

1st Social Innovación Challenge

2024



Participating
social programs



AYNI Lab Social's 1st Social Innovation Challenge Bases Summary



PERÚ

Ministerio
de Desarrollo
e Inclusión Social



BICENTENARIO
PERÚ
2024

AYNI Lab Social's 1st Social Innovation Challenge Bases Summary¹

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¹For more details, please refer to the Call for Proposals in the [Bases](#) of the [1st Social Innovation Challenge web portal](#). This summary provides an overview of the competition; the full document includes essential information for a successful application to the 1st Social Innovation Challenge.

I. Introduction

The AYNI Social Lab, created in 2016 by the Ministry of Development and Social Inclusion (Midis), focuses on generating cost-effective innovations to improve social policy in Peru. The laboratory identifies needs in Midis' social programs and promotes innovative solutions in collaboration with public and private entities, as well as experts and academics. Among its outstanding projects is "Juntina", a chatbot designed to improve child nutrition and maternal mental health in beneficiaries of the Juntos program, which was implemented based on a participatory approach that incorporates the perspectives of the program's beneficiaries and servers.

The 1st Social Innovation Challenge of Midis seeks to strengthen three social programs of the Ministry: National Program of Direct Support to the Poorest (Juntos), National School Feeding Program Qali Warma (PNAEQW) and the National Program Cuna Más (PNCM), to promote the agency and welfare of people living in multidimensional poverty and vulnerability. This call is aimed at innovative teams to develop solutions focused on the beneficiaries of social programs from an articulated work.

This document provides summary information about Midis and AYNI Lab Social, the objective and justification of the Challenge, the participatory approach, target population and phases of social innovation, ethical principles, funding, benefits, identified and prioritized needs, application procedure, timeline, requirements, application content, evaluation criteria, stakeholder commitments and annexes. For more information, you are invited to review the complete document of the Bases of the Call for Proposals at: <https://evidencia.midis.gob.pe/is-bases/>. In the aforementioned document, you will find more detailed information on all the points discussed, as well as precise information on the needs, requirements of the social programs and links to further information. We encourage you to review the document for a successful application to the 1st Social Innovation Challenge.

2. Ministry of Development and Social Inclusion

The Ministry of Development and Social Inclusion (Midis) of Peru was created in 2011 with Law No. 29792, with the aim of improving the quality of life of people living in poverty and vulnerability. The mission of Midis is to guarantee policies and programs to close gaps in access to public services and opportunities, promoting capacity building and economic growth. Currently, Midis manages seven social programs and various policy tools. Most of Midis' interventions are designed as evidence-based programs.

Since its creation, Midis' organizational design included the Monitoring and Evaluation General Direction (DGSE), in charge of generating and managing evidence through independent evaluators and academics. The DGSE is also responsible for identifying and promoting social innovations for development and inclusion. Since 2017, the DGSE has maintained the web "**Evidencia Midis**", where studies and evaluations on social interventions and programs are published to provide information on their performance and results.

3. AYNI Lab Social

AYNI Lab Social, a social innovation laboratory of the Ministry of Development and Social Inclusion, was created in 2016 through Ministerial Resolution N°248-2016-MIDIS. Its objective is to promote cost-effective innovations for social policy and improve the quality of life of the population living in conditions of poverty or vulnerability, following the government's social policy priorities. The Laboratory's Working Group is chaired by the Social Policies and Evaluation Vice Minister. The Technical Secretariat is in charge of the Monitoring and Evaluation General Director.

The innovations promoted by AYNI Lab Social are characterized by being original, transferable and replicable, capable of being transformed into public policy, cost-effective and scalable. These projects are developed in a 5-stage innovation cycle: i) Identification and prioritization of needs, ii) Innovation development, iii) Piloting, iv) Evaluation and generation of evidence and vi) Scaling.

