



SafeBangle Technologies Limited

2019-2020 Year in Review

"A fashionable bracelet that reports
violence cases in real time."



About SafeBangle Technologies

Established in 2018 by a squad of visionary team, SafeBangle Technologies is registered as a for-profit social enterprise in Uganda for over two years now as the only organization in the country dedicated to design and develop wearable safety tools for immediate reporting of Sexual and Gender Based Violence cases.

Mission

To prevent violence against women and girls using creative technology solutions.

Vision

Our vision is to see a world free of violence in which women and girls live without fear.

Goals

- To be the leading producers of technology safety solutions in Africa.
- To be champions of Gender Equality and Equity in Africa.
- To produce high quality and easy to use personal safety solutions.

SafeBangle vision is built on 3 pillars;

• Accountability

By doing the right thing; We deliver clearly defined objectives through a well-coordinated effort, effectively and efficiently.

• Team Work

Our diverse team has respect, support personal and professional development across culture, gender, religion, and race.

• Customer Orientation

SafeBangle Technologies seeks to add value for its customers through tailored solutions and support. We maintain a close relationship with our customers, work in partnership with them, and prefer collaboration.

How we are different from others:

- Research surveys carried out by our team with youths and adults in public markets clearly showed that people had a need for fast and immediate reporting products. However, there was no single company in the country to provide instant, on the go affordable tools. Alternative options on the market are expensive, imported
- We are the only company in Uganda whose safety products are designed to work under Ugandan conditions. This makes SafeBangle bracelet truly unique in the Uganda market. SafeBangle bracelet is designed in three different arm sizes from locally available materials to be water and dust proof.
- Last but not least, our aesthetics focus on the fit & finish to be culturally acceptable by its users.

2020: A Year Unlike Any Other



We are pleased to present to you our first annual report for the year 2020. It was an important year for SafeBangle Technologies Limited as we celebrated the organization's 2nd birthday! Two years have passed since our team, together with many partners, put together the first safety prototype device.

Also, the year 2020 was the most challenging transformation we have ever experienced as an organization and will be remembered as the time that COVID-19 disrupted all our plans. At the same time, we grew exponentially and made strides beyond the capital city-Kampala. As you read this report, I hope you will find it both informative and motivating and gain a clear understanding of how violence prevents women and girls from reaching their full potential and why we decided to take up this challenge at SafeBangle Technologies. We draw hope and inspiration from the courage and determination of the many who work to protect and support women and girls. We are overwhelmed by the unbelievable strength and the tenacity that these women and girls have shown during these risky times and their ability to find their power in spite of all of the difficulty.

There was a lot not to like about 2020 but we did find some things to celebrate this year like the incredible feedback from women and girls in Karamoja region, these learnings informed greatly our work and we believe we are on a straight path. We hope that you will enjoy reading the report and feel as inspired as we do about our mission!

Saul Kabali, Co-Founder and Operations Lead.



While the **#Me Too** movement is raising awareness on sexual harassment and violence against women worldwide, SafeBangle Technology is working on a technology based-solution. The team of SafeBangle strives for a world where women and girls can live free of fear. This vision and the great dynamism of their team encouraged the Response Innovation Lab to partner with SafeBangle Technologies in 2019 and to support their tireless research and innovation process. We believe that, when launched, their wearable could very well disrupt the market of personal safety devices in Uganda and beyond. Their annual report conveys their dedication to this worthy cause, shows the strides they have made through user-centered design and collaboration, and paints a promising way forward.

Charlene Cabot - Manager of the Response Innovation Lab in Uganda.



Response Innovation Lab (RIL) is a global initiative led by World vision International, Save the Children, Oxfam and Civic to support the intergration of innovation into humanitarian settings. We strive to develop a more dynamic innovation ecosystem within all responses by connecting humanitarian organizations and non-traditional actors such as social entrepreneurs, tech start-ups and R&D facilities.

Forward by Resilient Africa Network



2019–2020 will undoubtedly be remembered as one of unprecedented challenges. As so many in the public health community have long feared, the world is engulfed in the worst public health crisis in a century. A number of us suffered loss and to those I say, in solidarity, our hearts continue to be with you and your families as you navigate into the year.

