3.3
Scaling
Story

SUMMARY

Contents

STORYTELLING

EASY

1 HOUR

Purpose

You should use this tool to explain how you scaled your solution. What you add here will help you explain to donors and other organisations the journey that you have been on. This is important for demonstrating that you've considered how to develop a solution that has the greatest possible social impact. Once you've tested and scaled your innovation, you can use this tool to contribute to a case study that can be used to publicise your work.

When to use this tool

Use this tool while you are scaling your solution.

INTRODUCTION

HOW TO USE THIS TOOL

The purpose of the STORYTELLING tools is to provide insights into the drivers and barriers of innovation processes across the humanitarian sector. This tool helps you explain the story of how you scaled your innovation, including one important milestone in the journey:

- Developing a strategy for scaling.

Together, the tools in STORYTELLING will help you to write a case study about your innovation and to identify the important events or learning.

STEP ONE
Convene

Create time and space to sit with the innovation team and reflect openly on how you scaled your innovation. Use Section A of the template to document this step.

STEP TWO
Brainstorm how you scaled your innovation

As you discuss what you've achieved and learned so far, fill out the different boxes in the worksheet. You can do this in any order. Summarise your thoughts in bullet points, sticky notes, in text or pictures. Adapt your answers until you feel they sufficiently answer the questions posed. Use Section B of the template to document this step.

WHAT

Test your ideas and assumptions and get quick feedback to improve your innovation

HOW

By building a prototype and sharing it with users

A | YOUR INNOVATION

What is your innovation:
Did you have a clear explanation of the concept before scaling?

E.g" Our WASH innovation team develops clean water solutions for refugee camp settings. Our aim was to develop a simple water purification device for households to have safe, clean drinking water. We developed a cost-effective, purification membrane that can be 3D printed in the camps. Access to clean drinking water is essential to reduce ill-health of vulnerable groups.

B | SCALING

WHO:	**EARLY ADOPTERS:**	**EVIDENCE**
Who were your different categories of intended users for the scaling?	*Did you identify any early adopters of the innovation that you could target during scaling? Who were they? How did you identify them?*	*What evidence did you want to generate during the scaling?*
E.g, all families living in a particular camp	*(Early adopters are users who start adopting the innovation as soon as it becomes available. They tend to influence other*	*E.g, we prioritized collecting data about how cost-effective the innovation was. We also ran feedback sessions to hear about their experience using the innovation*

adopters and users to try and use the innovation. Therefore, they are considered among the most influential people in any market for most of the innovations.)

E.g, community leaders were willing to try the innovation as soon as we tested it. We used the community leaders to spread information about the new taps.

C | SUCCESS AND CHALLENGES

SUCCESS FACTORS:
What factors ensured that your scaling ran smoothly?

Eg
- *collaboration with beneficiaries*
- *Multiple testing and feedback mechanisms*
- *Legal help from national authorities*
- *Chamber of commerce facilitated the innovation pitch to investors*

BARRIERS TO SCALING:
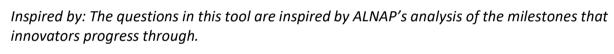What made it difficult to scale your innovation? What would you do differently next time?

Eg
- *Involve beneficiaries in the design*
- *A more extensive evaluation before considering scaling pathways*
- *Developing an efficiency model*

ITERATE

What changes did you make while you were scaling your innovation?

E.g, The innovation manufacture lab was originally located abroad. During scaling, the team decided to change the production model to be produced geographically close to locations we scaled in.

Inspired by: The questions in this tool are inspired by ALNAP's analysis of the milestones that innovators progress through.

What's next?

1

RETURN TO THIS TOOL

Add more information as you continue to scale your innovation.

2

TELL YOUR STORY

The next STORYTELLING tool is the case study tool. Use it to explain how the whole innovation came together and evolved.