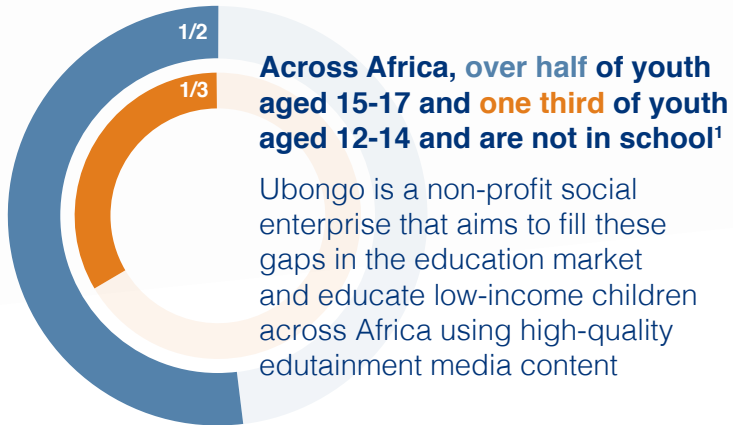


UBONGO

Business that participated in Cohort 3 of SPRING

SPRING is a business accelerator programme funded by DFID, USAID and DFAT. It works with businesses to develop products that impact girls' lives in 9 countries.

Coffey is the independent evaluator of SPRING. Coffey's Business Performance Evaluation is part of the overall evaluation and examines the effects of SPRING on business performance. It also looks at how businesses are reaching adolescent girls.



Ubongo's HQ is in Dar es Salaam, Tanzania

Ubongo also has representative offices in **Kenya, Nigeria, and South Africa**

SPRING Prototype and Business Goals

Ubongo's SPRING prototype, **Ubongo Impact**, is a behavioural change model that creates custom-made episodes of Ubongo for clients. **Ubongo Impact** aims to:

- Help girls and youth apply early learning and develop life skills, including financial literacy in saving, earning, and budgeting.
- Target the INGO and donor market, and find new co-production partners to support content development.
- Produce high-quality, fun, educational content that has local flavour and can be easily adapted to new countries and different languages.

SPRING Support



Business Focused Support

This included technical advice on updating Ubongo's branding, website and logo. It also helped shift from a Business to Client model to a Business to Business model.



Financial Support

Grant funding from the Prototype Development Fund was essential to test the Business to Business co-production prototype.



Girl Focused Support

Prior to SPRING, Ubongo was already reaching girls through its media content. Through SPRING support, Ubongo's focus on girls is now **better designed, refined, and more specific**. Ubongo now:

- Includes more female lead characters as role models.
- Explores more topics relating to gender and social norms.

Use of Human Centred Design

The introduction to Human Centred Design (HCD) was crucial. In applying HCD, Ubongo:

- Was able to better target, communicate, and brand **Ubongo Impact** to potential funders and clients.
- Rethought its outreach strategies.
- Conducted user testing in new markets in Kenya to understand what content girls prefer and how to encourage them to watch Ubongo programmes.

Girl Insights and Emerging Signs of Impact

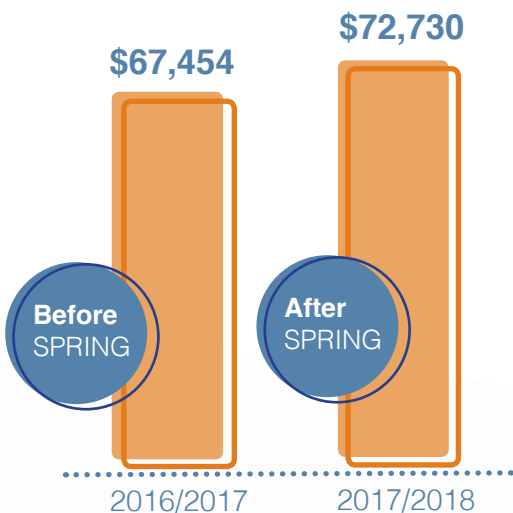
Girls were highly engaged with Ubongo programmes, recalling storylines, songs, characters, educational material, and social learning.

Some girls discussed the show with their mothers. Ubongo programmes were a strong starting point to talk about social and gender norms.

Children accepted strong female characters who defy traditional gender norms.

Children learned about curriculum subjects, such as maths, biology and the environment. Viewers also showed improvements in problem-solving skills.

Ubongo's total revenue earned in one year (USD\$)



Impact Beyond Prototype



Replication is very likely

Smaller businesses and social enterprises are doing similar things to Ubongo. The Government of Tanzania may launch a similar programme. Ubongo views this as a rise in its popularity, since other entities are replicating Ubongo programmes.

Possible expansion into other countries

This is due to Ubongo's ability to provide localised content translated into various languages.

Overcoming Challenges

Ubongo Impact is expected to be Ubongo's main revenue stream going forward. Challenges Ubongo faces are:

- The Government of Tanzania posing restrictions on Ubongo's content.
- Translating the high interest in **Ubongo Impact** into concrete sales.
- Finding enough producers and designs to scale up and adapt to different local contexts.

Footnotes and Further Reading

¹ UNESCO (2018). One in Five Children, Adolescents and Youth is Out of School
Coffey (2019). Case Study Report – Ubongo. SPRING Evaluation, BPE – Cohort 3