A featured innovation in AYNI Lab Social's project portfolio is the Child Nutrition and Maternal Mental Health Chatbot Project called "Juntina" (social process innovation that uses technology for social purposes). This project is being developed by AYNI Lab Social, The Behavioural Insights Team (BIT) and the Juntos program, with the collaboration of the University of Michigan, University of California Berkeley and financial support from the Agency Fund. "Juntina" started in 2020 beginning with the identification of needs in child nutrition and works as an interactive chatbot on WhatsApp that incorporates gamification and challenges to promote better healthy practices. Its development included a diagnosis with beneficiaries and health staff focus groups to set the prototype and tests with beneficiaries to adjust the interaction. The innovation is still in the development phase for implementation and impact evaluation this year.

4. 1st Midis Social Innovation Challenge

4.1 Justification

The First Social Innovation Challenge, proposed by AYNi Lab Social, is due to the commitment to promote innovation, considering the needs of the beneficiaries of social programs, through collaboration between the public sector, academia, the private sector and non-profit organizations. Thus, it seeks to respond to public problems, with the beneficiary population at the center. This initiative will focus on improving the quality of life of people living in poverty and vulnerability, aligning its efforts with the first two objectives of the National Policy for Development and Social Inclusion to 2030 and focusing on three social programs: Juntos, Qali Warma and Cuna Más.

4.2 Objective

The objective of the 1st Midis Social Innovation Challenge is to implement innovations to strengthen the work of the national programs Juntos, Qali Warma and Cuna Más of the Ministry of Development and Social Inclusion, promoting the agency and well-being of people in conditions of multidimensional poverty and vulnerability, based on innovations that respond to at least one need of a social program.

4.3 Participatory approach, target population and phases of social innovation

A key aspect of social innovation is the **participatory approach**, which implies the inclusion of the beneficiaries' voices in the innovation construction process. Innovative teams should employ participatory strategies (e.g., interviews, focus groups) to gather and consider the opinions of stakeholders.

Innovation proposals should specify their **target population**, considering characteristics such as age and mother tongue, as well as program variables. It is crucial to justify the selection of the target population and foresee the possibility of expanding the innovation to other groups in the future. Social innovations should be developed in three **phases** over three years: Design (Year 1), Implementation (Year 2) and Evaluation (Year 3).

4.4 Ethical principles

The innovation team must ensure compliance with the following ethical principles in order to protect the integrity of the innovation process and outcome:

- Consideration of the beneficiaries population of the innovation as the center and end.
- Clear communication of the content of the innovation.

- Maximization of benefits.
- Professional accountability.
- Inclusiveness and adaptability.

In addition, following the publication of the results, the winners must ensure that their innovation projects have the approval of an ethics committee recognized, during the design phase, before proceeding with the implementation of the innovation.

4.5 Funding

The activities and resources necessary to develop social innovation will not be financed by the Ministry of Development and Social Inclusion. The innovative team will be responsible for seeking and applying for national and international funds to cover the three phases of the project. AYNi Lab Social will provide institutional support through letters or complementary information on the importance of the project, within the framework of the actions being developed by the institution.

4.6 Benefits

The winner teams of the Challenge will have the following benefits:

- Technical accompaniment and internal coordination from Midis for the 3 phases of innovation development.
- Advice on a Pitch and effective presentations for fundraising.
- Feedback from a technical team of advisors, made up of representatives from academia and international cooperation.
- Institutional support for the search for funding.
- Opportunity to publish a scientific publication based on the results of social innovation.

4.7 Identified and prioritized needs with participating social programs

For the First Social Innovation Challenge, workshops, meetings and surveys were held with the participation of beneficiaries and employees of the Juntos, Qali Warma and Cuna Más programs. The surveys provided crucial information to identify needs and allowed the representatives of the social programs to prioritize the needs that are part of the Challenge. For the final process of choosing needs, two selection criteria were taken into account: 1) Participatory, based on the opinion of beneficiaries and employees, with emphasis on the first group, and 2) Potential for scaling up as public policy, based on the opinion of the social programs' employees.

It should be considered that the Ministry of Development and Social Inclusion (Midis) will guarantee the confidential use of the information through a "Confidentiality Protection Agreement" (according to the Peruvian Supreme Decree of Good Statistical Practices No. 072-2012-PCM) to ensure that the data is used exclusively for social innovation, without exposing the beneficiaries or Midis.

