



SEED | 10 YEARS OF
SEED AWARDS
2005-2015
promoting entrepreneurship
for sustainable development

Founding Partners



**GENDER
EQUALITY
WINNER 2015**

Kidogo Early Childhood Centres establish affordable and safe childcare options in East Africa's informal settlements (slums), allowing mothers and caregivers to work and attend school. Kidogo uses a micro-franchising model supporting local women to start self-sustaining childcare centres.



Kidogo Early Childhood Centres

BUSINESS MODEL

Kidogo is building a network of corporate-owned and franchised early childhood centres in the informal settlements (slums) of Nairobi with all the building blocks young children need to thrive including trained staff, a holistic curriculum, health & nutrition programs and child-friendly spaces that serve local communities and families.

Soon to be rolled out is a 'business in a box' micro-franchising initiative that will enable local mothers as "mamapreneurs" to establish new, or formalise their existing, childcare centres with quality service to create a stable income.

ENTERPRISE FAST FACTS:

Location	Nairobi, Kenya
Year founded	2014
Sector	Green and Inclusive Solutions
Product/Service	Early childhood care and education

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Social impacts:

- Providing more children with access to early childhood learning, thereby improving their school readiness.
- Enabling mothers and care-giving siblings to work and attend school.
- Helping to improve childrens' health and nutrition through a robust feeding program and early detection of key health issues.

Environmental impacts:

- Training teaching staff to reuse items such as bottle caps and containers to create educational learning materials.
- Educating children on the environment and sustainability.
- Reducing air pollution and greenhouse gases by using clean cook stoves, natural lighting, and solar lanterns in all centres and franchises.

Economic impacts:

- Supporting "mamapreneurs" to start or grow their own micro business using the micro-franchising model.
- Improving the economic potential of the community by teaching business and financial literacy skills.
- Improving income generation and encouraging savings through teacher and caregiver self-help groups.

” The vast majority of the Kidogo workforce is young women who receive progressive health and maternity benefits.

Scaling up activities:

- Work towards financial sustainability through new income streams and focused cost management.
- Continue to build and further improve child care “centres of excellence” in new communities across Kenya and East Africa.
- Increase impact through a micro-franchising network, which is expected to reach more than 300 young children by the end of 2016.
- Complete a community impact study, to assess the influence the hub centres and franchises have on families and the communities.



Partnership

- **Kidogo Early Childhood Centres** is a hybrid organisation with both a non-profit and a for-profit arm which manages the day-to-day operations of early childhood care and education centres.
- The **Institute for Human Development at Aga Khan University** provides expertise in Monitoring & Evaluation, assessing the pilot program impact on child and family development.
- The **International Child Resource Institute (ICRI) Africa** provides technical expertise and guidance to the enterprise on local context, training, and curriculum development. ICRI also contributes financially.



” I bring my child to Kidogo to get a good foundation for his future. Its very clean, fees are somehow affordable, the children are safe, and there is good food for the kids.



The 2015 SEED Gender Equality Award in Kenya is supported by UN Women, the UN Entity for Gender Equality and the Empowerment of Women.

About SEED

SEED identifies and supports promising small scale social and environmental enterprises around the globe, enterprises who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these enterprises with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seed.uno or visit:

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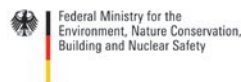
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