



COMPANY PROFILE



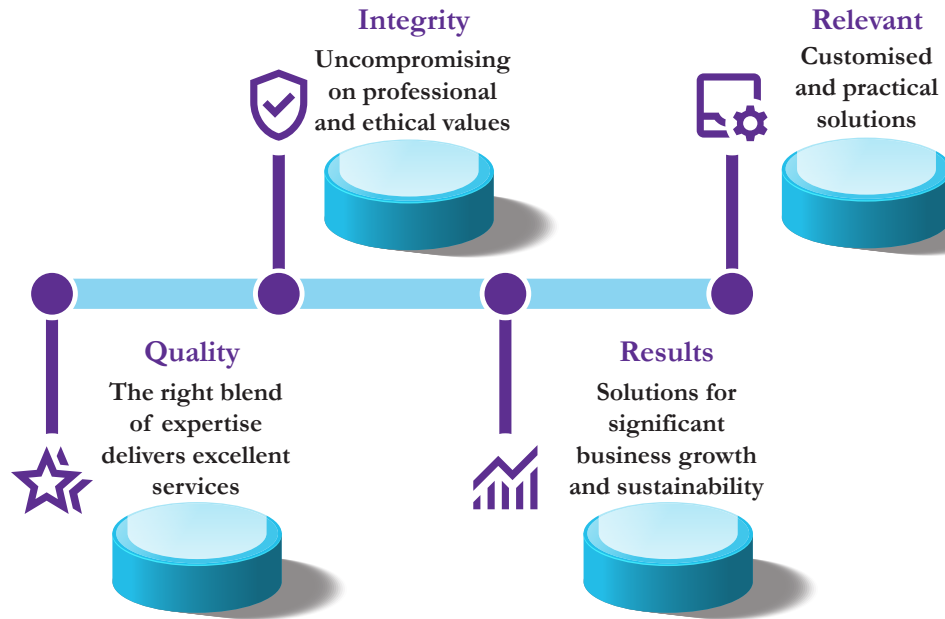
Pen Concepts Limited

ABOUT US

Pen Concepts Limited is a media and communications consulting firm that provides customised communications and project management solutions. In a dynamic, diverse corporate and development world, we understand the business of media, research and knowledge management, copywriting and copyediting, documentation, and content development. We do not simply communicate; we manage knowledge, supporting our clients to meet their strategic communications and development goals. Be it campaigns, impact or process evaluation, conferences and workshops, or day-to-day communication activities, with us, your communication needs are covered. We have delivered on small, large, and complex assignments since 2014.



CORE VALUES



OUR CAPACITY



We have a rich resource base of skilled and experienced writers; editors; media, knowledge management, communication, and affluent development experts. The Award-winning journalist, knowledge management and content development specialist Brian Mutebi leads the team of consultants comprising experts trained from the world's leading academic institutions, such as the London School of Hygiene & Tropical Medicine, Johns Hopkins University, the University of Georgia – United States, University of Suffolk – United Kingdom, and Makerere University. We combine academic and technical rigour and hands-on experience in delivering unparalleled knowledge management and communication solutions to ensure our clients flourish. We have over 30 years of combined work experience in Africa, Europe, Asia, and the United States.

LEADERSHIP



**BRIAN
MUTEBI**
*(STORYTELLER
AND CONTENT
SPECIALIST)*

Brian is the team leader at Pen Concepts. He is a knowledge management and content development consultant with 17 years of work experience in media, research and knowledge management, documentation, and content development. He has consulted for and enhanced the visibility and impact of leading international development organisations and UN agencies, including the World Health Organization, the International Labour Organization, the Geneva-based Partnership for Maternal Newborn and Child Health, the Aga Khan Foundation, Plan International, Women's International Peace Centre, ACFODE, and Knowledge SUCCESS at the Johns Hopkins Center for Communication Programs.

Brian has contributed to several national and international youth and women's rights processes. He is a member of the Gender and Rights Advisory Panel (GAP) of the UNDP-UNFPA-UNICEF-WHO-World Bank Special Programme of Research, Development and Research Training in Human Reproduction (HRP). The GAP provides impartial and independent advice to the policy and research work of HRP. He founded the charity Education & Development Opportunity Uganda and is the architect of the Brian Mutebi Dream Scholarship Fund for girls at risk of child marriage, survivors of violence, and orphans. He is a Fellow at the AU-EU Youth Plug-In Initiative that developed the AU-EU Youth Agenda in 2017.