Below you will find a description of social programs prioritized needs. In the complete document of the Bases, you will find more information about the Programs, its interests, components of the value chain, standards or data and tools linked to the needs.

4.7.1 National Program of Direct Support to the Poorest (Juntos)

1. Children's health

Children aged 6 to 35 months present health complications related to malnutrition. These complications could be anemia and chronic malnutrition, which affects their integral development, especially their physical, cognitive, emotional and social development. In addition, according to available evidence, not attending to children can affect their future, limiting their opportunities and well-being.

2. Opportunities for adolescents

Adolescents in the Juntos program, who live in conditions of poverty and/or vulnerability, have few opportunities to access higher education and/or to get a job; and/or risk teenage pregnancy. Thus, there are limitations of rights, their social skills and their abilities to improve their wellbeing.

3. Operational tools and interoperability

For the efficient operation of the program, effective interoperability is crucial; that is, an information system that integrates administrative data from health and education sectors. However, when information is not submitted correctly, local managers must collect it manually, facing problems such as lack of access to technologies, low connectivity and limited equipment. This increases their workload, which includes locating and enrolling households, making home visits, managing documentation and coordinating with other actors. In addition, the lack of interoperability implies an additional burden of verifying compliance with co-responsibilities. This situation is more critical in the highlands and jungle regions, where access communication is difficult and internet coverage is low quality.

4.7.2 National School Feeding Program Qali Warma (PNAEQW)

1. Food coverage for children and adolescents

The program needs updated information on school enrollment to ensure regular food delivery. Although the List of Educational Institutions (IIEE) is updated before starting the food service, school directors do not register the total number of students enrolled during the execution of the service. This causes a gap in the information, which affects adequate coverage. Therefore, it is crucial to have updated and timely enrollment lists.

2. Space conditions and eating utensils in schools

Many schools have inadequate infrastructure and insufficient and deteriorated utensils for food preparation and consumption. Although PNAEQW includes the provision of equipment, the lack of resources has led local and regional governments to assume part of this responsibility. Also, Midis and Minedu are prioritizing this issue. The delivery of equipment, such as cooking utensils and gas stoves, is essential to ensure adequate food preparation and service. The Program has not renewed this equipment since 2019.

3. Food safety and quality

Qali Warma program faces difficulties in obtaining timely information from SENASA, which affects the safety and quality assurance of the food distributed. It also has problems in rigorously supervising the food, in cases where it is purchased under a co-management model with the Scholar Nutrition Committee (CAE in Spanish). It is important to consider that CAE members are interested in including more fresh produce food instead of processed and canned food; however, schools lack a cold chain to adequately preserve fresh food.

4. Participation and commitment of directors and parents

School principals and parents find it difficult to get involved in the program because they consider it an additional burden to their numerous school responsibilities. Parents, on the other hand, have problems attending training and participating in the CAE, due to their work commitments, especially in urban areas.

4.7.3 National Program Cuna Más (PNCM)

1. Mental health of community stakeholders SCD¹ and SAF²

PNCM community actors are experiencing high stress levels and negative emotions, which could affect the accompaniment of families and the care of children under 36 months. This situation could be related to personal problems or the conditions of their volunteer activity. It is crucial to address their mental and emotional health appropriately, providing external and internal resources to improve their well-being and satisfaction. It could translate into better service to families and children in the program.

2. Support for children to improve their health, nutrition and early childhood development (ECD)

Not all girls and boys aged 0 to 36 months achieve the child development milestones expected according to their age (DIT results: healthy birth, adequate nutritional status, secure attachment, development of motor, language and social skills, and symbolic function). In this context, the problems

²Caregiver Mothers, Guide Mothers and Family Guides

³Facilitators

of anemia and malnutrition and their impact on the integral development of children under 36 months of age who are PNCM beneficiaries are highlighted.

3. Certifications and training of community stakeholders SCD³ and SAF⁴

For the proper functioning of the program, it is essential to have community actors properly trained and motivated to develop actions in favor of children under 36 months of age. Training in areas such as first aid, healthy care, child development and care for children with disabilities, among others, is crucial for this purpose. It is expected that initial and continuous training, together with the certification of competencies, will improve the quality of the service and strengthen the preparation of community actors to support families and care for children. It is also expected to encourage the retention of community actors and strengthen relationships between children and their families.

