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FROM THE AMERICAN PEOPLE



Information session about the Mombasa Plastics Prize with Mombasa youth. Photo credit: Swahilipot

KENYA

MOMBASA PLASTICS PRIZE

Our Mombasa Plastics Prize aims to encourage innovation and awareness among aspiring entrepreneurs and leaders in Mombasa County by inspiring the development of solutions that tackle ocean plastic waste mismanagement within informal settlements. With high rates of plastic pollution, the Kenyan coast is a place where innovation can be particularly impactful.

Mombasa generates approximately 120 tonnes of plastic waste every day, only five percent of which is recycled. A significant proportion of this waste is leaking into the ocean. The program invites young adults (ages 18-25) living in Mombasa County to help tackle this problem. The prize, funded by USAID and the Government of Canada, is being managed by Challenge Works in close collaboration with a range of organizations working across the innovation ecosystem in Mombasa County.

OUR WORK

The prize, which runs from September 2022 to May 2023, invites ambitious and creative aspiring entrepreneurs to help tackle the challenge of plastic waste mismanagement. The program includes four phases:

SUBMISSIONS & OUTREACH

Submissions were open between September 20th and November 8th, during which time extensive outreach activities took place across Mombasa. This included online activities, such as social media posts and radio features.

This also included offline activities, including information sessions across Mombasa's informal settlements, in partnership with local youth groups.

ASSESSMENT AND JUDGING

The submissions will be evaluated by a team of assessors and an expert judging panel, in order to select 60 finalists. The submissions will be judged against set criteria, including evidence of creativity and innovation, a clear interest in tackling plastic waste and a strong commitment to the program.

FINALIST ACTIVITIES

Between January and May 2023, these finalists will be invited to form teams, to develop their ideas and build their prototypes. To support them, the finalist teams will receive expert coaching and training during two in-person hack events in January and March 2023. This will include a wide range of interactive training sessions, including ideation sessions, business planning and prototype development guidance. All teams will also be awarded seed funding to help test and develop their ideas.

AWARDS & PRIZES

In May 2023, the top three teams will receive cash prizes worth a total of \$60,000 USD, with the winning team taking home \$30,000. These cash prizes will enable teams to take their ideas to the next level, and turn them into reality.

BUDGET: USD \$486,000

DURATION: 2022-2023

ACTIVITY LOCATIONS

Mombasa

IMPLEMENTING PARTNER

Challenge Works

KEY PARTNERS

Blue Globe Innovation

Swahilipot Hub

Proportion

Brandspark PR

MISSION CONTACT

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