



BLUE GLOBE
INNOVATION CONSULTANTS

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Afri-Plastics Challenge



THE CHALLENGE

The Afri-Plastics Challenge is a prize funded by the Government of Canada as an element of the \$100-million Marine Litter Mitigation Fund. The Challenge aims to reduce marine plastic pollution in Sub-Saharan African countries by developing and scaling innovative solutions to plastic mismanagement. Utilising its Solver Scouting™ strategy, Blue Globe provided support for a large-scale challenge with three strands; rewarding the best solutions to addressing marine plastic litter in a way that promotes gender equality and empowerment of women and girls.

BLUE GLOBE'S APPROACH & STRATEGY

Working in close partnership in the delivery of the Afri-Plastics Challenge for Challenge Works (formerly Nesta Challenges), Blue Globe provided its services in two aspects; firstly as entrant liaison support to attract participants for the challenge, and secondly, as non-financial support to provide capacity building to participants of the Challenge.

Entrant Liaison - Participants Outreach through Solver Scouting™

Blue Globe sought participants through its Solver Scouting™ services. Given each strand's different nature and goals, each was treated and launched as a separate initiative. Each strand had different target participants, and therefore the outreach strategy was uniquely developed for each aspect. The Solver Scouting strategy combined online and offline efforts. This was achieved by identifying the most relevant profiles within the online ecosystem in target countries; focusing on targeting a mix of the most relevant companies and individuals with an online presence. In addition to this, the Solver Scouting™ efforts involved a social based strategy to detect African locales that are unlikely to be encountered on formal platforms through traditional marketing pushes. This strategy was executed both in English and French.

Market Cluster Non-Financial Support

Once participants were selected through the support of the Solver Scouting™ strategy, Blue Globe designed, coordinated, and delivered capacity building support for a total of 85 semi-finalists and 40 finalists organisations with a focus on building market related capabilities. This included the delivery of over 30 modules tailored to participants related to finance, business model, strategic planning, go-to-market strategy, types of funding,

investment readiness, resilience, organisational structure, human resources, and partnerships among others. In addition to this, Blue Globe provided support for a tailored mentorship programme based on the assessment of innovators. Blue Globe worked in partnership with local networks which served as a source of experts and mentors, while further cooperating with other delivery partners and Challenge Works to make sure the package support added the most value to the entrepreneurs.

OVERALL RESULTS

As an overall result of Blue Globe's Solver Scouting™ services, more than a thousand applications were received. One significant aspect of this process involved the localisation of our outreach channels using local scouts. As representatives of Blue Globe, these scouts were utilised as mediators who were regularly in direct contact with potential participants because of their close proximity. This factor of localisation allowed Blue Globe to reach a closer and more direct level of contact with relevant participants across the world.