



CARE as a Scaling Platform for Best-in-Class Social Innovations



There is a rising generation of social entrepreneurs addressing today's 'sticky' development challenges, from climate adaptation to food security. Yet, even the most promising solutions struggle to scale to the 'last mile' where they are most needed. Too often, women are excluded from the benefits of new innovations due to discriminatory gender norms.

CARE10x builds partnerships with best-in-class social enterprises to tackle global challenges at scale. By transforming CARE into a scaling network, we are catalyzing 'last mile' communities' ability to access, own, and benefit from the innovations they want and need.

Current partners

CARE10x launched our first pilot partnership with [MyAgro](#) in 2022. Since then, we've onboarded 10 new partners. **By 2030, we will double this portfolio and disseminate an evidence-based Playbook** for how development actors can identify, partner with, and scale proven solutions.



To learn more, contact:
Christabell.Makokha@care.org
Anita.Akella@care.org
Alexandra.Berryhill@care.org

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Our 2030 vision

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Social enterprises onboarded to scale faster, cheaper, and more inclusively in 3+ markets.

10k

Community leaders own best-in-class innovations and are empowered as entrepreneurs.

10M

Households at the 'last mile' benefit from innovations that increase their prosperity and resilience.

Who we target

CARE10x partners with social enterprises to meet the needs of **women and households at the "last mile" who are underserved by the market.** This includes graduates from CARE's Farmer Field and Business Schools (FFBS), members of Village Savings and Loans Associations (VSLAs), and other networks CARE has built over decades of programming.

CARE10x's target population is ready to invest in innovative tools to strengthen their and their communities' long-term resilience and prosperity.