

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

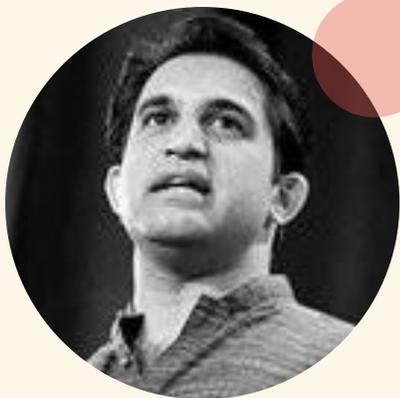
Last mile distribution
trainer at **GDC**



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



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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

Practical ACTION

HYSTRA
Retail Strategy Community

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Stay
optimistic
and curious.
Happy
innovating
in 2021!

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the 7 innovation principles

Looking for more inspiration now?
Read our blog post on Next Billion

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