



Hello, Bonjour,

My name is Raïsa Mirza.
I am a designer, facilitator,
entrepreneur and
photographer for
social impact projects
around the world.

The next few pages are some
examples of the work I do...

If you are extra curious, here are some places on the Internet
where you might learn more about me:

TEDxHarboursidePark Talk 'Art of Engaging Communities':
<https://www.youtube.com/watch?v=YTA1pwTuqi4>

Explore my travel photography at <https://raisamirza.com/> or
on my photography portfolio on [Instagram](#)

Learn more about my professional experiences on LinkedIn:
<https://www.linkedin.com/in/raisamirza/>



Increasing uptake of teff row planting among farmers in Ethiopia

CLIENTS: Amhara Ministry of Agriculture

ROLE: Project Manager responsible for innovation, uptake trials and leading the country team through the iterative design process in order to pilot and implement scalable solutions.



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KEY INSIGHTS:

1. Lack of clarity on the crucial steps of teff row planting.
2. Agricultural Extension workers were overworked, under-resourced and lacked skills to complete their job.
3. Although women were crucial in the production process, they did not receive any trainings and no materials focused on their role.
4. Planting teff is hard work and takes too long. Row planters developed to date were bulky and too expensive for the average smallholder.

**SOLUTIONS
PROTOTYPED:** Dozens of solutions were prototyped over several months to test for operational complexity, scalability and to determine potential impact. All materials and training prototypes were developed for low-literacy audiences and several iterations of low-fidelity to high-fidelity were tested.

Working with experts at the regional government and through close observation of farmers, we broke down the teff planting process into five easy to follow steps and communicated these to farmers using pictorial, easy-to-understand pamphlets, banners and posters.

We provided timely, accurate trainings to over 5,000 agricultural extension in six districts workers to be able to train 180,000 farmers using participatory techniques. We also trained them on work planning and prioritization to be able to undertake proper follow-up of smallholder farmers.

We prioritized gender-based training by (i) developing a training series exclusively for women focusing on their unique challenges and contributions, (ii) offering trainings at times that women could attend (iii) advocating the regional government to increase the number of women agricultural extension workers in the region.

Developed several versions of a very cheap and easy to use teff row planter and experimented with different distribution and purchasing models.



Rebranding India's School for International Youth Leaders

CLIENTS: UWC Mahindra College

ROLE: Head of Communications and Engagement



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- KEY INSIGHTS:**
1. Inconsistent branding led to confusion regarding educational experience offered at the school.
 2. Imagery did not reflect the innovative and dynamic nature of the education offered.
 3. Parents, summer students and potential leaders did not have experience pathways to engage with the school.
 4. Online presence and communication materials were outdated and poorly reflected on the brand.

**SOLUTIONS
PROTOTYPED:** Working closely with alumni, parents and a group of student leaders, I undertook user surveys, interviews, strategy development and developed low fidelity prototypes that were tested with users. All branding messaging was tested through A/B testing in-person and online.

Branding guidelines developed for colours, font size and logo usage. The various components of the education offered was condensed into three groups that can easily be used to tell the story of the UWC Mahindra College experience.

Imagery was updated with photographs taken by myself and some by student photographs to reflect the dynamic nature of the education being provided and the close relationships enjoyed between members of the community.

Tours, in-person campus events, alumni-driven presentations around the world and online events created more opportunities for boarding students, summer students, parents and potential teachers to interact with the college.

I designed and tested a totally new website with new site architecture, consistent with new branding guidelines and with sub-sites specifically for admissions.

The new communications strategy outlined how a user experience would go from potential student, to student, to alumni and also promoted continuous engagement with the college.



Build HCD Capacity and Provide Design Support to Program Teams to Increase Uptake of Kangaroo Mother Care in 3 Regions of Ethiopia

CLIENTS:

Bill and Melinda Gates Foundation
World Health Organization

ROLE:

Human Centred Design Facilitator Consultant at GRID Impact



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KEY INSIGHTS:

1. Partner organizations require extensive face-to-face facilitation and hands-on practice in order to understand how to incorporate HCD methods into their existing systems.
2. Communication materials must be tested for message clarity, image and design quality and have specific calls to action.
3. Lack of time and resources make it challenging for program staff to drive HCD processes and methods in their work, additional support from trained HCD facilitators and designers are needed.

