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# Tigo Digital Changemakers



**MILlicom**  
THE DIGITAL LIFESTYLE

## **Millicom Africa's Tigo Digital Changemakers Program is Changing The Lives Of 400,000 Children annually**

**Stockholm:** Millicom, the leading telecommunications and media company in Africa and Latin America, released research today that shows the company has made a major impact on the lives of hundreds of thousands of African children through its community projects.

The data revealed that in 2014, more than 400,000 children in Africa were positively impacted by education, development, health, social inclusion and child protection initiatives that were selected and supported through Tigo Digital Changemakers, one of the beneficiaries of Millicom's donations to community projects in Africa.

Among the children who benefited were more than 10,000 students who accessed quality educational resources in Tanzania, 1,600 children who were tested for life-threatening bilharzia in Chad, and 1,100 children who were engaged through human trafficking rescue and prevention work in Ghana.

Tigo Digital Changemakers is now in its fourth year and receives an annual grant of more than one million dollars from Millicom.

The program, launched in partnership with Millicom's Tigo brand and the non-profit organization Reach for Change, was set up in 2012 to improve the lives of children in areas such as health, education, digital literacy and access to ICT and economic participation using digital technology.

The program launches annual competitions in Ghana, Chad, Rwanda, Senegal, the Democratic Republic of the Congo, and Tanzania, to find and support the top local social entrepreneurs with innovations that transform children's lives.

According to Millicom Africa's CEO, Cynthia Gordon, the Tigo Digital Changemakers program exemplifies Millicom's strategy and commitment to giving back to the communities in each of its six markets in Africa.

"Tigo is championing the internet and the powerful role of digital technology to advance people's lives both financially and socially," Cynthia Gordon said. "Tigo Digital Changemakers is a wonderfully powerful story enabling us to not only help entrepreneurs

to make their dreams reality, but to also help people bring about positive and sustainable differences to the lives of hundreds of thousands of children,” she added.

The Reach for Change Africa Regional Director, Amma Sefa-Dedeh Lartey, emphasized the commitment to measuring the impact of the support the Tigo Digital Changemakers program provides. “We closely monitor our Tigo Digital Changemakers, in terms of their impact on the children and the communities that they support so we can see how well these entrepreneurial projects grow and develop to help even more people.”

Winners of the competition must demonstrate how they positively impact the lives of children and youth under 18 years. They must also show that they have the potential to grow their ventures through a sustainable business model and be focused on creating long lasting change.

In return, they receive one year’s funding of US\$20,000 along with access to a world-class incubator where they receive coaching from experts, as well as individualized digital technology and business mentoring provided by Reach for Change, Millicom and its Tigo brand.

Tigo staff members get involved in the selection process and in supporting the winners with their expertise across various fields. “Since 2012 more than a thousand members of staff have volunteered in the Tigo Digital Changemaker programs,” Cynthia Gordon said.

In 2014, Millicom donated US\$7.6million to community projects in the countries where it operates.

#### **Tigo Digital Changemakers impact in Health :**

##### **Didier Lalaye - Association Tchad Plus - Chad**

Bilharzia is a disease that affects almost 210 million people worldwide and an estimated 100,000 people die from it every year. In villages far from health care facilities the disease is often detected late, which risks hindering children’s brain development.

Living in Chad, where a large proportion of the population live in remote areas, Didier Lalaye knew he needed to step up to address this challenge to children’s health. He developed a mobile device to bring affordable and convenient testing and treatment of children infected with bilharzia. The device radically improves the possibilities to detect the disease early, even in remote areas in Chad.

Since being selected as a Tigo Digital Changemaker in 2014, Didier has partnered with Tigo to provide three toll-free hotlines that the public can use to access information about

bilharzia and request for urine collection at home. He has scaled from one to three mobile labs and increased his support from N'djamena to Mayo Kebi District and has run two campaigns in villages to spread awareness of the disease.

Impact Indicators: In 2015, more than 1,600 children have been tested for bilharzia and more than 300 cases were treated. Through the awareness campaign more than 60,000 Chadians have been reached.

### **Tigo Digital Changemakers impact in Education :**

Faraja Nyalandu - Shule Direct – **Tanzania**

In Tanzania, where 67 percent assigned teachers are missing in public schools, Faraja Nyalandu works to address the problem of access to quality educational resources among students. There is a current annual demand of more than 20,000 science and math teachers in Tanzania.

