

## MOONSHOT GLOBAL: HUMAN AND INSTITUTIONAL CAPACITY DEVELOPMENT

**Moonshot Global LLC** (Moonshot) is a woman-owned advisory services firm that works with clients to deliver demand-driven solutions to the world's most challenging problems. Founded in 2013, we are an agile team based in Washington, DC, and Santiago de Chile, with project teams in Kinshasa and Kigali. Moonshot has capabilities in digital and mobile solutions; impact measurement; investment advisory; and knowledge management (KM). We bring experience in more than 30 countries in every region of the world. Our clients include Bill and Melinda Gates Foundation, British Council, COMESA Regional Investment Agency, DAI, Google, InterAmerican Development Bank, International Finance Corporation (IFC), The MasterCard Foundation, Mobiles for Education Alliance, US Agency for International Development (USAID), and World Bank. Moonshot consultants bring experience with African Development Bank, Consultative Group to Assist the Poor, GSMA, Grameen Foundation, UNCDF, and UNICEF.



Moonshot's experience in Human and Institutional Capacity Development (HICD) includes the development and implementation of strategies for institutional planning, communications, KM, and monitoring and evaluation, which advance local development priorities while building capacity among staff. Through our work Moonshot links HICD outcomes directly to development impacts by: 1) advancing stability, gender equity, and productive high-value and market-oriented agriculture; 2) supporting governance, food security, economic growth, health, and education; and 3) linking HICD directly to results that matter to citizens. Recent activities were delivered through DAI contracts with the HICD/Rwanda and the Africa Lead II projects, on which we developed tailored approaches to build the capacity of government institutions, private sector agriculture enterprises, and civil society organizations.

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### Strategic Planning

Moonshot worked with Never Again Rwanda (NAR) to develop a 5-year strategic plan and 1-year work plan to set output, outcome, impact indicators, and targets to help achieve organizational strategic objectives. NAR operates in 14 of Rwanda's 30 districts and employs 32 staff.

### Knowledge Management

Moonshot applied its signature approach to delivering a KM Strategy development activity with the Rwandan National Capacity Building Secretariat (NCBS), a government institution with the mandate to develop capacity in the public and private sectors in Rwanda.

We guided NCBS through the following steps:

- Identified a KM core team from across NCBS to participate in KM strategy development;
- Guided an organizational self assessment using the Five Competencies Framework (Collison and Parcell) to identify the current and desired future state of KM at the organization;
- Carried out of a staff skills assessment;
- Developed Terms of Reference and structured core team activities in KM competency areas;
- Trained core team members to train NCBS staff in KM competency areas;
- Verified KM approach and developed KM strategy, designed corresponding all-staff training in new policies and procedures, and provided specifications for KM information system.

### Communications

FXB Rwanda and Pro-Femmes Twese Hamwe (PFTH) are civil society organizations promoting women, peace, and sustainable development in Rwanda. Moonshot assisted FXB and PFTH to establish and implement communications plans to support their respective mandates and strategies. The assignment consisted of

- Analyzing organizational mission, business model, strategic plan, and business development and advocacy plans to understand and respond to specific communications requirements;
- Delivering one-on-one coaching, mentorship, and training to communications officers and key staff, focusing on message delivery approaches and target stakeholders;
- Re-envisioning communications planning tools.

Moonshot assisted the Rwandan National Women's Council (NWC), a government body established to mobilize and advocate on behalf of women across the country. NWC and its partners engage and empower Rwandan women. Moonshot was responsible for

- Leading a Communications core team to define organizational brand and key messages, identify and categorize various targeted audiences, and develop outreach strategies to support resource mobilization, partner recruitment, and advocacy efforts;
- Delivering coaching in social media strategies, digital stakeholder engagement tools, and analytical data tracking related to online communications activities;
- Co-leading a strategic planning retreat with regional representatives, national leadership, and the Board of Directors and delivered best practices training in internal communication;
- Co-creating a communications strategy, charter, and annual work plan aligned with strategic priorities.

### Strategic Communications, Networking, and Partnerships

Moonshot coached the founder and executive director of the Sokoine University Graduate Entrepreneurship Cooperative (SUGECO) in Morogoro, Tanzania to define their goals for strategic communications, networking, and partnerships and develop the SUGECO brand. Through a series of capacity building sessions, Moonshot integrated communication activities (internal, social, marketing, and networking) into a Strategic Communications, Networking, and Partnerships strategy and conducted training sessions for staff and key partners to ensure operationalization of this strategy.