovation Sprints to stimulate creativity, create platforms for collaboration and knowledge exchange;
5. Design and deployment of Innovation Performance Management System to measure the success and ROI of intrapreneurship initiatives, enabling continuous improvement and optimization.



Spotlighting key collaborations and partnerships that have enriched our impact as an organisation in 2023.

PARTNERSHIPS & COLLABORATIONS

OUR PARTNERS

Strategic Partnerships and Collaborations in 2023 have been instrumental in enhancing Sociocapital's impact, with several new partnerships forged during the year. Noteworthy among these is our collaboration with Nutrition International, a significant addition to our network of partners. Our engagement with the Private Sector Health Alliance for Nigeria (PSHAN) has also paved the way for new collaboration avenues.

Sociocapital remains actively engaged, providing support throughout partners' application journeys. These partnerships exemplify our commitment to impactful collaborations that extend beyond individual projects, enriching our organizational fabric. Our focus on being mission-driven is woven into our DNA, and we are delighted to continue working with partners who share this DNA. The impact we strive to achieve is only possible because of the confidence and trust they have shown in us.

We look forward to building on our collective success in 2024 and beyond.



OUR 2024 OUTLOOK

In 2023, Sociocapital embarked on numerous initiatives, including the implementation of a strategic partnership with Nutrition International. Looking ahead to 2024, we are committed to furthering our mission of improving lives, empowering communities, and transforming systems. This entails forging stronger alliances and fostering collaborations across various program areas beyond Nutrition, RMNCH, and FP, both locally and globally.

The upcoming year will witness the completion of the SMGL 2.0 Project Endline Assessment and the launch of the TA Connect Project, focusing on enhancing health systems in Nasarawa's public health sector. Additionally, our collaboration with Nutrition International will progress with continued facility monitoring, on-the-job training, and the rollout of the Adherence Solution Package, developed in partnership with Sonders Collective. This package aims to enhance MMS implementation in the state.

Furthermore, Sociocapital Group, through its Country Support portfolio, aims to deepen engagement with the private sector by introducing innovative programs like the Corporate Innovation program. We are dedicated to fostering robust relationships with stakeholders, including donors, ministries, private sector entities, and civil society organizations, to ensure successful partnerships aligned with our objectives.

In the new year, we remain committed to maximizing our human resources within the Country Support portfolio, emphasizing individual development, resource optimization, and efficient project execution. With optimism and determination, we look forward to a prosperous year ahead, marked by impactful initiatives and meaningful collaborations.



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