

TOWARDS 2029

A JOURNEY TO OUR CORE



Savand
Signatures.

WE ARE AN ICT4D ORGANISATION

TABLE OF CONTENTS

Chapter 1: Executive Summary	1
Chapter 2: Background & Objectives	2
Background	2
Mission & Vision	2
Strategic Objectives	2
Chapter 3: Methodology	3
Data Collection Approach	3
Data Analysis Approach	3
Chapter 4: Key Findings & Strategic Implications	17
Chapter 5: Strategy House Framework	20
Vision & Purpose	20
Must-Win Battles (Pillars)	20
Strategic Initiatives & Actions	20
Foundations: Culture, People, Structure, and Processes	20
Chapter 6: Suggested Solutions per Category of Pillars	21
Chapter 7: Breakdown of Actions	23
1. Funding & Financial Sustainability	23
2. Organizational Efficiency & Capacity Building	23
3. Research & Innovation	23
4. Program Execution & Expansion	23
5. Competitive Positioning & Partnerships	23
6. People & Capacity Development	23
Chapter 8: Suggested Action Plan (KPIs, Resources & Budget Considerations)	24
Chapter 9: Conclusion	25

EXECUTIVE SUMMARY

The 2025-2029 Savana Signatures Strategy aims to position the organization as a leader in using Information, Communication & Technology to deliver Development programmes (ICT4D). Savana Signatures seeks to continue to work in the impact areas where credibility has been built over the years. These include education, health, climate change, and economic empowerment.

This new strategic plan is geared towards re-imagining Savana Signatures' original DNA of delivering impact programmes through ICT.

Due to macro and micro economic strings, geo-political and socio-cultural dynamics, the organisation has had to leverage on workable alignments to continue to stay relevant.

This strategy is therefore to create a path of return to Savana Signatures' origins (DNA). As the world evolves, the needs and focus of the people remain same but the nature of these needs and the workable solutions take on a new dimension.

ICT4D is still a workable solution. Its outlook has, however, evolved. AI has changed the landscape of the information and knowledge market. Whiles access to specific domains of the technology world remains imbalanced, its growth and penetration offers the opportunity to impact work sectors to leverage on these to better the lot of their communities.

Sources, quantities and engagement rules of workable partnerships, the sustainability of these partnerships – both funding and content – have shifted, compelling impact organisations to approach their work differently.

BACKGROUND

Savana Signatures, established in 2009, originally operated under the Northern Information Network for Schools (NINS). It has since evolved into an ICT-driven NGO dedicated to social transformation in education, health, climate resilience, and economic empowerment.

VISION & MISSION



Vision

A society where all people have access to tools that improve their livelihood and quality of life.



Mission

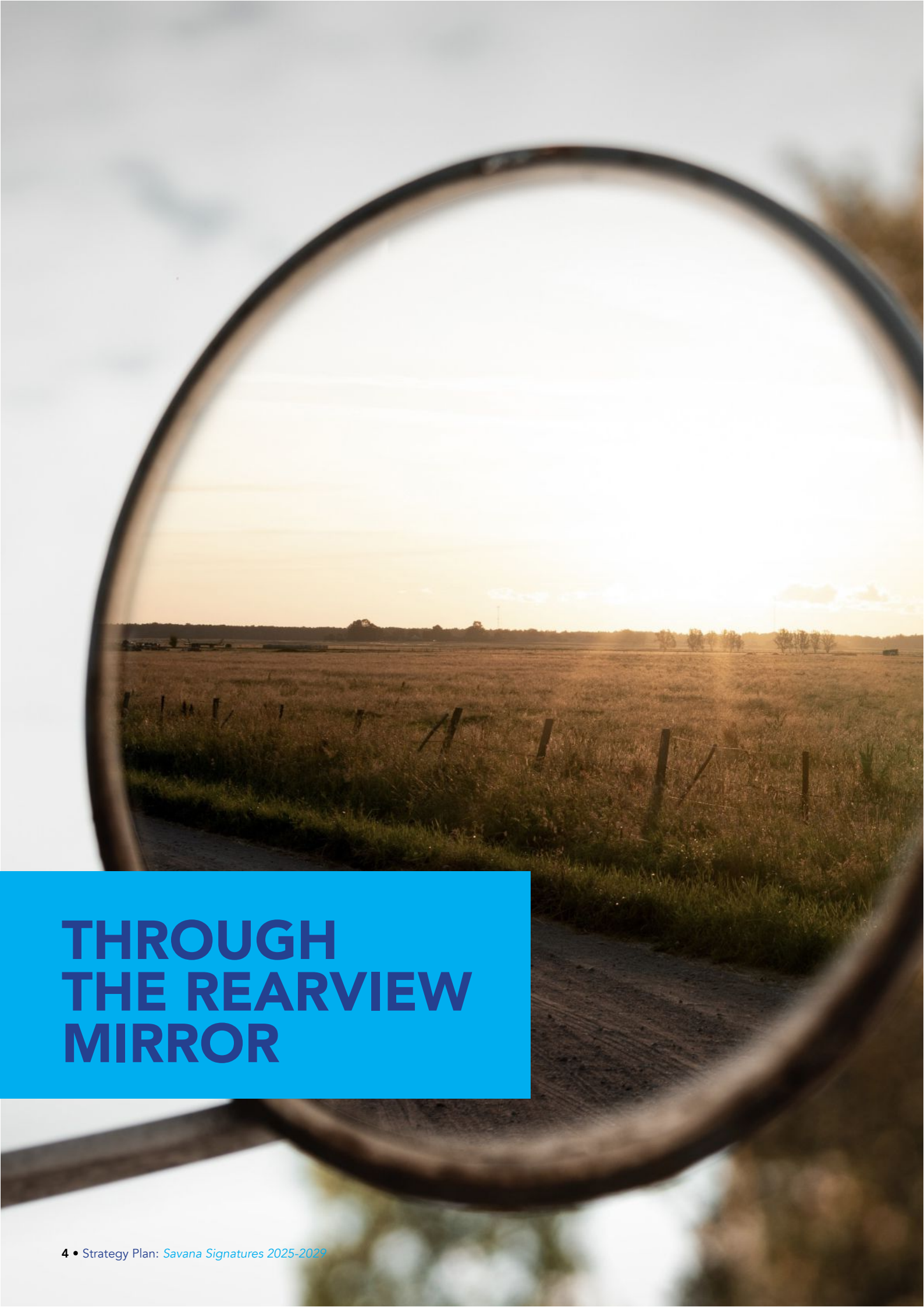
To initiate positive change among girls, women, youth, and vulnerable populations in Ghana through innovative digital solutions in education, health, and livelihood development

