

Terms of Reference

INNOVATION STRATEGIST & COORDINATION CONSULTANT, WWF-KENYA

Introduction

Would you like to help us start-up an ambitious innovation project with the aim of accelerating our innovation processes to protect the future of nature for generations to come?

Imagine waking up every morning, ready to take on important work in an organization that is changing the world. WWF Kenya, the global conservation organisation, is seeking an innovation strategist and coordinator. You will be part of an exciting innovation project working with WWF offices in Kenya, East-Africa and internationally and with partners at multiple level. The job offers lots of freedom and room for creativity to design and run innovative processes and to build a career on protecting the future of nature and people.

Major Function

The goal of the project is to accelerate and scale innovative solutions that contribute to WWF's Global Goals and the objectives of the Strategic Partnership Agreement funded by WWF Denmark/Danida. The innovation strategist and coordinator will be responsible for starting up, coordinating and evaluating an innovation programme at WWF-Kenya. Key responsibilities will be to (1) establish enabling conditions for innovation (ecosystem building), (2) to identify and build partnerships, (3) to accelerate innovation processes on the ground, (4) to document and share the learnings from the innovation project, and (5) to ensure that the innovation project become integrated into WWF in the long term. A central goal will be to establish long-term partnerships to design how the project can sustain and expand.

II. Major Duties and Responsibilities:

1. Understand the innovation work of WWF globally and explore what can be built on and replicated in the Kenyan and East African context
2. Connect and engage WWF Kenya with key players in the innovation ecosystem to promote innovative and collaborative approaches to conservation challenges
3. Ensure coordination, collaboration and synergies with relevant innovation initiatives in the WWF Network
4. Support fundraising initiatives to run innovation processes by activating and engaging the innovation ecosystem in Kenya
5. Initiate an intrapreneur programme to increase capacity and understanding about intrapreneurship and innovative thinking at WWF Kenya
6. Develop a suitable accelerator format (e.g. co-labs) and enabling framework for running lean innovation processes with WWF staff and/or externals. This includes facilitating a number of 6-9 week innovation sprints.
7. Support the establishment and building of partnerships and collaboration with relevant organizations, authorities, corporates in Kenya and East Africa (e.g. KCIC, Amani Institute, Innovate Kenya, Science Congresses, and Universities' Innovation Week etc.)
8. Lead in the setting up and running of an open innovation challenge engaging social entrepreneurs, start-ups, local communities and the youth in solving key obstacles and challenges for WWF.
9. Ensure mechanisms that reiteratively assesses and evaluates innovation processes (ensure fails fast, mentoring, partnership etc.). Build on WWF frameworks for this.

10. Support WWF Uganda in their innovation processes.
11. Support long-term partnerships that ensure the innovation project can sustain and expand.
12. Ensure that experiences, used methodologies, learnings are collected, documented and shared with WWF Denmark, WWF Uganda and the WWF Network
13. Ensure that workshop materials, toolkits and other created materials are shared with WWF Denmark, WWF Uganda and the WWF Network
14. Ensure that inspiring results, such as new innovative solutions, partnerships, entrepreneurs supported or created are shared in the WWF Network and for external communication
15. Act as the focal point for the innovation programme in WWF Kenya linking up to WWF Denmark, other SPA partners and the WWF Network

III. Major Deliverables 2018:

- Explore, map and engage the innovation ecosystem in Kenya with WWF Kenya
- Supporting innovation ecosystem building/ partnerships / collaborations in Kenya
- Launch intrapreneurship programme
- Establish accelerator platform and enabling framework for innovation.
- Build internal and external partnerships to run open innovation processes and to ensure sustainability and scalability of innovations
- Design and prepare innovation sprints and open innovation challenge
- Facilitate completion of a series of innovation sprints to develop new solutions, business models, products etc. to contribute to WWF Global Goals.
- Launch open innovation challenge in partnership with a crowdsourcing platform
- Conduct cross border evaluation workshop in end-2018. Purpose: ensure that experiences and learnings from the innovation programme are collected, documented and shared with WWF Denmark, other SPA partners (WWF Uganda) and the WWF Network - incl. Regional Office Africa
- Conduct innovative excursions within the ecosystem to get inspiration and insights as well as new connection. (WWF Uganda, Impact HUB Kigali, Impact HUB South Africa)

IV. Profile:

Required Qualifications:

- A degree in a relevant subject (such as entrepreneurship, innovation, business, technology).
- At least five years relevant professional experience
- Proven experience and/or education within design thinking, rapid prototyping, market research, business modeling, lean startup and social entrepreneurship
- Proven experience in action-based learning and innovation processes (arranging and leading workshops)
- Prior knowledge and hands-on experience within the Kenyan innovation ecosystem
- Experience with community building, socio-economic impact, engaging leaders and successful networking
- A strong network to relevant actors in innovation ecosystem in Kenya is a distinct advantage.
- Kenyan citizenship is a requirement

V. Required Skills and Competencies:

- Ability to inspire, excite and engage people in experimentation and unfolding their potential to innovate
- Ability to come up with creative, practical and lean solutions to solve problems
- Excellent communications skills, both written and verbal (English)
- Facilitation skills relevant to drive innovation processes in the intersection between business and conservation
- Ability to work independently, persistently and determined while encouraging collaboration, coordination, participation and partnership-building
- Good networking skills and ability to apply them to drive open innovation processes and build up a culture of innovation at WWF
- Adheres to WWF's values, which are: Engaging, Optimistic, Determined, Knowledgeable
- Interest in conservation and environmental and social issues.

VI. Working Relationships:

WWF Kenya: The Innovation Strategist and Coordinator will report to the WWF Kenya's Policy, Research and Innovation Manager

WWF Denmark: Strong collaboration and coordination with the SPA programme lead at WWF Denmark

Other WWF offices: WWF Uganda

WWF initiatives: WWF Impact Ventures, Nature Pays ACAI, WWF & Impact Hub partnership, WWF global practice communities

External partners: NGOs, consultancies, authorities, private companies, communities, community enterprises.