4.8 Application procedure

To apply to the **1st Social Innovation Challenge**, innovative teams must register their participation in the Evidencia Midis portal, through the following link: <http://evidencia.midis.gob.pe/ventana-innovacion/>

In the link provided, you will find information about the Challenge, including Prioritized Needs, Timeline, Bases, Registration, Testimonials and Frequently Asked Questions. In the section of **Registration**, you will find the form and documents required for a successful application. It is crucial that applicants ensure that the links, indicated on their application form, are publicly accessible, otherwise their application will be invalidated.

The application period begins on August 9 and ends on September 15, 2024. During this period, it will be possible to make inquiries through the following e-mail address aynilab@midis.gob.pe.

⁴Caregiver Mothers, Guide Mothers and Family Guides

⁵Facilitators

4.9 Schedule

Table N° 1. Key dates of the 1st Social Innovation Challenge

Phase	Period
Pre-launch	July
Inquiries	July to September
Launch	August 09, 2024
Application and inquiries	From August 09 to September 15, 2024
Evaluation	From September 16 to October 6, 2024
Awards	Fortnight of October 2024
First coordinations with winners	November-December 2024
Start of innovation development	First quarter of 2025

4.10 Requirements

Table N° 2. Requirements to participate in the 1st Social Innovation Window

Innovation requirements	Applicant team requirements
<ul style="list-style-type: none"> • It must respond to at least 1 need (it can address more than 1 and more than 1 social program, as long as it is adequately justified and developed). • The innovation should not exceed 3 years of development, a period that includes the stages of Design (Year 1), Implementation (Year 2) and Evaluation (Year 3). • Commit to the search for funds for the development of innovation. For this purpose, it will have the institutional support of Midis, which will facilitate communications that contribute to this purpose. • Support the innovation proposal with national and international references. 	<ul style="list-style-type: none"> • The innovative team must have at least 3 members. At least the main innovator must be affiliated with a university, research center, innovation center, private institution or non-profit organization who must attach a letter of institutional support to the application form. • The principal innovator must have a Master's or Doctorate degree. • At least 1 member must have thematic expertise in the innovation proposal. • At least 1 member shall have experience in impact assessment. • It is desirable that at least 1 member has experience in the implementation of a social project or in research in the public sector.

If any of the members of the innovation team work for Midis or any of the previously mentioned national social programs (regardless of their contracting modality), the application will be invalidated.

4.11 Content for application

To apply, 5 attachments must be completed and uploaded to the application form. An institutional letter supporting the principal innovator is also required. The contents of the annexes are detailed below:

Annex 1: Social innovation proposal

(Maximum 17 pages without references)

- **Title and summary of the innovation proposal**
(Maximum 1/2 page)
Title proposal.
Summary: A presentation of the social innovation proposal, including objectives, thematic domain of the selected need, justification of how the innovation will respond to the need, brief description of the design, implementation and evaluation.
- **Thematic domain of need**
(Maximum 1 1/2 pages)
An in-depth description of the selected need, based on national and international references. It is important to incorporate sources from the Midis Evidence portal, statistical data and the information presented in the complete document of the Bases of the Call for Proposals.
- **Objective(s), target population and rationale for the innovation**
(Maximum 2 pages)
A presentation of the social innovation proposal general objective. Specific objectives can be added (a maximum of 5 is recommended). Description and justification of the target population to which the innovation proposal is addressed. Justification of how the innovation proposal will solve the need, emphasizing the value of the innovation in addressing the social program need, and the potential benefits of implementing the innovation.
- **Innovation proposal phases**
(Maximum 9 pages)
 - **Innovation design**
(Maximum 3 pages)
A description of the design plan, which contains the innovation methodology (activity, objective, participants, tools, coordination with the program, as appropriate). It indicates and justifies how much of the target population is to be impacted.
 - **Innovation implementation**
(Maximum 3 pages)
A description of the plan to carry out the innovation (activity, objective, participants, tools, coordination with the program, as appropriate).