METHODOLOGY

This strategy was built on deep engagement sessions with the teams at location to tease out and agree on the direction required to move Savana Signatures to the next level.

The engagement involved:

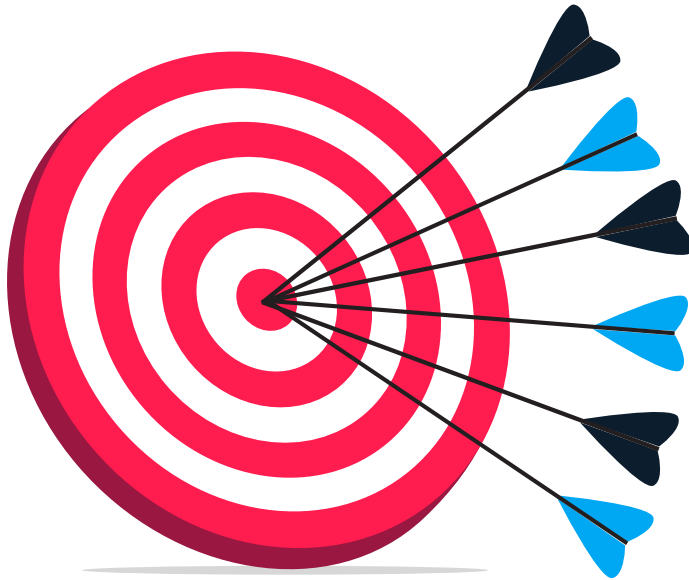




**THROUGH
THE REARVIEW
MIRROR**

ASSESSING TO COUNT OUR WINS & LEARNINGS

CONTRIBUTING FACTORS TO SUCCESS



TEAMWORK

Working together to support each other to achieve our set goals
Excellent collaboration and coordination

ACCOUNTABILITY

Taking responsibility for risks taken

INNOVATIVE

We use new ways and new interventions to implement projects

LEADERSHIP

Vision and Mission

SACRIFICE

Selflessness and Commitment

PASSION

Our dedication to deliver good results

INTENTS OFF TRACK

Not all the great intentions turned out awesome

There are instances in the journey of making impact in our communities and with our partners that we don't get it right. Below are some of the instances we didn't entirely hit the intended set objectives.

- Strategic plan execution – missed opportunity to align with core intention of the organization – ICT4D.
- Winning proposals.
- Planned 15th anniversary celebration to highlight the journey of the organization and draw the right stakeholder eyeballs to the progress of work done.
- Climate change as a thematic area – lack of expertise and funding when we ventured into the area.
- Mounting of TFBGV Course – availability of space and wrong timing.
- Livelihood economic empowerment – Inability to access funding opportunities to scale.
- Fundraising – commitment, intentionality and organizational culture.



STEPPING INTO THE FUTURE BOLDLY

ABOUT US

We are Savana Signatures – this is our CORE.

