

CHALLENGE 1

WOMEN'S SAFETY

CREATE AN IMPLEMENTATION OUTLINE

Now that your idea has moved into the Refinement phase, it's time to start thinking about what implementation might look like if your idea makes the Shortlist.

Using the attached example (or by getting creative on your own), outline some of the activities and milestones that would take place in your project's first 12–18 months of implementation.

SOME QUESTIONS TO THINK ABOUT BEFORE YOU BEGIN

If you or your organization are planning to implement the idea...

- What are the core activities associated with your idea?
- What elements of your idea fall into your specific skill set?
- Which elements would require additional help from others (content expertise or particular skills)?
- Does this idea build off of existing work you have already done?

If you are looking for another NGO or entity to implement the idea...

- What organizations would be natural partners for this project?
- How long might it take to find the right partner?
- What would be the first step an organization would need to take in implementing your idea?



EXAMPLE

Idea: #DARKBUS

Submitted By: Kathmandu Women’s Network for Transportation Safety

Proposed Implementor: Our organization

What work has already been done on this idea?

I founded the Kathmandu Women’s Network for Transportation Safety (KWNTS) this past year after finishing my thesis in Public Policy at the University of Kathmandu. I had researched the incidence of harrasment on public buses, and felt compelled to take action. I have wanted to start this project for over a year, but have only conducted research so far.

My partners and I made connections with the local transporation authority during our research, and they seemed interested in the project when we mentioned it. During the Ideas phase, we interviewed 10 women from our neighborhood about the project and got great feedback. We haven’t yet conducted a full prototype.

Step	Activity	Proposed Timing
1	Run test in one neighborhood using staff phone number and simple megaphone promotion.	Month 1
2	Establish partnership with traffic police to link to their existing citizen engagement program.	Months 1-3
3	Establish partnership with mobile carrier to create toll-free number for SMS launch.	Months 1-3
4	Recruit one staff person with technical skills to develop the technology to link SMS database with existing system used by the traffic police.	Months 1-3
5	Test new technology and effectiveness of traffic police response to reporting.	Months 1-3
6	Record radio commercials advertising the #DarkBus campaign.	Months 3-6
7	Partner with community and commercial radio stations to run the ads across Kathmandu.	Months 3-6
8	Conduct interviews with users and target users who are not participating to test assumptions around the effectiveness of #DarkBus as a reporting tool.	Ongoing
9	Conduct interviews with traffic officers to learn about efficacy of the campaign.	Ongoing
10	Perform first-year analysis of program’s impact in preparation for 2nd city launch (Pokhara).	End of year one