Despite all of this, we are incredibly proud of the efforts for SafeBangle team members. At Resilient Africa Network Lab, our goal is to strengthen the resilience of communities in Africa through University-led, local innovative solutions using evidence-based approaches, we have seen resilience in the face of unprecedented disruption and proud of the meaningful progress SafeBangle made in 2020, for having stepped up to continue working on immediate reporting of violence case challenge and building an innovative solution which can support governments, organizations, and the society. We hope you keep up the zeal and build on that momentum.

**Dr. Atukunda Angella - Engagement & Innovations Officer
RAN Lab, Makerere University.**



The Resilient Africa Network (RAN) is a partnership led by Makerere University in Uganda to identify dimensions of vulnerability in select African communities and support local universities to incubate innovative approaches that build resilience. By working in partnership with key stakeholders in affected communities, RAN identifies targeted interventions and adaptations that aim to strengthen communities faced with adversity.

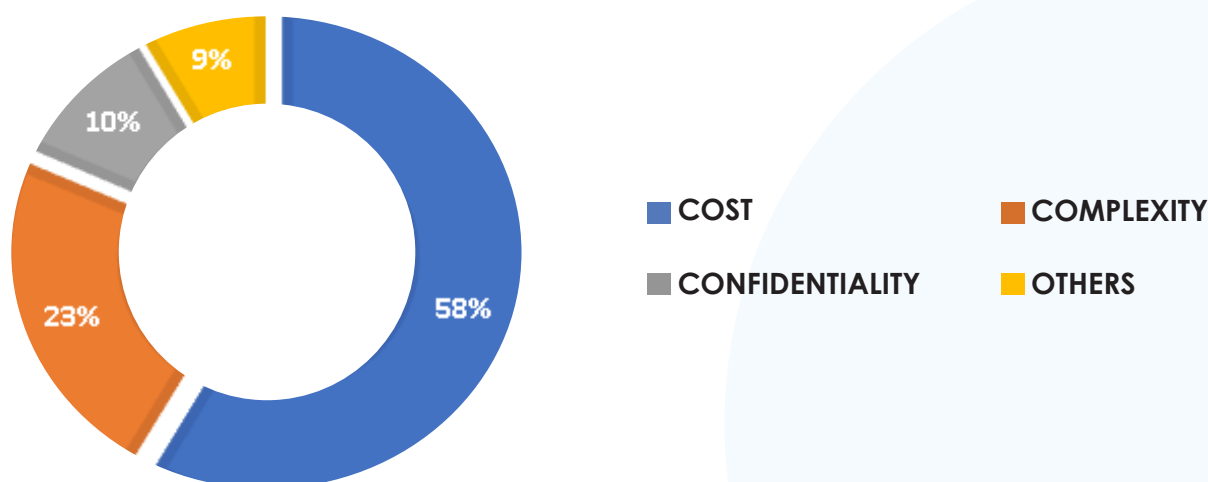
Introduction

Around **1 in 3** women will **experience violence** at some point in their life (*UN Women report, 2020*). Although these numbers seem high, these estimates are conservative due to actual widespread underreporting. In many countries, the proportion of women experiencing violence is much higher. In Uganda, more than half of the cases of violence go unreported yet these crimes occur on a daily basis (*Uganda Police report, 2018*), this is mainly because; many people who are victims don't know where to report and those who know do not know how to do it. Additionally, the victims of violence have difficulty accessing support resources and avenues to hold perpetrators accountable. Despite the progress at reducing, Gender Based Violence is still a major factor in life for too many women in Uganda and across the world, and has diverse effects on the individual, families, community and the country at large.

According to a research survey, carried out by SafeBangle Technologies with students at universities, secondary and primary schools together with women and girls in public markets in Kalwere and St. Balikudembe as well as in Gulu district and Karamoja region. It clearly showed that they had a desperate need for fast and immediate reporting tools. However, there was no single company in the country to provide instant, on-the-go affordable tools. The others that exist on the market are expensive, imported and complex products.

“Violence cases against women aged 15 to 49 reported and investigated increased by 4% (from 38,651 to 40,258 cases) between 2015 and 2016. (Uganda Police Force's annual crime report, 2016)”

Why Many Cases of Gender Based Violence Go Unreported



The Solution

SafeBangle Technologies is a social enterprise dedicated to designing and developing innovative robust and cheap solutions to curb Gender-Based-Violence and physical assaults to make the world a safer place. The SafeBangle team carried out intensive research through a human-centered design process to develop a wearable safety tool which can be used by the would-be victims of assaults, Sexual Gender Based Violence (SGBV) and other forms of injustices to be empowered to call their trusted relatives and loved ones for help. We believe a simple technology and system can mitigate the effects and consequences of SGBV which could lead to on-going pain, and even death of the victims.

