



**Knowledge SUCCESS invites organizations to submit innovative knowledge management solutions for family planning and reproductive health (FP/RH) programs.**

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## **BACKGROUND**

Knowledge SUCCESS (Strengthening Use, Capacity, Collaboration, Exchange, Synthesis, and Sharing) is a five-year global project led by a consortium of partners and funded by USAID’s Office of Population and Reproductive Health. We champion the strategic and systematic use of knowledge to strengthen health systems, ultimately improving health and development outcomes. Our goal is to help organizations working in family planning and reproductive health (FP/RH) collect knowledge and information, organize it, connect others to it, and make it easier for people to use — so that FP/RH programs and health outcomes can be improved.

Between April and June 2020, we hosted a series of four regional co-creation workshops with FP/RH professionals from Anglophone Africa, Francophone Africa, Asia, and the United States. Using design thinking, participants developed novel solutions to address common challenges in accessing, sharing, and using information to inform and strengthen their programs. These regional competitions draw on the solutions generated during the workshops, including hosting a competition, encouraging and funding innovation, and strengthening knowledge management capacity for FP/RH programs.

## **OVERVIEW**

The Pitch is a competition to develop and implement innovative ideas in knowledge management for FP/RH at an organization, country, or regional level.

Four organizations – recruited from Africa and Asia – will each be awarded modest funds of up to USD\$50,000 via a subaward process to implement their innovative ideas. During the implementation process, Knowledge SUCCESS will support each organization to strengthen its knowledge management capacity.

## How the Competition Will Work

1. FP/RH professionals working for organizations in [USAID family planning priority countries](#) in sub-Saharan Africa and Asia are invited to submit an application with their ideas for knowledge management innovations. This includes organizations representing cross-country consortiums and country-level technical working groups. (see page 3 for a definition).
2. Knowledge SUCCESS will host a launch event (with simultaneous French translation) to introduce the competition and answer questions about the process and requirements.
3. Applications for knowledge management innovations must be received by 11:59 PM Eastern Time on February 4, 2021.
4. A selection committee will review submitted innovations and select up to five semi-finalists per regional competition to move on to the main selection round.
5. Semi-finalists will receive coaching by Knowledge SUCCESS on how to pitch their innovations to a panel of judges.
6. Semi-finalists will pitch their innovative ideas to a panel of judges, representing global and regional expertise and the donor community, in a closed zoom meeting (one for Africa and one for Asia).
7. The panel of judges will select the best two pitches per regional competition. These KM Innovators will be awarded a subaward of up to \$50,000 USD, subject to USAID approval, to implement their innovative idea. The winners and deliberation of the judges will be shared during a YouTube premiere event streamed to the global FP/RH community.
8. KM Innovators will have approximately five months to implement their knowledge management innovation (May to September 2021). Knowledge management mentorship, training, and tools will be provided by Knowledge SUCCESS throughout the implementation period.
9. Champion Innovators will also work with Knowledge SUCCESS to share their experiences during and after implementation with the broader FP/RH community and participate in a final event in September.

## Timeline

- Tune in to the **The Pitch** launch event (with simultaneous French translation) to discuss the competition guidelines, ask questions, and hear from expert speakers on this competition: Jan 14 at 7am EST
- Submit applications for knowledge management innovations: By Feb 4
- Semi-finalists will be notified and invited to make a pitch to a panel of judges representing the FP/RH donor community: Feb 10
- Semi-finalists will receive guidance on how to pitch their ideas: Feb 11 & 12
- Semi-finalists will prepare a 5-minute pitch: Feb 15-26
- The pitch meetings in which semi-finalists will present their 5-minute pitch to a panel of esteemed judges: Mar 2 & 3
- Winners will be announced during a YouTube premiere: Mar 23 & 24

- KM Innovators will implement their knowledge management innovation: May - Sep 30, 2021

## **OBJECTIVES**

**The Pitch** aims to find, fund, and support organizations that are passionate about knowledge management for FP/RH and want to champion an innovative knowledge management solution. Our goal is to create a network of knowledge management champions and innovators throughout Sub-Saharan Africa and Asia in order to strengthen knowledge exchange and collaboration and support FP/RH programs to provide quality services for women, men and families.

## **WHAT IS A KNOWLEDGE MANAGEMENT INNOVATION?**

Knowledge is one of our most valuable assets to address global health challenges. What we know impacts how we take action—and how we manage knowledge can affect individuals, communities, and, ultimately, the health systems that exist across cultures. Knowledge management is the process of collecting and curating knowledge, and connecting people to it so they can act effectively in their respective communities. In the FP/RH sector, knowledge management can improve coordination and enhance meaningful learning among health professionals. This method of finding and sharing high-quality, relevant information creates an effective means for collaboration and application, ultimately improving health outcomes.

