



Call for proposals 2020 Innovation for resilience

Achmea contributes to the resilience of people whenever they face challenging difficulties in their lives. Achmea Foundation, as the Corporate Foundation of Achmea, supports innovations that have a clear positive impact on the resilience of vulnerable people in Africa. We are looking for innovations that strengthen the health care system, access to financial services and the resilience of agricultural activities.

The target group of the proposed projects should be the lower income segment in Africa. We focus on initiatives that have a strong potential to scale or are financially sustainable now or in the near future. We are interested both in projects in early development stages (“Type 1 proposals”) and in the commercialization/scale up stage (“Type 2 proposals”). For our investments in 2020, we are looking for a division of our total yearly budget (EUR 3mln) between these two types, of which 25% will be devoted to development projects and 75% will be devoted to commercialization/scale up type projects.

Type 1 proposals are innovations in early development stages that are considered by be a pilot, development, R&D and/or testing. The scope of the projects is not limited to technical ideas and developments only; we are also interested in projects with proven technology that are looking to validate other assumptions, for example, concerning the customer, market, regulation, partnerships etcetera. This type of proposals is mainly characterized by:

- Major spend on developing a product/consulting/app/market research etc.
- The user reach at this stage is small or even zero (few farmers, patients, women etc..)
- Unsure what the markets/customers will eventually be
- Unsure what the product/proposition would look like
- Costs per user are very large (and therefore are unsustainable right now, but are expected to decrease in the future)
- It is premature to use a business case since uncertainties are too large
- The time horizon to get to the market is long

Type 2 proposals are focused on the roll-out, implementation and/or commercialization of a “nearly” proven approach and the first rough contours are emergent. These projects are mainly characterized by:

- Major spend on a nearly proven and existing item: building a factory/warehouse, recruiting farmers, rolling-out diagnostic tests, improving access to healthcare, hiring field workers, buying irrigation equipment etc.
- The reach/target group is large and can be estimated
- There is first clarity on the markers and target customers: country, county, income level, number of customers etc. can be estimated
- The product/proposition is available, it has been tested previously and it is clear how to use/execute it
- The costs per user are low and will decrease/become more sustainable with scale
- The time horizon to get to the market is limited (within 2 years)
- Calculation of a business case is possible since both the benefits and costs can be estimated

We work together with organizations that have a profile of strong management and social entrepreneurship. Both organizations that are already well-established and introduce innovations to their portfolio, as well as new organizations are welcome to send in their proposals for both type 1 and type 2 projects. Furthermore, it is important that the organizations have both a local presence, as well as a representation in the Netherlands (preferably) or Europe.

For the investments we make, we look closely at the level of the investment in relation to the impact, the risk and the financial situation of the organization. Tailored financing includes donations, a (social) loan and/or contributions from Achmea Foundation’s expertise and network. In principle, we are in favor of donations for Type 1 proposals and loans for Type 2 proposals. Investments could range from €100,000 to €1,000,000 per project.



Help us understand your initiative and organization

In order for us to understand better your proposal, we request you to fill out the template attached, including the questions related to the type of proposal you are submitting.

Knock-out criteria for call 2020

- The proposal does not match the themes and requirements stated above,
- The provided format is incomplete and/or longer than 5 pages,
- Your organization does not have a legal entity in Europe, and
- Your proposal is lacking in specificity, compactness, and readability and without relevant numbers and information.

As we review your project description, we will be evaluating it on the following criteria:

For Type I projects:

1. Technical soundness
2. How relevant is the (technical) solution to the problem addressed?
3. What is the size/impact that will eventually be possible?
4. Is the team and organization equipped for the (technical) development?
5. To what extent is the organization prepared for an eventual self-supporting or commercial continuation of the project?
6. What is the cost-effectiveness of the total solution?

For Type II projects:

1. To what extent is the proposed solution proven?
2. Is the solution cost effective (per user)?
3. What is the business case: costs-benefits analyses?
4. What is the pathway to full commercialization and scale?
5. What is the need for financing (loan discussion) and completeness of financing?
6. Is the approach proposed robust and complete?
7. Is the team and organization equipped to make it happen?

What you can further expect in the process

Submit your concept proposal and requested documents (English or Dutch) to info@achmeafoundation.nl latest on January 29th 2020. Concepts received later than January 29th will not be taken into consideration. You will receive from us a confirmation of receiving your concept before February 5th via e-mail. We do not work with We Transfer, so if your proposal is large in size, then please contact our team so we can send you a link to SAP Mobile Documents where you can upload your proposal.

If the Achmea Foundation requests a full proposal based upon your initial concept proposal, you will be contacted latest on March 13th. Achmea Foundation will provide an outline detailing what information is required for the final application. A (video) pitch can be part of the full proposal. The deadline for the full proposal will be on May 12th. On June 5th, our selection committee will discuss the proposals and state any further questions when applicable. Based on the final proposal, together with the recommendations of the selection committee, the board of the Achmea Foundation will make a final decision on the support provided by the Achmea Foundation on July 1st. If the Board decides to invest in your proposal, contracts will be formed and are usually signed within 3/4 months.