How SafeBangle Works

The SafeBangle bracelet is a direct response to the feedback of different groups of people in need of technology to safeguard their staff, relatives and friends. The bracelet is physically small and fashionable with a user-friendly interface for both men and women of all ages and crafted to be culturally acceptable to achieve discretion and made with state-of-the-art wearable technology for instant alert without using Internet.

When discretely triggered, the bracelet sends an alert by SMS to a chosen group of individuals with the wearer's live location to be rescued immediately and where an incident may go unreported, the perpetrator is held accountable.



- ✓ Small standalone device
- ✓ Affordable
- ✓ Designed to resemble African bracelets
- ✓ Gives real-time physical location of the user
- ✓ Customizable
- ✓ User friendly

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With SafeBangle bracelet, cases of violence that would have gone unreported will be brought to light and the would-be victims will be able to get immediate help from trusted relatives and friends.”

Notable Achievements In 2020

Our team has shown resilience despite the pandemic. We made adaptations to their engagement methods and grew regardless of the impact of COVID-19. Here are some major announcements that have shone brightly in a seemingly dark year.

- **Product Development**

As we close 2020, we have finalized all the processes and conditions to flourish the production of the SafeBangle version 4. During the development phase, the team carried out extensive testing both in urban areas of Kampala (Munyoyo, Kololo) as well as in rural parts of the country. With support from Response Innovation Lab, the team carried out industrial testing of the SafeBangle bracelet and did a field research survey in four districts of the Karamoja region which include; Moroto, Kotido, Napak, and Nakapiripiti.



Notable Achievements In 2020

• Market Research

Working collaboratively with the user on the design, the SafeBangle team carried out research to better address the specific context, culture, behaviors, and expectations by involving users right from the beginning. We learned about our potential users, networks through which they can access the SafeBangle bracelet, their cultures, and infrastructure, which make up their ecosystem so they never duplicate efforts or violate norms.



Testimony from Moroto

"On the last Saturday of June 2019, Sarah (name changed for privacy) left her in-laws' house around 6:30 a.m. and headed down the road with few passing vehicles. As she moved, she noticed a black Toyota speeding toward her."The car slowed down. Then the driver rolled down the passenger-side window. The road behind Sarah was empty; no houses, no cars on the side roads, and nowhere to go. A quarter kilometer ahead, she saw an older gentleman sweeping the road. She thought, "I need to get to that person." and she sprinted.

As she passed the car, the driver opened the passenger side door and yelled something, and laughed. He then hit the gas, reversed a U-turn, she reached the gentleman shaking after a fast run as the driver finally sped off.

That occurrence was the latest in a string of increasingly disturbing interactions. But Sarah hadn't always felt unsafe while moving to go to work. "I would hear stories all the time, but I had this attitude that it would never happen to me," she said. Over the past few years, her attitude changed.

Sarah described another run where she had to weave through streets to shake a car that was following her, and she says she knows countless women who have been attacked or forced to jump fences to get away from a threatening man but this has not stopped her from going to work. She is now aware of her surroundings, watching passing--men and cars with a close eye. She frequently changes up her routes in the hope to be safe. At SafeBangle technologies, we know they are many people are like Sarah and we work hard every day for them to live a fear-free life."

• The 30 Most Inspiring Digital Innovation 2020.

In October 2020, SafeBangle Technologies was **recognized and selected** as one of the 30 Most Inspiring Digital Innovations! (MIDI) 2020 around the world. The online event was organized by Spindle during the Partos Innovation Festival contest! As a tool for civic action to contribute to an inclusive, just, collaborative, and sustainable world.

During the third block of the Festival, the 30 selected brilliant innovators from Africa, Asia, and Latin America took the online stage with all of them contributing to an inclusive and sustainable world. For the SafeBangle team, we learned a lot from the process of interactions and got inspired.

Above all, we got to know and work with our fellow MIDIs, while promoting our innovation.

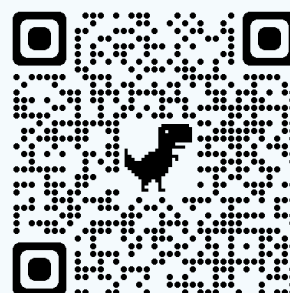
- In The News

We were featured on the Devex, one of the most read humanitarian platforms under RIL's Opinion: 3 lessons learned on integrating innovation into the Uganda refugee response, and SafeBangle Investment appeal on the website marketplace, our longtime partner RAN Lab covering our story with Digital Human Rights Lab Innovation team.