Faraja's business, Shule Direct is an online platform that provides educational learning content for students and teachers in secondary schools. It enables students to learn independently and provide teachers with qualified teaching resources. Shule Direct offers local digital accessible educational content on the web and mobile devices. The content is available online on an Open Educational Resource (OER) and can also be directly installed in schools in an offline Learning Management System (LMS). Instead of an app, Faraja targeted the masses by using an SMS platform that provides learning and revision quizzes for on-the-go learning on any basic mobile phone.

Faraja has already digitized courses in nine subject areas of the national curriculum for secondary school in Tanzania.

Impact indicators: In 2014, more than 7,300 children participated in in-school programs. 4,813 children accessed Shule Direct's offline digital educational content, 3,800 students subscribed to Shule Direct's online portal and 25,000 users had visited the website where 42.7 percent of whom were return visitors. As of September this year, Shule Direct had over 10,200 subscribers and over 115,000 visitors with the returning visitor rate at 50%. Shule Direct plans to launch more products and features to its existing offering in efforts to develop interactive learning modules using technology.

### **Tigo Digital Changemakers impact in Child Protection**

### **James Kofi Annan – Challenging Heights – Ghana**

At just six years old, James Kofi Annan was trafficked into fishing labour where he worked for seven years under terrible conditions and abuse. James finally managing to escape at the age of 13 and against all odds, he made a career as bank manager at Barclays. Today he is working to prevent other children from the forced labour he experienced.

Through education, economic empowerment and community mobilization, Challenging Heights targets at-risk, poor families to explain the dangers of child trafficking, and to address its root causes.

Challenging Heights' initiatives have taught public transport drivers how to watch out for child trafficking and what to do if they suspect it. Rescue missions set out to find young children who have been trafficked, and return them both to their families through rehabilitation and reintegration, and schooling.

Challenging Heights runs a specialist rehabilitation shelter called Hovde House, a school for more than 700 children. It also provides an IT center for students as well as a community library.

**Impact indicators:** In 2014, more than 1100 children were supported and more than 900 were supported to go to school. In addition, 100 children were supported in sports & recreation program and more than 50 children were supported in the remedial program (leadership, ICT and entrepreneurship). From January to September 2015, Challenging Heights rehabilitated 323 children at Hovde House. Challenging heights has also built its own national headquarters with conference and meeting facilities and has built a 50-seater capacity children's library. Challenging heights is a well-recognized global leader in the fight against child trafficking.

### **Press Enquiries**

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### **About Millicom**

Millicom is a leading telecom and media company dedicated to emerging markets in Latin America and Africa. It supports Reach for Change in Africa with an annual grant of 1,050,000 USD, with contributions to these funds also coming from Tigo operations in the region. In addition, local Tigo operations cover all marketing and campaign costs and provide in-kind support to Reach for Change and the Changemakers as part of their organizational growth and development strategy.

The Millicom Group employs more than 15,000 people and provides mobile services to more than 60 million customers. Founded in 1990, Millicom International Cellular SA is headquartered in Luxembourg and listed on NASDAQ OMX Stockholm under the symbol MIC.

### **About Reach for Change**

Reach for Change is a non-profit organisation founded by the Kinnevik Group and Sara Damber to improve children's lives. We run accelerators and incubators for Change Leaders - local social entrepreneurs with innovations that solve pressing issues facing children. The entrepreneurs are helped to scale their innovations through seed funding, access to business expertise and networking opportunities.

Reach for Change runs public challenges in the countries where it operates to find the most innovative local social entrepreneurs and provide them with seed funding and support programs to build sustainable organisations. Selected social entrepreneurs must demonstrate social impact, especially on children (0-18 yrs), have the potential to scale their organisations, show a sustainable business model and be working to create long lasting systemic change for children and society. In addition to funding and advisory support provided by generous partners like Millicom, social entrepreneurs receive access to the latest digital technologies, mentorship, trainings as well as access to local and global networks of experts through Reach for Change's world class incubator.

In the Africa Region, Reach for Change has been working since 2012 running incubators in Ghana, Rwanda, Tanzania, Chad, Senegal, DRC and Ethiopia and currently supports more than 100 social across Africa.