Our uniqueness is in our DNA

Savana Signatures is an Information Communication Technology for Development (ICT4D) organisation. We embed ICT in all related interventions in our programme areas.

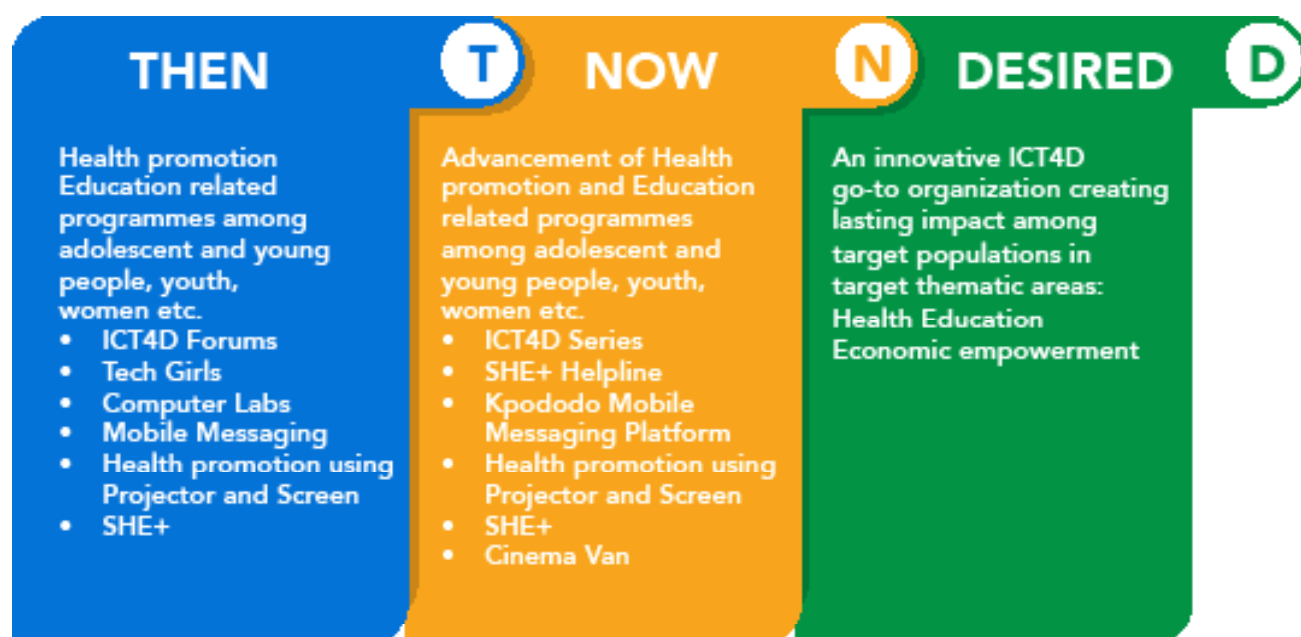
We are here to stay – Our Relevance

- Design clear strategic ICT4D programmes within Savana Signatures program areas.
- Mainstream ICT4D strategies in all program areas.
- Promote ICT4D programs among partners and stakeholders.
- Conduct research to communicate problems and or impact of ICT4D related interventions.

Some of our unique features

- Cinema Van – the only impact organisation with a modern working cinema van
- Mobile messaging platforms – we have a live all time present mobile messaging platform that allows anonymity in support requests.
- SHE+ Helpline – offers unique support to females with abuse and sexual health related needs and allows for anonymous complaints on issues that are not easily reported to the conventional cultural, social and state structures.
- Savsign TV – An online television channel broadcasting on Youtube and Facebook that offers curated content for the benefit of our target populations on topics in our impact areas

OUR UNIQUE JOURNEY



OUR IDENTITY



Empowering adolescent girls and women to make informed decision for their health and wellbeing



Promoting positive healthy behaviors among target population through our program areas



Support in building stronger institutions and communities through ICT4D related programmes



Creating a society where women, adolescent and young people have access to quality education and enjoy their reproductive health

OUR PURPOSE

Initiating positive change among women and girls using innovative solutions to improve livelihood and quality of life.