Many of us practice knowledge management every day without realizing it. When health care providers refer to the latest guidelines on how to treat a disease, they are using knowledge management. When a program manager rolls out a new mobile application to facilitate communication between community health workers and their supervisors, they are all using knowledge management. What do these approaches and activities have in common? They help global health practitioners share and apply valuable know-how in their work. The results? A stronger health workforce, better health services, and longer, healthier lives.

Innovative knowledge management solutions should aim to support one or more of the following knowledge management approaches:

- Collecting and documenting FP/RH information
- Making information more accessible/connecting people to information
- Synthesizing and/or organizing information so it is more understood/used
- Encouraging the sharing of information among FP/RH professionals
- Enhancing collaborations among FP/RH professionals
- Promoting the exchange of information among FP/RH professionals
- Bridging the ‘knowledge to action’ gap to strengthen the use of information to inform FP/RH programs

## **ILLUSTRATIVE EXAMPLES OF FP/RH CHALLENGES KNOWLEDGE MANAGEMENT CAN SUPPORT**

- Too many options and too much information can be mentally difficult to process
- Too much information presented in a way that makes it hard to understand and process the information
- Lack of access to information due to paywalls, language, and other barriers
- Absence of regional FP/RH data
- Information is not contextualized
- Information is outdated
- Limited information on what does not work in FP/RH
- Lack of practical/actionable information on lessons from other projects
- Poor data quality
- Lack of coordination and systematic sharing among FP/RH professionals

## **ELIGIBILITY**

Organizations are eligible to submit knowledge management innovations. This includes organizations representing a technical working group or community of practice (for example, a co-chair of a community of practice).

Organizations must meet the following criteria to qualify:

1. Be legally registered and be able to provide Proof of Registration of the entity in the area of operation
2. Adhere to the [Protecting Life in Global Health Assistance](#) policy set forth by the United States government
3. Have a registered bank account through which to receive the funds

Individuals not representing an organization are not eligible to submit a knowledge management innovation. Submissions from individuals will be omitted.

## **SELECTION CRITERIA**

A panel of judges from Knowledge SUCCESS will review the knowledge management innovations and select up to five semi-finalists per regional competition to move on to the main selection event. From there, a panel of judges, representing global and regional expertise, will select two KM Innovators—those with the best proposals—per regional competition to be awarded a subaward of up to \$50,000 USD, subject to USAID approval, to implement their innovative idea. Special considerations will be given to FP/RH organizations that collaborate to pitch an innovation.

All semi-finalists and KM Innovators will be scored and selected based on the following selection criteria:

- **Meets a Need:** The extent to which the knowledge management innovation meets an expressed need or gap in knowledge management for FP/RH
- **Experience in knowledge management and/or FP/RH fields:** Level of the organization's experience working in knowledge management and/or FP/RH
- **Innovation:** The extent to which the knowledge management solution is innovative. For example, has it been done before? Does it add an innovative component to an existing idea?
- **Impact:** Potential impact of the knowledge management innovation on FP/RH programs or activities at an organization, country, or regional level.
- **Sustainability:** The extent to which the knowledge management innovation can be integrated into existing work to facilitate sustainability. Consideration will be given to whether the innovation aligns with priorities set out in government strategies, costed implementation plans, and Country Development Cooperation Strategies (CDCS).
- **Gender:** The extent to which the innovation would offer gender equality in terms of access to and use of the innovation and addresses gender power differentials/dynamics.
- **Feasibility:** The extent to which it is feasible to implement given the timeframe (five months for implementation) and funds available (up to \$50,000). Are budget and timeline milestones clearly articulated, reasonable, and feasible?
- **Country:** The knowledge management innovation will be implemented in a USAID PRH priority country.
- **Organizational requirements:** The submitting organizations must meet the following criteria: 1) Legally registered and be able to provide Proof of Registration of the entity in the area of operation, 2) Adheres to the policies of USAID including the [Protecting Life in Global Health Assistance](#) policy, and 3) Has a registered bank account through which to receive the funds.
- **Donor experience:** Previous experience with USAID and/or other donors.

## CONTACT US

Questions about the application process? Email Knowledge SUCCESS at [info@knowledgesuccess.org](mailto:info@knowledgesuccess.org).