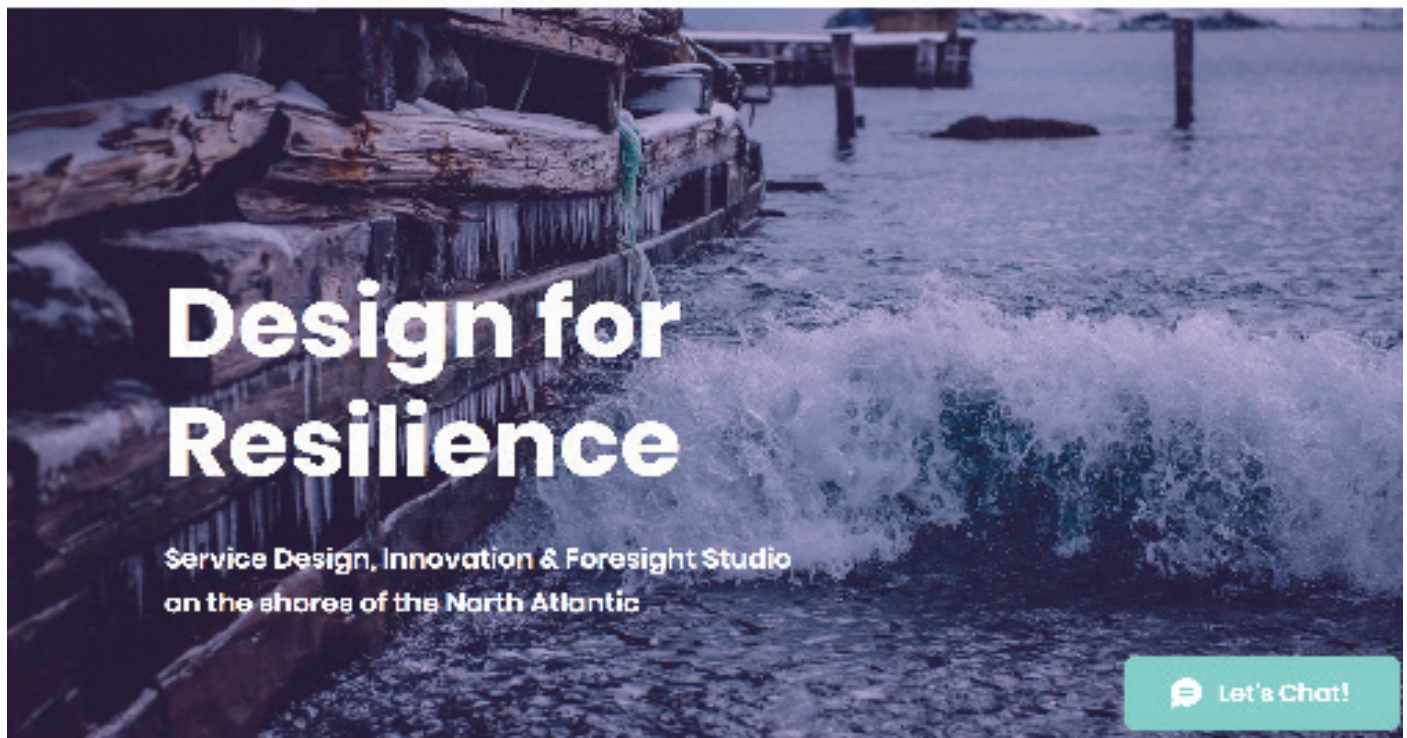
SOLUTIONS PROTOTYPED:

As part of this engagement, we facilitated teams of experts working in four regions of Ethiopia to ideate, prototype and build solutions to increase the uptake of Kangaroo Mother care in their regions. We prototyped 3-4 solutions with each team over several months with two face-to-face workshops and on-going remote support.

In order to increase the number of in-person facilitation days with clients, our team separated and were individually responsible for a partner. This allowed us to manage our allocated budget while still providing quality interactions with the client.

Our team worked with in-country graphic designers and video producers to develop region specific imagery and content for communication materials targeted to low literacy audiences. We also extensively tested the order of messaging, clarity of action steps and usability for in-facility health workers and health extension workers.

We broke down the HCD process according to the various team calendars and deadlines to ensure that they were compatible with deliverable they were already responsible for to make the work burden seem lower. We also provided additional support by providing advice on on-going programming, suggested changes and created all new communication materials, branding guidelines, messaging and videos for the teams to use.



Systems Change & Innovation Capacity in Rural Newfoundland & Labrador

CLIENTS: Business & Arts NL, Memorial University-Grenfell Campus

ROLE: Founder & Principal



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KEY INSIGHTS: The province is currently undergoing dramatic changes, while experiencing an acute budgetary crisis. Despite the largest per capital health expenditures, health outcomes remain some of the worst in Canada. Rural communities, struggling with population decline as well as an ageing population and climate change, are on the frontlines of social R&D need in Canada. Bringing systems thinking, futures thinking and design capacity in the province will support and strengthen the innovation ecosystem.

**SOLUTIONS
PROTOTYPED:** Launched of a Rural Design for Social Impact Conference through the Memorial University Fine Arts Faculty and Innovation Space.

