Community Innovation Aggregation: Bridging the Gap Between Innovation and End-Users

Ocheck Msuva

Community Innovation Aggregation is the deliberate action aimed at giving end-users (people who are not innovators) the power of informing the innovation process--which is targeted at improving the very-own tools that they are supposed/using, and allowing innovators to build products relevant to their respective users.

In most cases, community innovation aggregation is a two ways process that requires an intermediate agent--with a clear understanding of both landscapes (customer relation and innovation), and communicate effectively information to both ends, something which lacks in the current wave of innovation in the 21-century era, particularly in the sub-Saharan Africa, the vibrant recipient of modern technology.

During the execution of a research based on customer adaptation on online learning system we realized that, despite the system working well in other parts of the continent and the world, the system was repelled by the Tanzanian community. The observational method employed: which involved handing out tablet computers to 10 students, 5teachers and 5 parents indicated that- both Students, Parents and Teachers enjoyed the experience but, the system had technical, content and usability challenges, which matters to them.

Throughout our engagement with innovators and end-users we found out that, the future of innovation lies within the realm of giving the power of innovation to the end user/community. An important note to consider as innovators is that, it's no longer about how we can make it possible, but how we can make end users experience their role as part of the product/service.

Biography:

Ocheck Msuva is a graduate from the University of Dar es Salaam with a Bachelor's degree in Political Science and Public Administration (with Honours) and his post graduate study from Amani Institute Nairobi in Social Innovation Management.

His focus is on social innovation and education, which motivated him to establish his organization Bridge for Change (BFC) in 2016 of which he is the founder and CEO.

BFC is a non-partisan, non-profit, non-governmental organization (NGO) led by Tanzanian youth for Tanzanian youth with the focus on innovation and empowerment of youth.

Ocheck also serves as Chair of the Board at KITE, a Tanzanian student-led organization focused on transforming student volunteerism to make it a more effective engine for sustainable development.

Being motivated and taught by numerous life experiences, Ocheck strongly believes in social innovation which is co-driven by end-users and innovators.

Ocheck Msuva has been invited to speak and to facilitate different international governmental and non-governmental meetings, including: the 2017 Cambridge Africa Day and Commonwealth meeting on how to support African start-up.

In different occasions for the past 3 years, Ocheck has been invited to speak and give lecture to different public university in Tanzania

Achievements

2015-now Bridge for Change Founder & Executive Managing Director - Set up a new NGO to help youth in developing and building their careers. - Co-Designing and leading projects implementation - Mentoring and coaching Team Leaders to deliver and in building their professional skills - Leading partnership development and fundraising activities - Facilitating workshops and programs internal and Externally (local and International)

2018- December 2019 Tanzania Bora Initiative Program Manager (Governance lead) - Plan, budget, monitor and report on the projects. - Oversees development and management of projects. - A bridge between upper management and the teams tasked with the actual execution of the projects. - Evaluate and assess the result of the projects. - Policy analysis and development. - Coordinate and work with the production department. - Facilitation events/workshop, on governance and innovation-based activities.

July 2018 Wilton Park(Commonwealth) Wilton Park dialogue 'Boosting Youth Employment in Sub-Saharan Africa' Facilitator: Effective education for entrepreneurship and creating enabling environments for youth entrepreneurs and youth-led business start-ups - Researched and prepared delivery material for the workshop - Facilitating a team of researchers, experts and grant-giving organizations on the Topic - Prepared a report notes on the outcome of the workshop

August 2016 Edinburgh University Research Assistant - Worked as Research assistance on SMS Africa project - Conduct 2 focus group discussions with a total of 16 people focusing on how they use social media.

May 2016 The Uongozi Institute and Development & Leadership Program Selected Participant & Presenter - Participated in Peer Review Workshop: Leadership for Transformational Change - Presented a paper on the future transformational Leadership in Tanzania

January 2016 Swiss Embassy & Swiss Development Cooperation Event coordinator - Designed, organized and facilitated event Hearing the Voices of Youth, to allow SDC staff to listen to young people's perspectives on the question: "How can university/ school/society/ government do better at preparing you for getting a Job?" - More than 100+ youth and 6 ambassadors and other SDC staff attended

Founder & CEO at Bridge for Change, Tanzania

Oct 2015 Edinburgh University Research assistance on SMS Africa project - Conducted a survey and wrote a report 6 reports concerning the opinion of social media users on security issues during the election in Tanzania. 2015 Netherlands Institute for Multiparty Democracy Facilitator & Consultant for Capacity-Building - Capacity-building for political parties in the Institute's Pre-Elections Project with -UNDP - Training of trainees and facilitating workshops for all registered political party at the regional level - Facilitated more than 24 workshops with around 50 participants per workshop and prepared a report for every workshop on two regions Dodoma and Singida.

2013-2014 Cambridge Development Initiative Project Director, Education - Recruited and led teams of volunteer students for two months implementing a program to improve underperforming secondary schools in Dar es Salaam. - Designed teacher training workshops focusing on team-building, leadership and school development strategy. - Going to the two schools and volunteered to teach History, Geography Kiswahili and English on Every Friday - Designed Jitunze Scheme, a student-run gardening scheme providing training for students on how to run a garden; the project is being scaled up to more schools in Dar es Salaam

2014-2015 Cambridge Development Initiative (CDI) Country Director - Built a multidisciplinary team to monitor projects in enterprise development, sanitation and education implemented by a UK-based NGO in Dar es Salaam's informal settlements - Coordinated with CDI stakeholders on the ground, including schools and government officials - Consulted for CDIs Board of Trustees and mediated between Tanzanian team and CDI headquarters - Managed a budget of $5,000 USD and reported for it - Strategizing and planning organization focus in Tanzania