A

OUR GUIDING ASPIRATIONS

1. Blend creativity with functionality to ensure that our products or services not only meet customers' needs but also to inspire and engage.
2. Excellence
3. Accountability

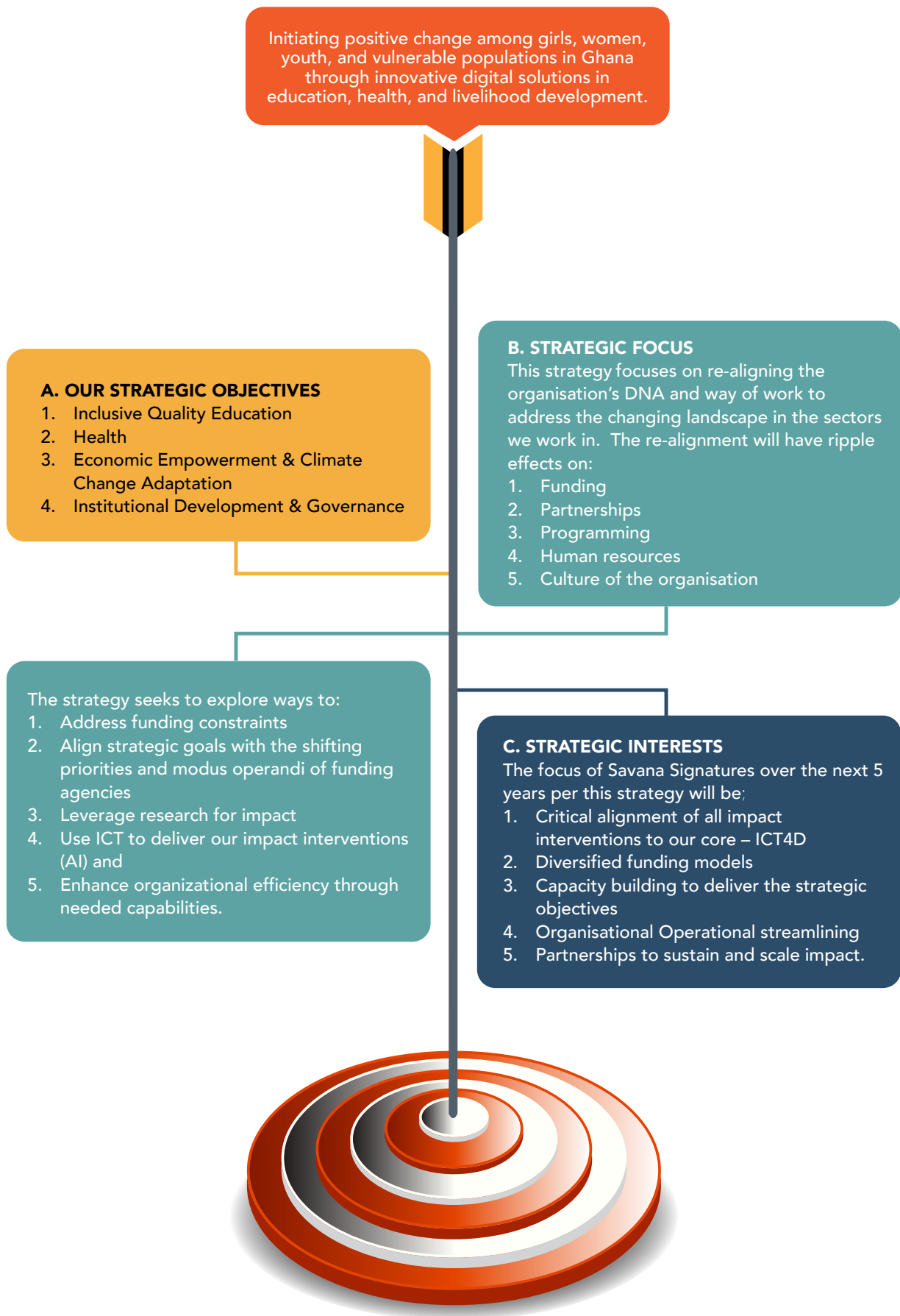


B

OUR WINNING ASPIRATIONS

1. Robust Data Management System.
 - Focusing on security interoperability
 - Outlook interoperability
 - Storage capabilities
2. Robust and functioning content producing communications unit.
3. Seamless Access Based Management Systems.
4. A well trained and motivated youthful team.

OUR STRATEGIC GOALS



DETERMINING FACTORS

A

GEOGRAPHICAL REACH

Over the past 3 years, Savana Signatures has expanded its geographical reach. This expansion will be sustained, deepened in some areas and create opportunities to explore establishment in more regions. This initiative is to bridge the physical gap between the head office and the impact communities. The in-community presence initiatives are meant to:

1. Bring interventions close to the partner communities to ensure shorter go-to-community turn-around time,
2. Build closer and real time monitoring of impact programmes and faster reviews where needed.

B

PROGRAMMING

Programme options will be research-based. AI and the internet are dictating the direction of world conversations. To grow in impact and remain relevant, Savana Signatures must grow in its use of ICT and begin exploration into the areas of AI and internet-based solutions where workable.