Critical To Know

While GBV can take many forms in an emergency context, during the early stages most reported GBV incidents are sexual violence involving female survivors and male perpetrators. GBV coordination mechanisms should therefore prioritize protection from sexual violence in the early stages, while not ignoring the threat or incidents of other forms of violence.



Lessons Learned From Research Conducted In Karamoja

SafeBangle Technologies with support from Response Innovation Lab and Save the Children carried out a research survey and tested SafeBangle features. The study looked at nature, causes as well as the current interventions related to violence cases in 4 districts of the Karamojong region. The purpose of the study was to find out if the solutions for reporting gender-based violence cases in the region are adequate and generate information to support the SafeBangle team design of the wearable bracelet into a sustainable reporting mechanism for violence against women and girls. Here's what we learned:

- The findings showed that women and girls in the Karamoja region were experiencing both sexual and physical violence in the form of domestic violence. The girls were most vulnerable to rape and defilement cases which were mainly happening along streets especially on the way from or to school, markets, fetching firewood, and water.
- The only technology-based reporting mechanism that was used by women and girls in the region were phone calls and text messages. The non-tech reporting mechanisms include clapping hands and the use of mouth to call for help.
- Confidential means of reporting child abuse cases are used by only very few well-off middle-class women who can afford phones. We also found that there are very few young adults who have access to phones. However, although they have mobile phones, many of them never had the opportunity to practice digital literacy. These youth adults are almost as digital illiterate as many claim they never went to school.
- We asked SafeBangle bracelet potential users how much they would be willing to pay for a safety bracelet, the results indicate an average cost of UGX 10,000 to 1,5000 payable in installments for an improved bracelet like SafeBangle. The reason behind

the prices mentioned was based on the nature of work they do in the community. We do casual work mostly, for example weeding in rice gardens and babysitting and we are occasionally paid UGX 2,000 per day for the work done.

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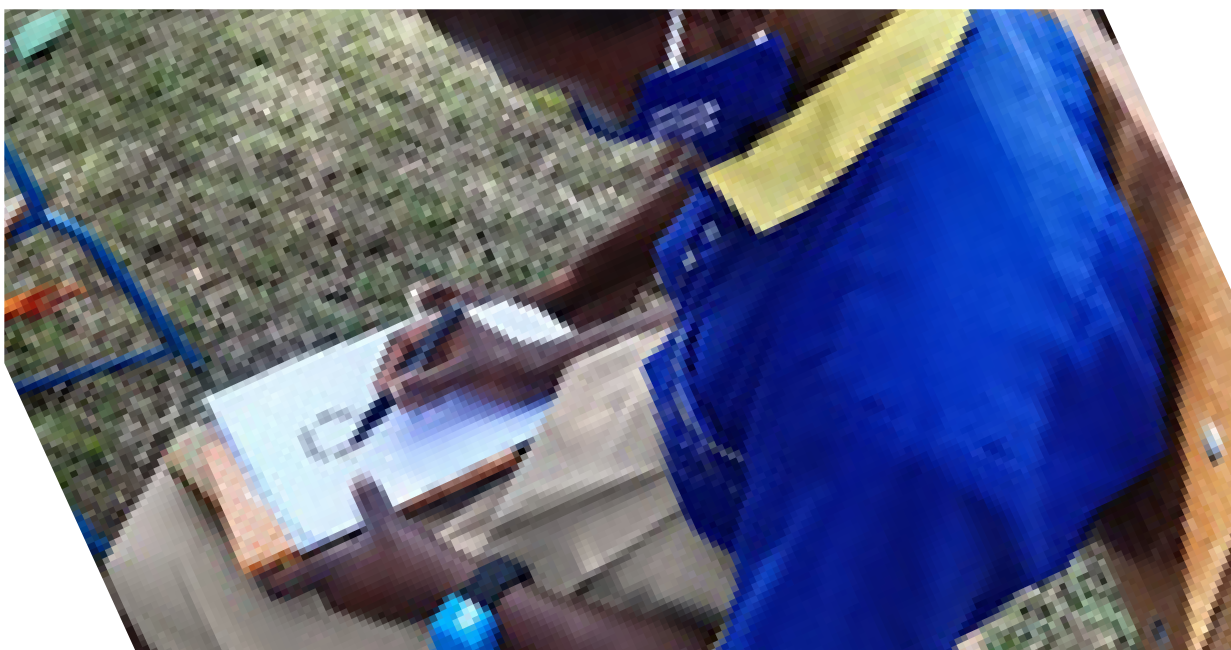
“During the Focus Group Discussions with the students, it was discovered that even though the girls knew about the 116-toll free number which was set up by UNICEF and U-REPORT, they were not able to use these two platforms because they never owned phones.”

