

## Equipping shopkeepers to build their businesses and deliver health outcomes in low-income communities

### OVERVIEW

U Join is a commercially sustainable, online mobile platform that combines supply and demand-side solutions for health outcomes. It brings the development and private sector together to deliver (a) business growth for the dukas (small convenience store owners, largely in urban areas, serving low-income communities), (b) increased access and demand for affordable WASH and nutrition products for the consumer and (c) commercial value, market reach and social mission for corporates.



Healthy Business,  
Healthy Community

### PROGRAMME DETAILS

**Funders:**



**Partners:**



**Duration:**

2016 - 2019

**Country:**

Kenya

### THE CHALLENGE



U Join's challenge was to build a sustainable, scalable digital business that increases dukas business capacity, consumer loyalty and revenues as an effective incentive to supply more WASH and nutrition products.

At the same time, we needed to build a digital approach to engage consumers, providing them with access to health information and behaviour change messaging, and create affordable access to, demand for and consumption of WASH and nutrition products.

We believe that given the right digitally driven business models, incentives and resources, dukas can become effective catalysts for health promotion and behaviour change amongst consumers in low-income households.

### THE SOLUTION

E1M worked closely with Unilever, Transform partners and a suite of delivery partners as the lead implementer to strategise, research, design, build and roll out the model across two of the largest slum areas around Nairobi. E1M's own web platform was used to deploy digital solutions for dukas and consumers.

#### DUKAS ARE ACCESSING...

- Duka Academy e-Learning on business skills and financial management
- Business peer mentors, tips and advice
- e-Vouchering system to register consumers for product discounts and redeem vouchers
- Unilever product information
- A points system, rewarding consumer voucher registration with short-term health insurance
- An online network of dukas
- Working capital

#### CONSUMERS ARE ACCESSING...

- Online and offline health information and behaviour change messaging
- Product discount vouchers for a range of WASH and nutrition products redeemable at their local duka
- Through U Afya, mothers in particular are benefiting from:
  - Expert advice and support
  - Online community of mothers discussing nutrition issues

## DUKA

- Increased revenues and consumer loyalty through e-Vouchering redemptions
- Improved business capacity through digital learning and tools



## CONSUMER

- Access to affordable WASH & nutrition products via mobile discount voucher codes
- Access to free health information and support on WASH and nutrition



## CORPORATE

- Improved linkages with dukas to strengthen supply chain
- Increased product sales & brand awareness
- Social mission

## THE RESULTS - U Join in numbers

- 85% of dukas surveyed experienced an increase in sales
- 95% of dukas surveyed feel more confident in running their business
- 850+ enrolled duka owners
- 2,000+ consumers signed up for the loyalty scheme to receive e-Vouchers
- 27,500+ e-Vouchers redeemed, an average of 14 per consumer
- **Dozens of dukas** developed their first business plan with the help of the Duka Academy's first course on business planning

## CUSTOMER TESTIMONIAL

### Frederick Ondiek

Shopkeeper, DC- Kibera, Kenya

*"U Join is a good idea for efficiency. This is because it has helped raise my sales and tripled my profits; helping me save more for emergencies and other projects. U Join also gives us retailers a platform to share business ideas."*



[▶ Click here to watch the short film](#)

## CLIENT TESTIMONIAL

*U Join as a blueprint for new behaviour change is clear: it is market-based, addressing multiple behaviours and using digital technology to reach out to communities.*



## ABOUT EVERY1MOBILE

**Every1Mobile** designs and delivers digital solutions to drive social change in low-income communities. Since 2010, we have been providing tools and services to enable people to transform their lives with the mobiles they have in their hands. Using mobile enables us to reach people quickly, facilitate meaningful engagement and measure social change. Through our partnerships, we expand people's knowledge, connect geographically dispersed communities and influence behaviour change. **Every1Mobile** was identified by DFID as one of three "cutting edge" Small and Medium-sized Enterprises (SMEs).

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