C

FUNDING

Ensuring that funding is not ad hoc and on the fringes of availability. Consciously curating interventions that would attract funding that is sustainable. Savana Signatures needs to build capacities to deliver internally generated funds

D

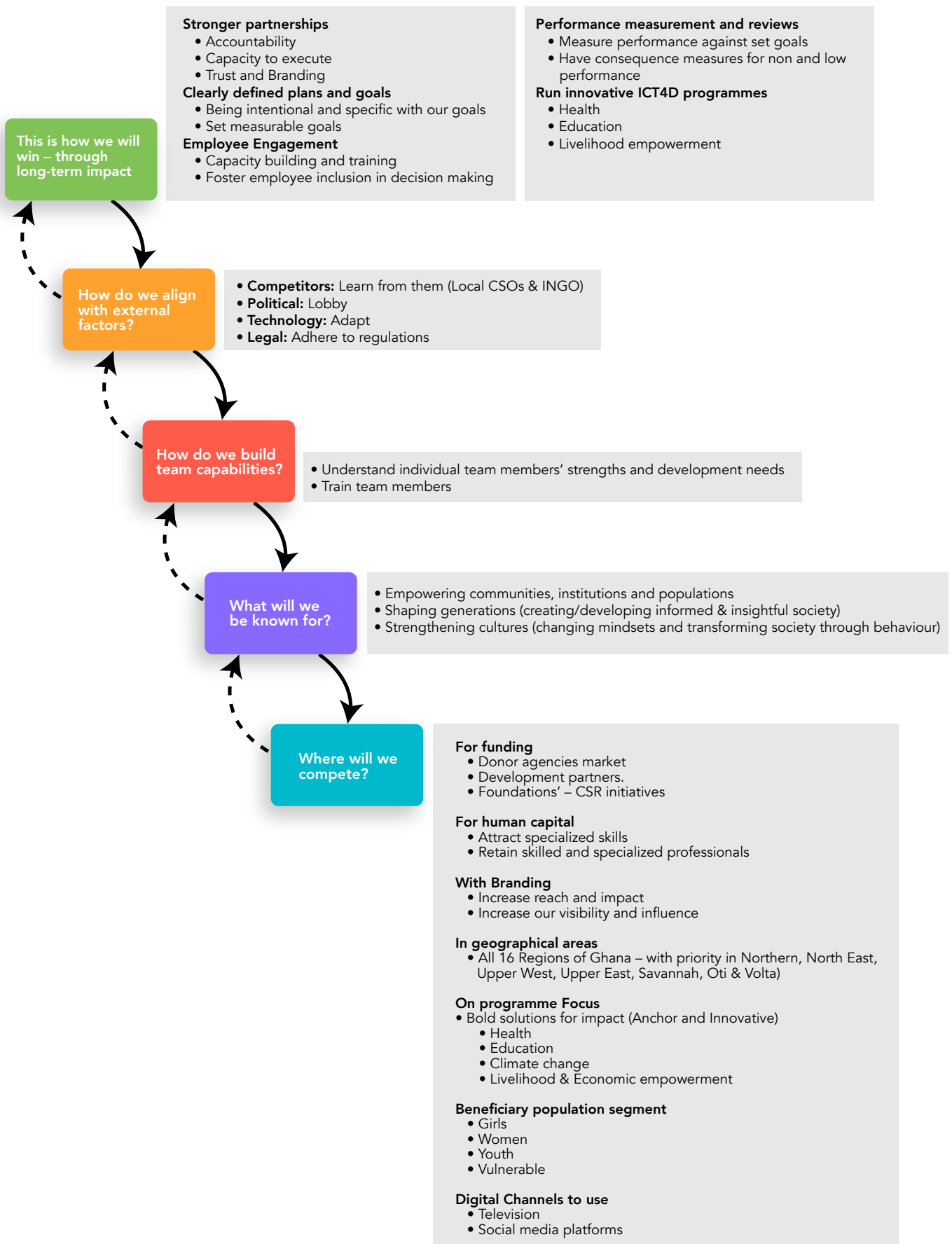
MANAGEMENT SYSTEMS REQUIRED

1. Information Management System
2. Human Resource Management System
3. Financial Management System.



**THROUGH THE
TELESCOPE –
LOOKING AHEAD**





STRATEGIC CHOICES



OUR DEAL BREAKERS - NON NEGOTIABLES

	Technology for development
	Reliable and relevant digital infrastructure
	Data driven decision-making organization
	M&E accountability system - Organize a monthly data update on the progress of projects.
	A reliable and real time data management system that allows data entry at every location

LANDMINES - CAUTION

	Political influence
	Strategic shift of donors: Change in theory of change of donors
	INGOs competing with local NGOs in the communities: International NGOs directly implementing projects in communities where the local NGOs
	Changing faces of technology: Technology is evolving and we need to adapt when changes occur

HOW OUR IMPACT TARGET POPULATIONS SEE US

Savana Signatures is known as an ICT4D organization among its stakeholders.