- **Innovation evaluation**

(Maximum 3 pages)

A description of the impact evaluation plan (activities, objectives, participants, outcome indicators, how the change in expected results will be measured, evaluation methodology, assumptions, coordination with the program, as appropriate). A qualitative evaluation plan should be added to complement and deepen the findings.

- **Participatory, cross-cutting approach and SDGs**

(Maximum 2 pages)

The inclusion of the participatory approach in the phases of the social innovation is specified; as well as the justification of how at least one cross-cutting approach (gender, interculturality, human rights and environment) is being included in the innovation proposal; and the identification of at least one Sustainable Development Goal (SDG) to which the innovation proposal is aligned.

- **Strategies for scalability**

(Maximum 1 page)

A description of how the innovation will be scaled up to the entire target population of the innovation or Program beneficiaries if the outcome of the impact evaluation is favorable.

- **Ethical principles**

(Maximum 1 page)

A description of how your proposal will follow the ethical principles (detailed in section 4.4 of the full Call for Proposals document) to the development of social innovation.

- **Bibliographic references**

National and international references in APA 7 format.

(Complete and attach to the form "Annex 1: Social innovation proposal")

Annex 2: Presentation of the innovation team

- For each member, the following will be requested: full name, institutional affiliation, summary (250 words maximum), contact information, and online link to Curriculum Vitae. Delineate the roles within the team (lead innovator, co-innovator, assistant innovator).

(Please complete and attach "Annex 2: Presentation of the innovation team" to the form)

Annex 3: Letter of commitments

- The innovative team must commit to comply with the points outlined in the charter.

(Please complete and attach "Annex 3: Letter of commitments" to the form)

Annex 4: Activity Plan and Schedule

- Preparation of the activity plan and timetable for the 3 phases of innovation development. An expected activity is that, at the end of the third year, the innovative team will transfer the documentation and knowledge to the program and the AYNi Lab Social for possible scaling up. Therefore, the innovative team should specify the activities to be implemented for the transfer.

(Please complete and attach “Annex 4: Activity Plan and Schedule” to the form)

Annex 5: Budget

- Identification of costs of the activities and assessment of the resources necessary for the development of the innovation: Design, implementation, evaluation and budget projection so that the Program can assume scalability.

(Please complete and attach “Annex 5: Budget” to the form)

4.12 Evaluation criteria

Innovation proposals will be evaluated by a Technical Evaluation Committee that includes AYNi Lab Social, representatives of social programs and cooperating agencies. Midis will select up to 5 winners, although it reserves the right to adjust the number of winners according to the qualifications.

The evaluation criteria are presented below:

- Thematic mastery of the need (10%)
- Objective(s), target population and justification of the innovation (15%)
- Innovation design (15%)
- Innovation implementation (15%)
- Innovation evaluation (15%)
- Participatory and cross-cutting approach (10%)
- Consistency between objectives, proposal, cross-cutting approaches and SDGs (10%)
- Scalability strategy (10%)

4.13 Stakeholder commitments

The First Social Innovation Challenge is an opportunity for effective collaboration between the State and citizens. Innovations will be developed with the participation of social program servants, the AYNi Lab Social team and innovators. This collaboration will seek to create solutions focused on the beneficiaries of social programs, generating benefits for all those involved in the process of development and social inclusion. In this sense, it is important to consider the commitments to be assumed by each party involved. For more information on the commitments of the actors involved, please consult the complete document of the Bases of the First Social Innovation Challenge.

5. Annexes

To apply for this social innovation challenge, please review and complete the 5 attachments:

- 1) Annex 1: Social innovation proposal
- 2) Annex 2: Presentation of the innovation team
- 3) Annex 3: Letter of commitments
- 4) Annex 4: Activity Plan and Schedule
- 5) Annex 5: Budget

Download the files in the [Registration](#) section of the [1st Social Innovation Challenge web portal](#).

From AYNI Lab Social and Midis, we express our gratitude for the interest, motivation and commitment of the citizens interested in this social innovation initiative.



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