Undertook workshops in 'Futures Thinking' undertaken with a variety of clients and membership organisations including 23 organisations for Business and Arts NL, Ventures for Canada and others in the pipeline.

Undertook Futures Thinking for Artists global workshop held and a toolkit is currently being developed through crowdsourcing.



Increase Handwashing with soap behaviour among health care workers in Malawi

CLIENTS: CoWater International

ROLE: Social Art for Behaviour Change Expert at the One Drop Foundation



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KEY INSIGHTS:

1. Clearly articulating the value of participatory processes with project staff leads to their ability to support implementation of prototyping.
2. In Malawi, each health center we worked in had a group of Theatre for Change volunteers who became an interesting opportunity to scale best practices to encourage behaviour change. We shifted resources to create additional opportunities for these front-line artists to further develop skills in theatre, comedy and storytelling.
3. Health facility administration do not invest in soap, due to a host of systemic factors, including the reality that soap bars are often stolen from facilities. Soap is essential to ensure that health care workers can protect themselves and others from infectious diseases.

SOLUTIONS PROTOTYPED:

Five models of soap dispensers were built and prototyped in health facilities with patients and health care workers. All models were locally manufactured, barring one that was imported from India.

Participatory processes led by artists, including mural painting with health workers, theatre shows and community-based music video making were undertaken in 3 districts in Malawi.

Advocated for Behaviour Change barrier analysis to be included part of the Ministry of Health's community health guidelines found [HERE](#).



TU Sh.3500/ KWA WIKI
Sh.10,000 malipo ya awali. Jumla ya mkopo wote ni Sh. 145,000.
Utarejesha mpaka baada ya kumaliza rejeso lako lote

ONE ACRE FUND solar

OKOA PESA	PATA WARANTI YA MWAKA MMOJA	CHAJI SIMU YAKO	MALIPO YANAYOWEZEKANA

NJOO MKUTANONI KUJUA ZAIDI:

Build a market for solar home systems

CLIENTS: One Acre Fund Tanzania

ROLE: Innovations Manager at One Acre Fund



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KEY INSIGHTS:

1. People were eager to have have light in their homes at night.
2. Homes without access to electricity often had to go to a local shop to recharge their phones. This cost both time and money. For women, safety was an additional issue. being able to conveniently recharge mobile phones at home was a big selling point.
3. Not all communities had access to networks to be able to pay for their recharge.
4. Using a third party provider to support payment and activation of the solar home system was key to quick and efficient sales visits.

SOLUTIONS PROTOTYPED:

Prototyped the entire experience of selling home systems- from sales tactics and scripts, to delivery experience, customer service hotlines, post sale repairs, marketing materials and payment schemes.

Launched a small trial involving 150 units over 3 months to test service and delivery end to end with real customers and to prepare for second phase of deployment.



Delay first birth among child brides in Niger

CLIENTS: CARE USA, Bill and Melinda Gates Foundation

ROLE: Design Researcher at GRID Impact



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KEY INSIGHTS:

1. While many programs exist to stop child marriage, few focus on supporting a child bride if she is married off. As part of this work, reproductive health and conversations are crucial.
2. Husbands and Mother-in-Laws often hold a lot of power over child brides.
3. Creating safe spaces where girls can speak openly about their experiences and to learn about reproductive health is essential to both reducing health/psychological trauma resulting from early pregnancy and to ensure that the girls can continue to thrive as equal members of their communities.
4. Building economic opportunities to pursue are important to shift norms.

SOLUTIONS PROTOTYPED:

1. Girl-led peer groups in safe spaces
2. Activities for 'fadas' local adolescent boys clubs
3. Business and tech focused education for girls



Mapping systems for Community Engagement to achieve universal coverage of Water, Sanitation and Hygiene (WASH) in Health Care Facilities

CLIENTS: World Health Organisation, World Bank

ROLE: Facilitator and delegate for One Drop Foundation;



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KEY INSIGHTS:

1. Despite the importance of community engagement in achieving universal coverage of WASH in Health Care Facilities, Ministries of Health and UN entities tend to focus on data capture rather than community-led processes.
2. Mapping systems can support understanding how to best integrate community voices in processes.
3. Building “artistic” representations supports sensemaking through embodying discussions and making disparate groups of experts work to agree on distilling ideas.

SOLUTIONS PROTOTYPED:

Built out a facilitation session for Ministry of Health representatives from 30+ countries.

Captured ideas around how to integrate community engagement as a key part of the World Health Organisation’s “8 Practical Steps to Achieving Universal WASH in Health Care Facilities”

Developed and shared a learning product with lessons and ideas from the session found on the Global coordination website: <https://washinhcf.org/resource/how-to-involve-communities-8-practical-steps/>