There is still more work to be done in this area. Some of the choices we will make to embed our identity as an ICT4D are:

- Promote Savana Signatures' ICT4D interventions outside project communities, districts and regions. This will build brand awareness in those communities before an opportunity for entry into those communities.
- Engage stakeholders and partners on Savana Signatures' ICT4D interventions to create long term alignment.



THE SET OF CAPABILITIES REQUIRED TO WIN

- Develop and maintain robust support, hardware and network systems to support operations and service delivery
- Invest in continuous skills development for staff, especially on emerging ICT4D trends
- Develop culturally relevant and locally sustainable ICT solutions



WHAT ARE OUR REINFORCING ACTIVITIES

- Implement systems for effective project management, data handling and reporting
- Ensure all teams collaborate towards shared goals, that is a data driven decision making organization, the go to ICT4D organization.



WHAT IS OUR SPECIFIC CONFIGURATION

- Allocate resources strategically towards developing ICT infrastructure in underserved areas to enhance access to information related to our work including climate change
- Expand and incorporate the lessons from our ICT strategies in all our work areas and not just limiting it to specific programs
- Implement robust monitoring and evaluation frameworks to assess the impact of ICT interventions over time, allowing for adjustments based on feedback and outcomes



WHAT WILL WE NOT DO

- We will not participate or promote political and religious activities
- We will stay away from partnership with organizations whose values and goals conflicts with our values such as human trafficking, money laundry, promoting terrorism and bribery and corruption
- Promoting terrorism
- Money laundering
- Bribery and Corruption
- Human Trafficking