Brian has a Master of Arts in Gender Studies from Makerere University and an MSc Sexual and Reproductive Health Policy and Programming from the London School of Hygiene & Tropical Medicine. He trained in leadership, advocacy, and storytelling at Johns Hopkins University, and media, gender equality, women's rights and Sustainable Development Goals by Thomas Reuters Foundation, Copenhagen, Denmark. He has certificates in Media Relations for Civil Society Organizations from the African Centre for Media Excellence and Computer Applications from Makerere University. He graduated from the African Civic Engagement Academy at the University of Georgia, United States.



**GODFREY
MWANJE**
*(GRAPHIC DESIGN
AND BRANDING
SPECIALIST)*

Godfrey is a Design and Branding Specialist in graphic art, design and brand promotion. He has a Bachelor of Industrial and Fine Arts from Makerere University and graduated with a Master of Business Administration (MBA) from the University of Suffolk, United Kingdom.

Godfrey has delivered exquisite branding solutions for emerging and large and well-established brands, such as Medical Access Limited, Uganda's leading medical procurement and supply chain management agency, Larfage Holcim Group, UNICEF Uganda Country Office, UNDP, The Netherlands Embassy in Uganda, The Irish Embassy, United Healthcare Distributors (UHD) Ltd., Edes Associates, UNDP ETHIOPIA / ADDIS ABABA CITY ADMINISTRATION – Sheger Project; Ministry of Finance, Federal Democratic Republic of Ethiopia – eGP branding; Ministry of Finance, Kingdom of Lesotho - Public Procurement Policy and Advice Division branding; Procurement Tribunal of the Kingdom of Lesotho, Johns Hopkins Bloomberg School of Public Health, the Agha Khan Development Network (AGENCI project) among others.

Godfrey is a coach and mentor. He has trained and coached various design and branding personnel and students under structured internship programmes, which has enhanced their design and branding practical capabilities. He is a hands-on manager, a team player, highly quality-conscious with a keen eye for detail, and always puts the interests of his clients first. Godfrey has 18 years of work experience in graphic design and branding.

OUR SERVICES

Writing and Editing

We leverage the power of storytelling and journalistic writing prowess with succinct editing and attention to detail to deliver to our clients unconventional knowledge products. Reports, policy briefs, profiles, case studies, stories of change, website and social media content, articles, and blogs? *Say it, We'll Write it!* Our mystical use of the pen enables you to meet your cherished goals. We have no synonyms for excellence.



Track record

Independent contractors for the Partnership for Maternal Newborn and Child Health ([PMNCH](#)) hosted by the World Health Organization in Geneva since 2022: Research, write/edit policy briefs, reports, Calls to Action, press releases, newsletters, articles, and blogs on maternal and reproductive health.

Writing and editing consultants for [Knowledge SUCCESS](#) at the Johns Hopkins Center for Communication Programs since 2020: Research, write/edit articles and blogs on USAID-funded family planning and reproductive health projects in the U.S., Africa, and Asia.

Uganda country coordinators and writers for the “East African Big Men” Project that examined masculinity and its effects on gender and women empowerment in East Africa.

Content Development

We are specialists in developing knowledge and advocacy products, including but not limited to reports, policy briefs, profiles, stories of change, website and social media content, articles, and blogs in health, education, gender equality and women's rights, governance and social justice fields.



Track record

Developed the consolidated report of the World Health Organization's flagship adolescent health program (2017-2021) in Africa.

Wrote the consolidated report of four research project reports on the Assessment of Life Skills and Values in East Africa (ALiVE) conducted by the Regional Education Learning Initiative.

Content development (since 2013) for Arise Magazine, Uganda's leading women's development magazine published by pioneering women's rights and empowerment advocacy organisation ACFODE.

Developing content for planning and managing advocacy events, writing reports, developing and managing the website and social media channels for CivSource Africa.

Wrote the 2020/2021 consolidated report of the Women's Situation Room (WSR) Uganda. The WSR is a women-led early warning and peace response mechanism in Africa, recognised as a best practice by the African Union and UN Security Council.

Wrote Success Africa VI, a publication of stories of change of the International Labour Organization's work in advancing social justice and decent work in the African region.

Developed story narrative, messages, products, and communication channels for the Adolescent Girls Education in Crisis (AGENCI) Gender Equality Campaign of the Aga Khan Foundation, tackling gendered barriers to girls' education in West Nile.

Research and Documentation

We are experts in conducting gender-responsive qualitative research, process and impact evaluation of humanitarian and development programmes. Our exquisite understanding of project design, management, and evaluation methodologies and practices enhances our work.