Recommendations From The Field Study

- During the interviews, one of the participants recommended the SafeBangle team to form a strategic alliance with already existing organizations in the region that are working on ending violence and child protection. The most popular one in the region is the Ministry of Health Call Centre '8500' called the U-REPORT, UNICEF, Straight talk foundation. It is worth noting that violence is reducing because many NGOs in the area, such as World Vision, VSO, and Andra Uganda are creating awareness through teaching life skills.

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“One student mentioned the green color to camouflage the device with the uniform.”



Students shared with us different ideas on the design of SafeBangle bracelet should look. Because the current design of the bracelet is big and would prefer it to be smaller in various colors.

Plans for 2021

In under a year, we have seen a lot of growth and we are excited to see what 2021 has in store for us.

- In 2021, we are concentrating more effort on learning what we can do with a SafeBangle bracelet. The completion of version 4 provides an opportunity to overcome the challenges in the past prototypes and we are looking forward to carrying out a pilot study, integrating the learnings from the study, and plan for a larger-scale testing phase across the different regions of Uganda in 2021.

- We are looking out for partnerships with telecommunication companies and hardware electronic importing companies to cut the time and costs in the future of our work. We want to establish a mini-manufacturing plant to localize the production process.

- We want to localize the production process in the future by scaling up a mini model plant at our premise that can handle local mass production of the SafeBangle bracelets in a cost-efficient way. We intend to purchase tools, such as a 3-D printer, to be sustainable and utilize recyclable materials.

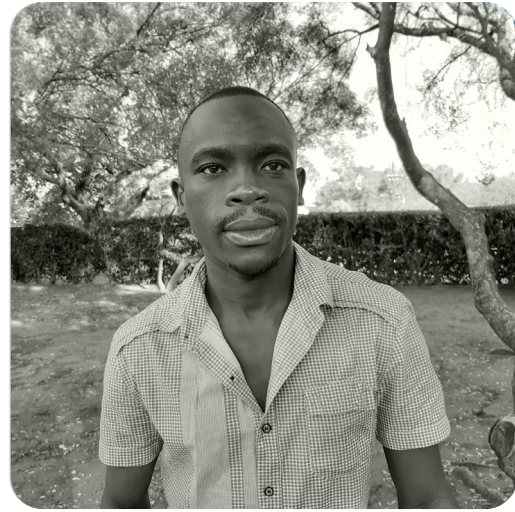


Our Team



Saul Kabali | Co-founder & Operations lead

Saul has been dedicated to defining the why, when, and what of the safety bracelet the engineering team builds way through to its launch. His background in Development studies informs his mindful approach to work and fuels his passion for ending violence.



Messach Luminsa Samuel | Co-founder & Development Lead

Messach is our go-to technical specialist for product development with over five years of experience in Internet of Things manufacturing and software development.



Ambrose Kamyia | Co-founder

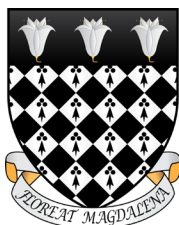
Ambrose is an innovative social entrepreneur with a passion to create resilience to challenges in communities using innovative evidence-based methods.



Beth Plant | Co-founder

Beth is an enthusiastic and curious team player dedicated to seeing SafeBangle's vision come true and is very passionate about empowering and protecting women all over the world.

Our Partners



Call to Action

Our focus last year and in the coming years is to carry out a pilot with our estimated users from different parts of Uganda and test our assumptions and learn how to make SafeBangle universally available to everyone who needs it. We want communities that may not yet be aware of our work to adopt and integrate SafeBangle to end violence in their communities.









We can't do this alone, so we seek out champions in all organizations that utilize technology in their programs and individuals we can partner with regardless of organizations, sector, specialty or geography.



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