WHICH AREAS WILL WE NOT EXPEND OUR RESOURCES ON

- Political activities
- Religious activities

OUR BOUNDARIES

WE WILL NOT VENTURE INTO THESE AREAS

1

Exploitative Labour Issues

2

Money Laundering

3

Bribery & Corruption

4

Human Trafficking

5

Promoting Terrorism

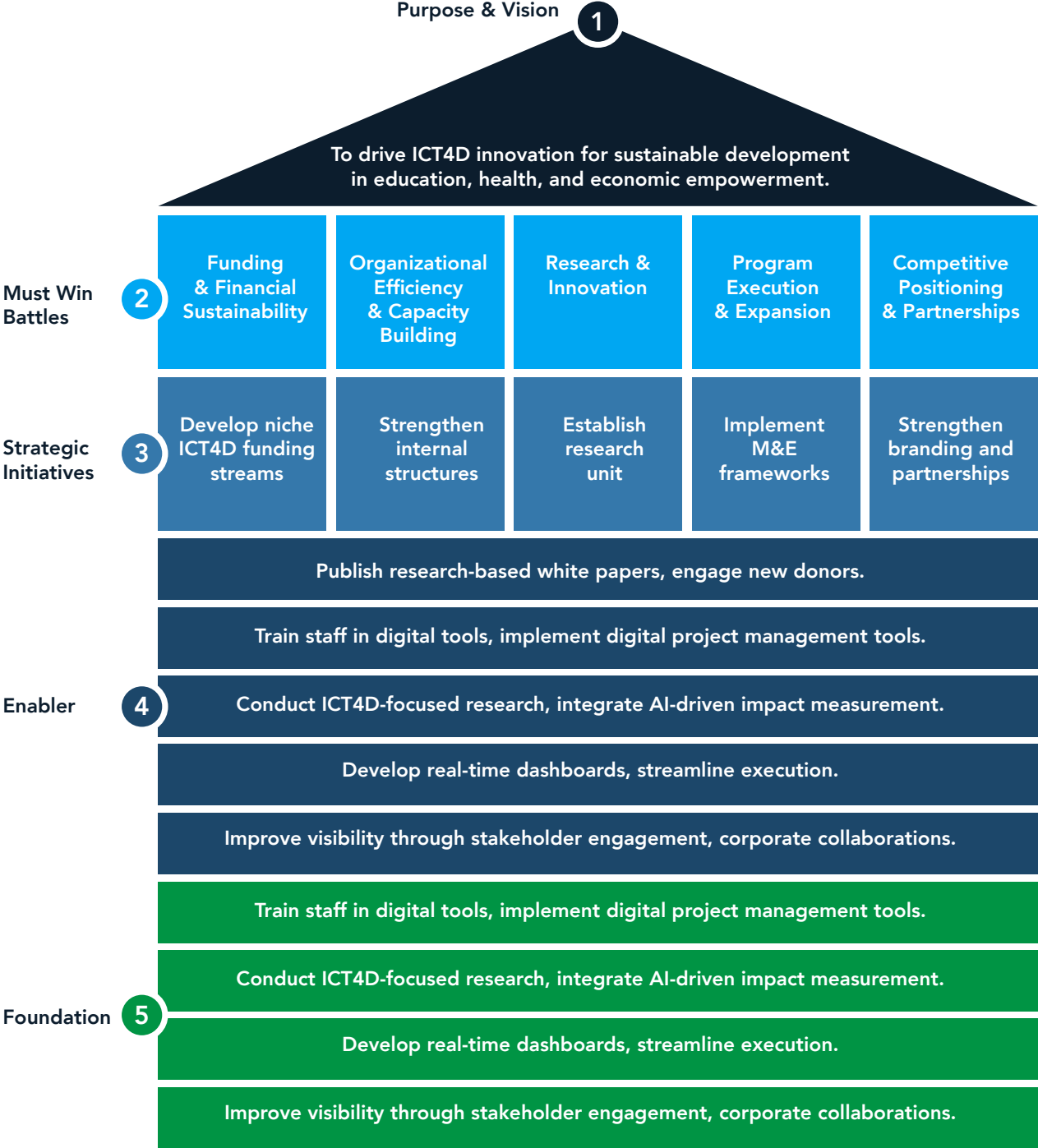
KEY FINDINGS & STRATEGIC IMPLICATIONS

Key Areas	Findings	Strategic Implications	Strategic Actions
Funding & Financial Sustainability	Over-reliance on traditional donor funding.	Leads to uncertain program continuity. Impact is not sustainable.	Diversify funding sources, including private sector CSR partnerships and income-generating activities (research and release of white papers that will drive national, regional and even global level engagements on topics in impact areas).
	Conflicting donor priorities	Forces the organization to shift focus, weakening long-term impact.	Develop funding models that align with Savana Signatures' long-term vision
	Limited access to diversified funding sources.	Creates implementation gaps	Explore alternative revenue streams such as corporate sponsorships for interventions that fall within the corporate entities' CSR models. Develop self-sustaining programmes models to prevent implementation gaps.
Strategic Misalignment & Operational Inefficiencies	Projects not fully aligned with the strategic plan.	Leads to fragmentation of efforts. Strains organisational resources – human, financial, material – causing less than desired outcomes	Ensure that all initiatives align with long-term organizational objectives.
	Short-term focus on donor-driven projects instead of a long-term vision for impact.	Inconsistency in project implementation	Organizational restructuring to prioritize sustainability over short-term project funding.

Key Areas	Findings	Strategic Implications	Strategic Actions
Research & Data Limitations	Limited research capabilities	Limits the ability to secure data-driven funding.	Establish a dedicated research unit to improve funding opportunities and programmes design.
	Limited real-time data tracking	Hinders programme monitoring and evaluation.	Integrate AI and big data for evidence-based decision-making and impact measurement.
	Lack of evidence-based advocacy.	Reduces the ability to influence policy and funding decisions	Strengthen advocacy efforts through data-driven reports and policy recommendations.
Competition & Positioning Challenges	INGOs compete directly with local NGOs for funding and program implementation.	Crowds the funding space for impact organisations and reduces access to funds.	Differentiate Savana Signatures through ICT4D expertise and research-driven initiatives.
	Private, government, and quasi-governmental entities engaging directly in community work.	Creates an impression of multiple efforts in same impact areas. Negative leftovers spill over to the reputation of impact organisations such as Savana Signatures	Establish strategic partnerships and advocacy to secure long-term funding.
	Limited engagement with the private sector on CSR opportunities.	Unable to coordinate and aggregate resources to increase the impact in project communities.	Strengthen corporate partnerships and improve visibility among private funders.
Technology & Innovation Gaps	Underutilization of ICT4D innovations across programme areas.	Causing a shift in the label and DNA of Savana Signatures	Expand digital tools and AI-based solutions for more effective program execution.
	Limited investment in AI-driven data tracking and impact measurement.	Leaving reporting and evaluation of impact work to conventional non-data driven measurements	Develop robust AI-based M&E systems to improve real-time decision-making.
	Need for ICT-driven, research-based programming.	Driving Savana Signatures further from the core of its mission.	Position Savana Signatures as a thought leader in ICT4D through research-driven advocacy.

Key Areas	Findings	Strategic Implications	Strategic Actions
People & Capacity Gaps	Inadequate specialized human capacity to drive ICT4D-focused strategies.	Leaves a vacuum in execution of planned and envisioned programmes.	Recruitment of skilled professionals with expertise in digital innovation and impact assessment.
	Limited in-house expertise for developing technology-based interventions.	Reduces the potency of the proposals attracting the right partnership attention.	Staff training and capacity-building programs required
	Need for a cultural shift towards technology-driven execution of programs.	To aid the journey towards reaching a full ICT4D organisation	Encourage a digital-first approach in all strategic initiatives.

