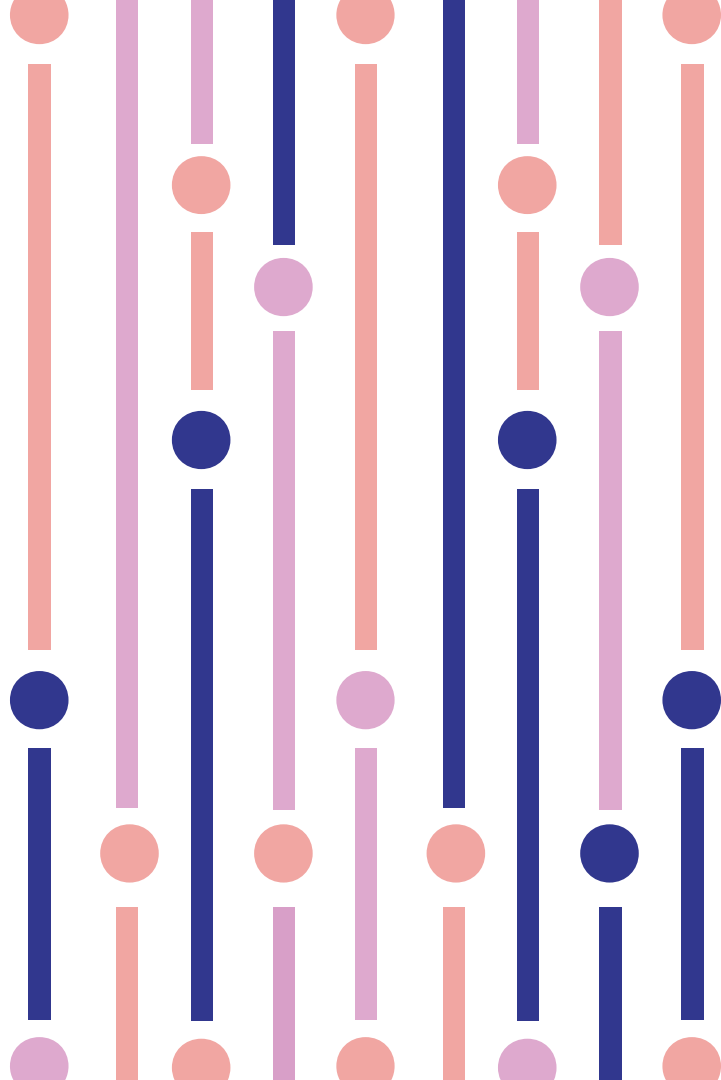


# Leveraging the Triggerise platform and behavioral insights for outcome-based financing (OBF) of developmental aid

21 October 2022

The Behavioural Insights Network and the Dutch Ministry of Foreign Affairs (MFA) seminar

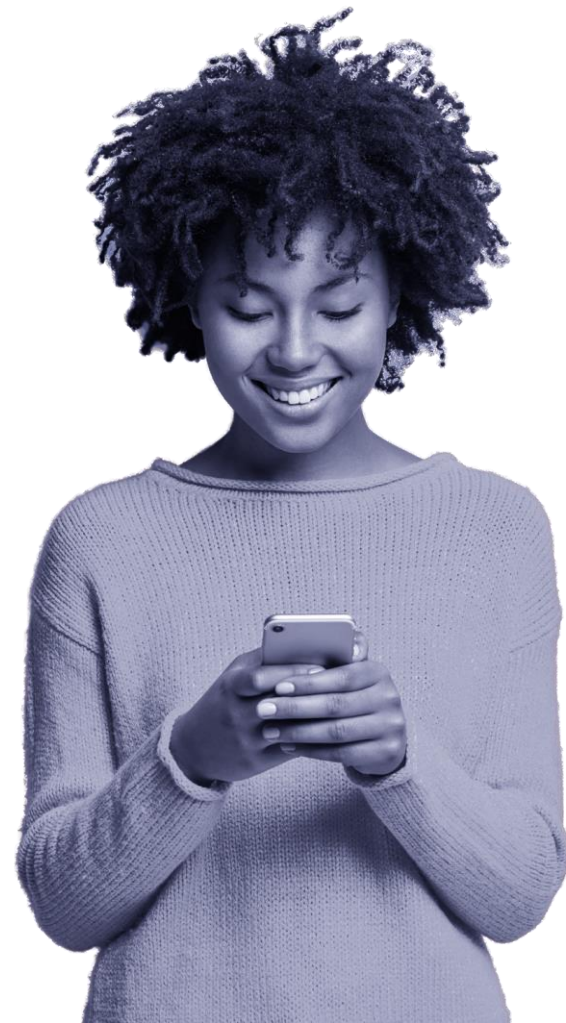
**triggerise**



# — ● About Triggerise: who we are & what we do

- We are a non-profit that harness the power of technology and behavioral economics to motivate users at the base of the pyramid to adopt positive behaviors, by connecting them to quality assured health services products
- We currently have operations in Kenya, Ethiopia, Uganda, Cameroon, Burkina Faso and South Africa
- Our technology powered motivation platforms:
  - Aggregate demand (i.e., connect users to services and products that they want)
  - Aggregate supply (i.e., enroll service providers that provide services that users want)
  - Motivate users through the application of behavioral economics e.g., through reminders, nudges, gamification to adopt a particular behavior
  - Provide real time data to enable adaptive implementation
  - Benefit from horizontal integration by allowing us to crowd in partners to scale
  - Enable us to outsource activities to demand generators and service providers who know best
  - Reduce asymmetrical relationships between users and providers by providing them with a voice thus drive accountability and improvements in services

# What We Do | Typical User Journey



# — ● Our experience in outcome-based funding (OBF)

## Kenya

OBF instrument:

- Development Impact Bond (DIB)

Funding:

- €6.54 million

Implementation Period:

- 18 months - September 2018 to February 2022

Outcome payer:

- FCDO (UK)

Investor :

- CIFF

Payment metrics:

- SRH services delivered to adolescent girls and young women aged 15-19
- Modern Contraceptive Prevalence Rate

## Ethiopia

OBF instrument:

- Results based Financing (RBF)

Funding:

- €2.305 million

Implementation Period:

- 36 months – January 2022 to December 2024

Results payer:

- EKN Ethiopia

Payment metrics:

- SRH services delivered to adolescents and youth aged 15-35 (€9.95 per service)

Other nonpayment metrics tracked:

- Method information Index
- Method mix
- SRH commodity availability

# Why our platform model and utilization of Behavioral insights is well suited to OBF



**Real time data and analytics** : Supports an iterative approach to implementation that is required when implementing OBF instruments in evolving environments



**Biometrics and validation of interactions**: Voice, Face and exchange of data to authenticate interactions between users and services providers significantly reducing transaction costs related to verification



**Adaptive implementation**: Flexibility of funding instruments enables us to rapidly adopt implementation without normal grant restrictions on how resources can be utilized to achieve grant objective



**Utilization of Behavioral insights**: Enables us to use available insights and A/B testing and experimentation to rapidly test and scale successful nudges that enable us to achieve results



**Inbuilt results-based funding model**: our platform approach is based on incentivising all actors in the ecosystem based on results from demand generation partners to service providers