Zero to Five Challenge Refinement Q&A Template

Instructions: Help us find the responses to questions asked of you during Refinement by doing the following:
1. Write the question asked by either the Amplify Team or a member of the OpenIDEO community
2. Answer the question immediately below [Please keep it as short as possible – remember the point of this is to make answers easier to find and read!]
3. Create a PDF and upload to the OpenIDEO site.
4. Having trouble uploading to the site? Email us at hello@openideo.com

Responses to Questions from the Amplify Team

Question:
It’s great to see how much work you’ve put into iterating on your idea already! Is this idea something that your organization is interested in implementing, or is this a solo project for you that would require additional implementation partners?

Link to original question: https://openideo.com/challenge/zero-to-five/ideas/modular-packaging-for-joyful-families-and-happy-children#c-967848ea91eb3962321f0f3cdaaffdc88

Answer:
My organization (www.iicd.org) is ready to implement and we are open to partner with additional implementing partners depending on their locations and expertise. We are currently working in Uganda, Kenya, Tanzania, Malawi and Ghana we could partner with International and or local organizations in those countries. We are also open to consider exploring partnerships in India. If you have any specific partnership idea in mind we will love to hear it.

Question:
Really looking forward to what you learn from your early prototypes.
We will be able to tell something about user interaction after the 11th of January. In the meanwhile while making the labels we realized that for the bottle stack it is better to have a different theme (number, letter or smiley face) per bottle instead of having the tree printed in each side of the bottle. We realized that if we have a letter or a number in each side it is easier for kids (and parents) to all play together the same game even if they are not looking at the bottles from the same angles.

Responses to Questions from the OpenIDEO community

Question:

Have you considered how you might get companies to adopt this type of packaging?

Answer:

A part from CSR reason and (coolness :p) we think a company might adopt this type of packaging because it increases their sales. Of course we do not want to be an overhead for already low-income families, we do feel that if we target products that are healthy for children, like peanut butter for example - I know we have shown a bottle-stack of square oil bottles, we are confident we can make the same concept with square peanut-butter pots (cooking oil remain still a great target because of massive market i.e. impact in toy and info distribution) - , achieving an increase in sale will probably mean that children will be better fed. In this case we can say that we are happy to compete with other less healthy purchase choices of low-income communities.

Question:

How would you incentivize them to spend a little extra for what you are offering?
Answer:

See answers above and below. In the case of the plastic bottle and plastic pots (we do not have the plastic pot design yet) we feel that companies might reduce costs since most likely they were using glass packaging instead (juice, jam, peanut butter, spreads, cooking oil).
In other cases we feel that international and local companies might consider and choose our packaging design since they realize they can deliver value and contribute to the global/local welfare and achieving social impact while making a profit also through their packaging increasing their brand presence.

Question:

In addition to education, does your packaging give products more shelf presence? Stack better for shipping savings?

Answer:

Your suggestion about thinking at optimizing space or reducing costs in general is great. The bottle stack design we have indeed will save space when shipping. We also see a big opportunity in the oil, juice, jam industries and other products that make use of glass packaging. Our idea can make their shift to plastic packing (due to carbon offsets or saving in transportation) looking cool instead of cheap. In all this if we could make use of organic plastic that would be perfect.

Question:

Have you spoken to any manufacturers to see how they source their packages and gauge interest in a product like this?

Answer:

We have approached only a local company so far, Nakumatt in Kenya. We are still to get an answer. We are thinking to approach Unilever in The Netherlands (after we will have our user-interaction video) as well as we are about to approach Rab Processors in Malawi.
Question:

We’d also love for you to think about ways that this idea could be implemented by a specific company in one of the focus countries of our challenge.

Answer:

For Kenya and Malawi we are thinking about supermarket chains like Uchumi and Nakumatt (Kenya) and Rab Processor (Malawi) which is a producer of peanut butter and big buyer of ground nuts from small holder farmers. As well we thought about targeting local catering services and/or school feeding programs that are supplying primary schools and nurseries in the focus countries.