STRATEGY HOUSE FRAMEWORK



- KEY:**
- 1 Purpose & Vision
 - 2 Must Win Battles
 - 3 Strategic Initiatives
 - 4 Enabler
 - 5 Foundation

SUGGESTED SOLUTIONS PER CATEGORY OF PILLARS

Pillar	Strategic Initiative	Key Actions
Funding & Financial Sustainability	Develop niche expertise in ICT4D funding streams.	Research funding opportunities Publish white papers Engage new donors.
	Strengthen donor relationships.	Provide technology-driven solutions aligned with donor priorities.
	Become a host organization.	Partner with organizations seeking local implementation presence.
	Partially self-fund programmes.	Reduce dependency on external donors and mitigate program interruptions.
Organizational Efficiency & Capacity Building	Improve internal communication and collaboration.	Implement structured reporting and planning frameworks.
	Train staff in digital tools and performance-based management.	Conduct regular training and workshops.
	Strengthen leadership accountability.	Align daily operations with long-term goals.
	Develop an agile project management approach.	Ensure flexibility while maintaining strategic alignment.
Research & Innovation	Establish a dedicated research unit.	Conduct impact-based programme planning and research.
		Conduct ICT4D-focused research, integrate AI-driven impact measurement.
	Leverage AI and big data.	Implement real-time programme tracking and decision-making.
	Strengthen ICT4D solutions.	Form partnerships with technology providers and academic institutions.
Programme Execution & Expansion	Develop a clear roadmap.	Align project execution with strategic objectives.
	Implement robust M&E frameworks.	Develop real-time dashboards, streamline execution.
	Streamline project planning.	Minimize delays and maximize effectiveness.

Pillar	Strategic Initiative	Key Actions
Competitive Positioning & Partnerships	Strengthen brand visibility.	Engage in advocacy and stakeholder engagement as an ICT4D leader. Improve visibility through stakeholder engagement, corporate collaborations.
	Leverage board and stakeholder relationships.	Enhance corporate partnerships.
	Position Savana Signatures as an implementation partner.	Collaborate with local and international organizations.
People & Capacity Development	Restructure recruitment efforts.	Attract professionals with ICT4D expertise.
	Implement continuous learning programmes.	Upskill employees in digital innovation skills.
	Develop a culture of research-driven decision-making.	Strengthen impact-based project planning.
	Create leadership training initiatives.	Build a technologically competent workforce.

BREAKDOWN OF ACTIONS

1

FUNDING & FINANCIAL SUSTAINABILITY

- Develop niche expertise in ICT4D to attract funding in education, health, and climate adaptation.
- Publish research-based white papers to position Savana Signatures as an ICT4D thought leader.
- Strengthen donor relationships by providing technology-driven solutions aligned with donor priorities.
- Become a host organization for partners seeking local implementation presence.
- Partly self-fund programs to reduce dependency on external donors and mitigate program interruptions.
- Establish multiple funding pipelines to allow flexibility when donor interests shift.



2

ORGANIZATIONAL EFFICIENCY & CAPACITY BUILDING

- Improve internal communication and collaboration through structured reporting and planning frameworks.
- Train staff in digital tools and performance-based management to enhance project execution.
- Strengthen leadership accountability mechanisms to align daily operations with long-term goals.
- Develop an agile project management approach that ensures flexibility while maintaining alignment with core objectives.



3

RESEARCH & INNOVATION

- Establish a dedicated research unit to drive impact-based program planning.
- Leverage AI and big data for real-time program tracking and decision-making.
- Strengthen ICT4D solutions through targeted partnerships with technology providers and academic institutions.
- Develop localized ICT4D interventions that address specific challenges in education, health, and economic empowerment.



4

PROGRAM EXECUTION & EXPANSION

- Develop a clear roadmap to align project execution with strategic objectives.
- Implement robust M&E frameworks to track project impact and efficiency.
- Streamline project planning to minimize delays and maximize effectiveness.
- Strengthen partnerships with communities to ensure local participation and sustainability.



5

COMPETITIVE POSITIONING & PARTNERSHIPS

- **Strengthen brand visibility** as an ICT4D leader through advocacy and stakeholder engagement.
- **Leverage board and stakeholder relationships** to enhance corporate partnerships.
- **Position Savana Signatures as an implementation partner** for both local and international organizations.
- **Develop thought leadership platforms** to engage funders, policymakers, and research institutions.



6

PEOPLE & CAPACITY DEVELOPMENT

- **Restructure recruitment efforts** to attract professionals with ICT4D expertise.
- **Implement continuous learning programs** to upskill current employees in digital innovation.
- **Develop a culture of research-driven decision-making** to strengthen impact-based project planning.
- **Create leadership training initiatives** to build a technologically competent workforce.



SUGGESTED ACTION PLAN

(KPIs, Resources & Budget Considerations)



CONCLUSION

Savana Signatures is transitioning from a donor-dependent model to a self-sustaining, research-driven, and technology-enabled organization. By implementing the strategic initiatives outlined, the organization will:

