

The Challenge Initiative (TCI): Global Expansion of Urban Reproductive Health

- ***Funded by Bill and Melinda Gates Foundation***
- ***Urban Reproductive Health Initiative (URHI)***- Successful FP/RH approach in Kenya, Nigeria, Senegal, & India
- ***Desired outcomes of TCI***
 - Increased voluntary use of modern contraceptives, especially among urban poor
 - Increased number of cities replicating and adapting URHI interventions on a demand-driven & cost-efficient basis
 - Improvement in program and resource sustainability in TCI geographies

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Key TCI Innovations

- ***Demand-driven approach to scaling up*** – Cities self select, bring own resources to the table
- ***Challenge Fund matching mechanism*** – Engaging bilateral, multilateral, HNW individuals around a common urban FP goal
- ***Entrepreneurial funding approach*** – Angel investing, lean hub budget growing w/ performance
- ***Built-in performance analytics*** – Emphasis on cost-effectiveness, cost-efficiency, cost-benefit calculations
- ***Streamlined and targeted TA*** - TCI University
- ***Platform for financing of other services*** – Maternal and Child Health (MCH), WASHE



TCI's demand-driven model