Track record

UNESCO-Africa Freedom of Information Centre study on the gendered dimensions of journalists' safety in Kenya, Tanzania, and Uganda (2016-2021) based on UNESCO's Journalists' Safety Indicators.

Documentation of ACFODE's 30 years (1985-2015) of advancing gender equality and women empowerment in Uganda.

Documented 27 years of Plan International implementing gender equality, governance, and livelihood programs in Tororo district, Eastern Uganda.

Documentation of the impact and lessons learned from the USAID-funded activities on the COVID-19 vaccination integration into routine immunisation in Africa and Asia.

Wrote Stories Change for the HIV/AIDS service projects in Kampala for the Uganda Empowerment Mission.

Research and documentation of the Women's International Peace Centre's "20 Years of the UN Resolution 1325: Tracing 20 Years of Feminist Peace in Uganda and South Sudan".

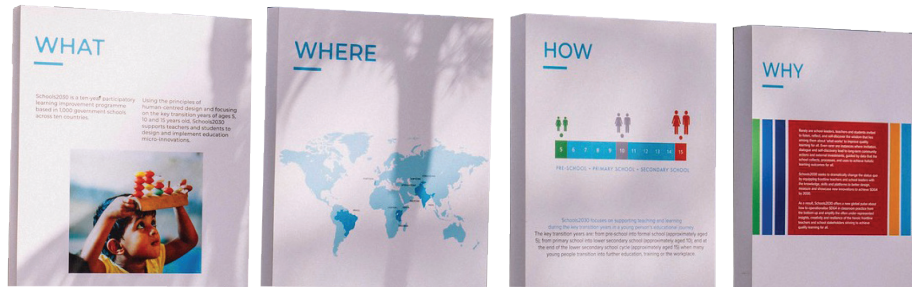
Wrote stories of change to evaluate the Right Here Right Now Program, a 5-year SRHR global program commissioned by Rutgers, implemented in 10 low- and middle-income countries in Africa, Asia, and Latin America.

BRAC USA-Education Above All Digital School Project COVID-19 pandemic response feasibility study on technology-enabled basic literacy education, vocational, and life skills training for adolescent girls in Rhino refugee camp.

Research and documentation of the Access Service and Knowledge (ASK) Project of Reproductive Health Uganda, one of Uganda's largest reproductive health NGOs.

Media and Communication Training

We facilitate documentation, media, and storytelling workshops, including developing data collection and community feedback tools, assessment, and reporting, supporting our clients in enhancing their visibility and impact.



Track record

Facilitated documentation and storytelling workshops for various development agencies, including the USAID Uganda Mission, the Hunger Project, the Nutrition Society of Uganda, and the Right2Grow Uganda Consortium, comprising 18 civil society organisations.

Conferences and Workshops

From planning to executing major national and global events, we are your trusted knowledge management partner. We will design pre-conference activities, during and onsite activities, including launch, media and knowledge management events, facilitate training and rapporteur sessions, and provide post-conference activities, including evaluation.



Track record

Developed content for the [Schools2030 Global Forum](#) in Tanzania in 2022, comprising 10 program countries in Africa, Europe, South America, and Asia.

Developed content for the [Global Adolescent Forum](#), the largest-ever global gathering on adolescent well-being in New York, in October 2023.

Strategic Communication and Projects Advisory

Communication is adverse, and so are our clients' needs. At Pen Concepts, we pride ourselves in discussing with our clients to understand their projects, media, knowledge management, and communication needs and applying the right blend of expertise to provide relevant, customised, cutting-edge solutions. We combine academic and technical rigour and experience to develop practical solutions, enabling our clients to excel and flourish in their businesses.



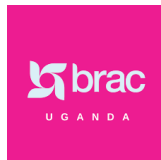
Branding and Printing

We design and print your knowledge and communication products to complete your communication process. Printing is important to us because we seek to take responsibility for protecting and preserving your brand. Because your brand is your identity, we will conceptualise and nurture it, giving it an edge in a highly competitive world and projecting it to the peak. With market knowledge and branding expertise, we build companies and organisations that stand for something – brands with meaning and a philosophy that goes beyond a beautiful logo. We look deeper to find why a company exists, giving it a foundation to grow, be relevant, and add value.



OUR CLIENTS

Our commitment to excellence and delivering unparalleled communications and knowledge management solutions has earned us loyalty and continued business from many clients. Our clients include business executives, cooperate and development organisations, and UN agencies.



Get In Touch

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