

Lulu LAB

THE FUTURE IS IN **YOUR** HANDS

3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



10 REDUCED
INEQUALITIES



17 PARTNERSHIPS
FOR THE GOALS



Let's talk about taboos!

52 million girls in Sub-Saharan Africa

1 in 4 give birth before 18

1 in 10 drop out because of their periods

When girls do not get educated they most likely continue in the cycle of poverty.

We have made a game that has
already been tested

LuluLAB

EMBASSY OF DENMARK



MATERNITY
foundation



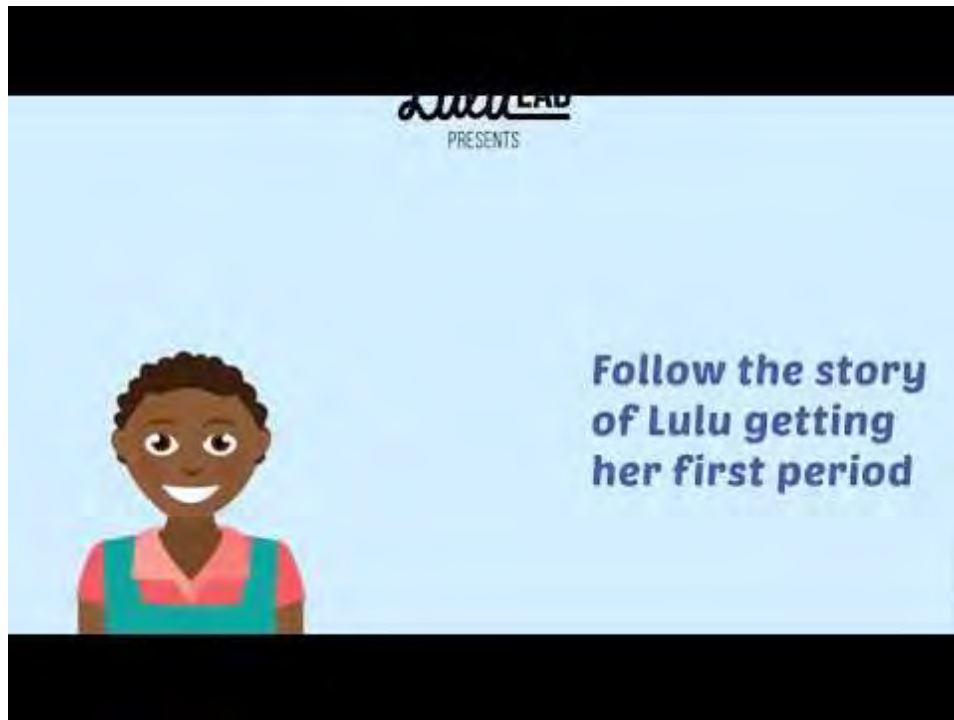
AFRICANA

Our first game: Lulu's Journey piloted in schools in Kenya

User feedback

WISER International's Executive Director Zack Fowler:

"(..) a few WISER girls found the program on the desktops in the computer lab and began playing on their own. (..) the girls saw Lulu's Journey as just another game loaded on the computer and found it interesting that a game had chosen to focus on the menstrual cycle, for example. I think this speaks well to the game's intuitive interface and also to the fact that it comes off as a computer game with an SRH lesson rather than an SRH lecture that has game components!"



From one to five game levels on Comprehensive Sexual Education in partnership with



Save the Children

**49 MILLION
CHILDREN
WORLDWIDE**

In Sierra Leone;
→ **38%** giving birth before the age of 18.
→ **Less than 20%** use contraceptives.



Project supported by
Grand Challenges Canada
Grands Défis Canada

**8+ MILLION
CHILDREN
IN UGANDA**

In Uganda;
→ **30%** give birth before the age of 18.



**52 MILLION
CHILDREN
WORLDWIDE**

Every year 12 million girls
between 15 and 19 become
mothers



**SOS CHILDREN'S
VILLAGES**
A loving home for every child

**CHILDREN
VILLAGES IN 135
COUNTRIES**

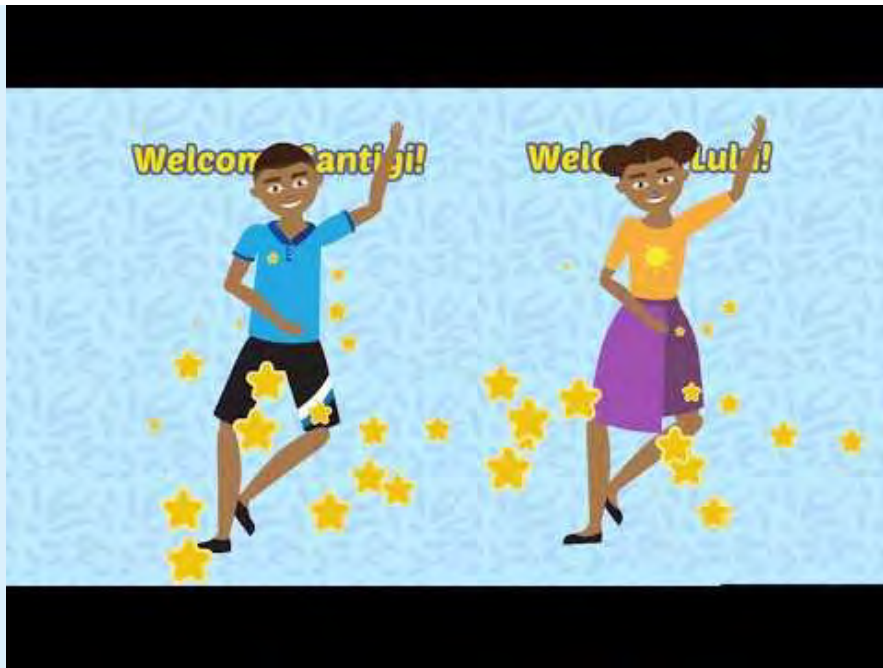
59 million children do not
attend school

Co-creation workshops ensures that Lulu Lab creates a safe learning environment that users can relate to, and that the educational games meets the needs and wants of our users



The Dilemma game itself is very respectful of local traditions, religions and policies and has been developed in close collaboration with religious leaders and stakeholders of Lulu Lab's target communities.

The Dilemma Game educates and engages users in learning about Comprehensive Sexual Education: A preventative and data-driven intervention that address the social, environmental, and behavioral determinants of health and wellbeing



The Dilemma game is based on relatable co-created dilemmas and learning flows with a gameplay that teaches users how decisions have consequences - and how one's decisions may affect oneself and one's education, friends or perhaps family.

We already have great results! The game data shows how the Dilemma game makes users reflect about their current decisions, and reconsider their future decisions - also when making them in similar situations **outside** the screen.

Our game changes the lives of our users



Engaging learning &
dialogue tool



Accessible online
and offline



Impact
measurement
tool

50.000+

Users of the
Dilemma Game

-  Lulu's Journey
-  Dilemma game
-  Organic downloads
-  Sawa Sawa

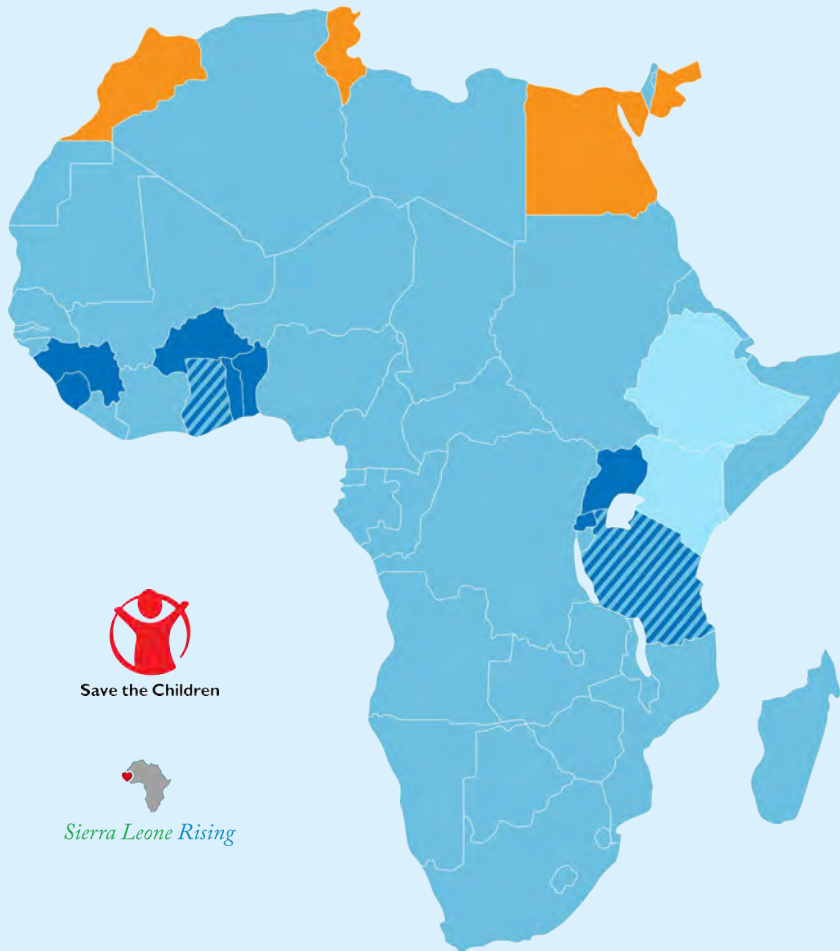
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Save the Children



Sierra Leone Rising



Impact case: Sierra Leone, 2024

The Dilemma game has contributed to

Reduce unwanted pregnancies and STIs spreading

Taught more adolescents about contraceptives and resulted in more adolescents using contraceptives

Fewer young people being sexually active at an early age

Fewer young people experiencing gender-based violence

Increased awareness and knowledge within SRHR



*Lulu*LAB

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www.lululab.org