

# Global Distributors Collective

## Embedding innovation into your organisation's DNA

Inspirational webinar

February 2nd 2021



**Practical  
ACTION**

**HYSTRA**  
hybrid | strategies consulting

**bop  
inc**

The GDC is hosted by Practical Action, alongside implementing partners Hystra and Bopinc

# Speakers



**Yvonne Achieng**

Last mile distribution  
trainer at **GDC**



**Gerwin Jansen**

Inclusive Innovation program  
manager at **Bopinc**

Head of **GDC** innovation  
challenges



**Asher Hasan**

Founder of **Naya Jeevan**  
and **doctHERS** in Pakistan



**Anton Espira**

Operations Director at  
**Solibrium Solar** and founder  
of **eCO2librium** in Kenya



# Common understanding

# Misconceptions debunked

1. Innovation is not limited to a one-day brainstorm session.

***Innovation needs to be an integral part of your organisation.***

1. Innovation is not only for creative people that are trained as innovators.  
***Innovation is driven by people that are curious and dare to think differently.***

3. Innovation is not (always) expensive.

***Innovation can happen at small scale and pay itself back if done right.***

4. Innovation is not limited to disruptive ideas and use of new technologies.  
***Incremental and non-tech innovations can have huge impact.***



# For last mile distributors

Innovation is an **integral part** of any organisation whose leaders invite their staff to explore **new and creative** ideas, which **might** help to realise the organisation's **purpose** faster.

For example:

- Try out an unconventional partnership
- Pilot the use of new technology
- Adopt an idea from another sector



# Benefits

Innovative organisations are able to:

- keep adding value for their customers,
- capitalise on new market opportunities,
- attract attention of investors, and
- quickly adapt to external shocks (eg. Cov19)



# Improving resilience of the sector

**80!**

ideas  
submitted to  
our challenge

Consumer  
finance

Credit  
assessment

Product  
diversification

New markets  
or business  
lines

Customer  
acquisition

After-sales  
support

Sales agent  
management

Business  
finance



# Winning GDC projects (1/2)

Consumer  
finance



Photo credit: Econome

Pilots in 2021 by:

**Maad & Vitalite Zambia**

**Kambasco & Upya**

**Econome & Sevi**



# Winning GDC projects (2/2)

Sales agent  
management



Photo credit: UpOwa

Pilots in 2021 by:

**Optimetriks & UpOwa**








**Maad & Vitalite Zambia**

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about our Innovation  
Challenge winners.



Good  
principles

# Good principles for fostering innovation

-  1. Lead by inspiring example
-  2. Create habits of sharing and reflection
-  3. Act on customer data and insights
-  4. Stimulate experimentation and learning
-  5. Invest in fun and creativity
-  6. Stay curious and learn from others
-  7. Open up for (unusual) collaborations





Putting principles  
to practice



# Let's hear from our panel

- Q1.** How did you move from embracing the innovation principles, to putting them into practice?
- Q2.** What is needed to surface and scale more innovation in the sector?
- Q3.** Question from the audience or your golden tip for LMDs wanting to become more innovative?



## Embedding innovation in your organisation's DNA

How many of these seven principles can you tick?

- ☒ Lead by inspiring example
- ☐ Create habits of sharing and reflection
- ☐ Act on customer data and insights
- ☐ Stimulate experimentation and learning
- ☐ Invest in fun and creativity
- ☐ Stay curious and learn from others
- ☐ Open up for (unusual) collaborations

Innovation is not just for creative tech startups or multinationals with R&D departments. Any organisation can, and must, innovate in order to keep adding value for your customers and adapt in a sector that is rapidly changing.

To foster new ideas, innovation needs to be an integral part of your organisation – it does not simply come from a two hour brainstorm. These principles will help you realise this.

[www.globaldistributorscollective.org](http://www.globaldistributorscollective.org)

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Gerwin Jansen  
[g.jansen@bopinc.org](mailto:g.jansen@bopinc.org)