



# Mombasa Plastics Prize

## Turning Tides

Driving Innovation Through  
the Mombasa Plastics Prize  
and Incubator



The Mombasa Plastics Prize  
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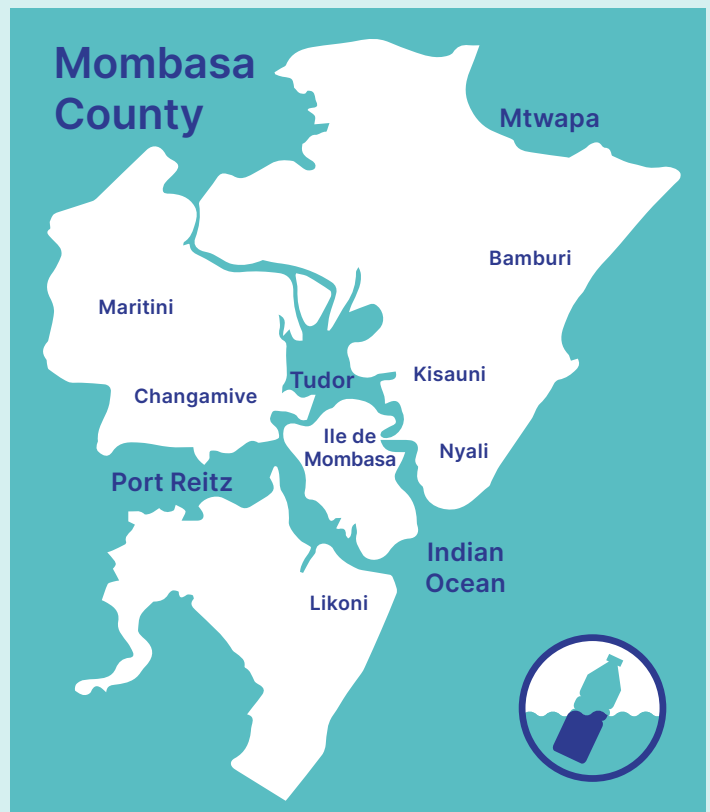
# Executive Summary

**Over the past two years, the Mombasa Plastics Prize and Incubator program has sought to put the young people of Mombasa County, a coastal region home to Kenya's second-largest city, at the heart of tackling the stubborn problem of marine plastic waste.**

Almost 60 young innovators began their Mombasa Plastics Prize journey in January 2023, after a competitive assessment process. Over the next 5 months, 14 teams worked to develop innovative solutions to tackle marine plastics waste. By May 2023, these ideas had become prototypes, and the three best ideas shared a prize pot of KSh 7.2 million (approx. \$56,000). Between October 2023 and May 2024, the Mombasa Plastics Prize Incubator program supported the top nine teams from the initial phase to transform their prototypes into viable and sustainable enterprises through both funding and training.

This program has surpassed all of its original goals, ambitious though they were. The innovators diverted 27.5 tonnes of plastic from the environment and formally registered nine new enterprises. It is perhaps unsurprising that the program has attracted attention from across the world, including **US Ambassador to Kenya, Margaret Whitman, USAID Chief Climate Officer, Gillian Caldwell, USAID Administrator Samantha Power, King Charles III of the United Kingdom and Kenya's First Daughter, Ms Charlene Ruto.**

It is encouraging to see this program act as a catalyst for further locally-led development in Mombasa, with the Mombasa County Government spearheading plans for a follow-on program also focussed on plastic waste (find out more about their solutions in the 'What's Next?' section of this report, p.24).



*"The ocean is our heritage. It's what keeps the city running - the entire economy revolves around it. It's essential we not only reduce plastics, but also create value for the people involved in this kind of work."*

Basil Angaga, Mombasa's County Government Chief Sustainability Officer



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# 1. Our Journey

## The Problem

Plastic waste pollution is having catastrophic impacts, both to the environment and human health, across the world.<sup>1</sup> The marine plastic waste issue is caused by multiple challenges within the plastics value chain: from the moment a manufacturer decides to create a single-use plastic product;

to when this is blown into the ocean after being disposed of incorrectly.

These issues are prevalent in Mombasa County, especially in its informal settlements, which are particularly affected by plastic waste pollution due to a lack of formal waste management services.

**In 2022, when the program began, there were some persistent issues facing Mombasa County in terms of plastic waste:**



Yet Mombasa also presented an opportunity. As a county, Mombasa continues to be committed to tackling the problem of marine plastic waste, with the Mombasa County Government driving forward

change. Mombasa is also home to a youthful population with entrepreneurial potential, high rates of urban migration and a growing innovation ecosystem.

1. Beaumont, N. et al. Global ecological, social and economic impacts of marine plastic (2019).

2. Mombasa County Government (2022).

3. Kenya Plastics Pact, Roadmap to 2030 (2022).

4. Mombasa County Government (2022).

5. Mombasa County Government (2022).

6. UN-Habitat, Waste Wise Cities Tool (2021).

## Intended Impact



**The Mombasa Plastics Prize**, funded by USAID and Global Affairs Canada, aimed to encourage innovation and awareness of the plastic waste problem among youth innovators in Mombasa County, by inspiring the development of solutions that tackle the issue of marine plastic waste mismanagement, especially within informal settlements.

The Mombasa Plastics Prize built on the work of the **Afri-Plastics Challenge**, funded by Global Affairs Canada, which aimed to reduce marine plastics in sub-Saharan African countries by developing and scaling innovative solutions to plastic mismanagement.

*“The transformative outcomes we are witnessing today are a testament to the hard work and innovation of the youth in Mombasa. Their commitment to green entrepreneurship alleviates unemployment and is a big leap toward shaping a sustainable future. The Mombasa County is looking forward to building on the legacy of the Mombasa Plastics Prize through supporting future related initiatives.”*

Deputy Governor H.E. Francis Foleni Thoya



# Our Theory of Change

## Immediate Outcomes

1. Drive the development of innovations and sustainable start-ups in Mombasa County, Kenya.
2. Facilitate networking and partnership development to support the market success of the innovations.
3. Support the skills development of young people to develop solutions to address marine plastic waste in informal settlements, with a particular focus on young people based in informal settlements, and young women.
4. Promote innovative solutions, the importance of addressing plastic waste pollution in informal settlements, and the innovators.

## Ultimate Outcome

Reduce the amount of municipal plastic waste (metric tons) from the environment in Mombasa County, Kenya, with a particular focus on informal settlements.



# Intended Impact

The Mombasa Plastics Prize and Incubator aimed to bring a positive impact to the following key stakeholders:

## Direct Participants

Communities	Reach
<b>Young innovators</b>	57 young people in Mombasa County (aged 18 to 25 years old), developed their solutions to tackle marine plastic waste. This included training, capacity building, and financial support.
<b>Mombasa innovation hubs and businesses</b>	The program facilitated partnership building with established Mombasa-based hubs, particularly those in the plastic waste ecosystem.

## Indirect Participants

Communities	Reach
<b>Mombasa residents</b>	All teams engaged with residents of Mombasa County to ensure their solutions were locally appropriate and would positively impact these communities. Additional jobs were created in the waste management sector through the program, both through publicity and the development of the innovations.

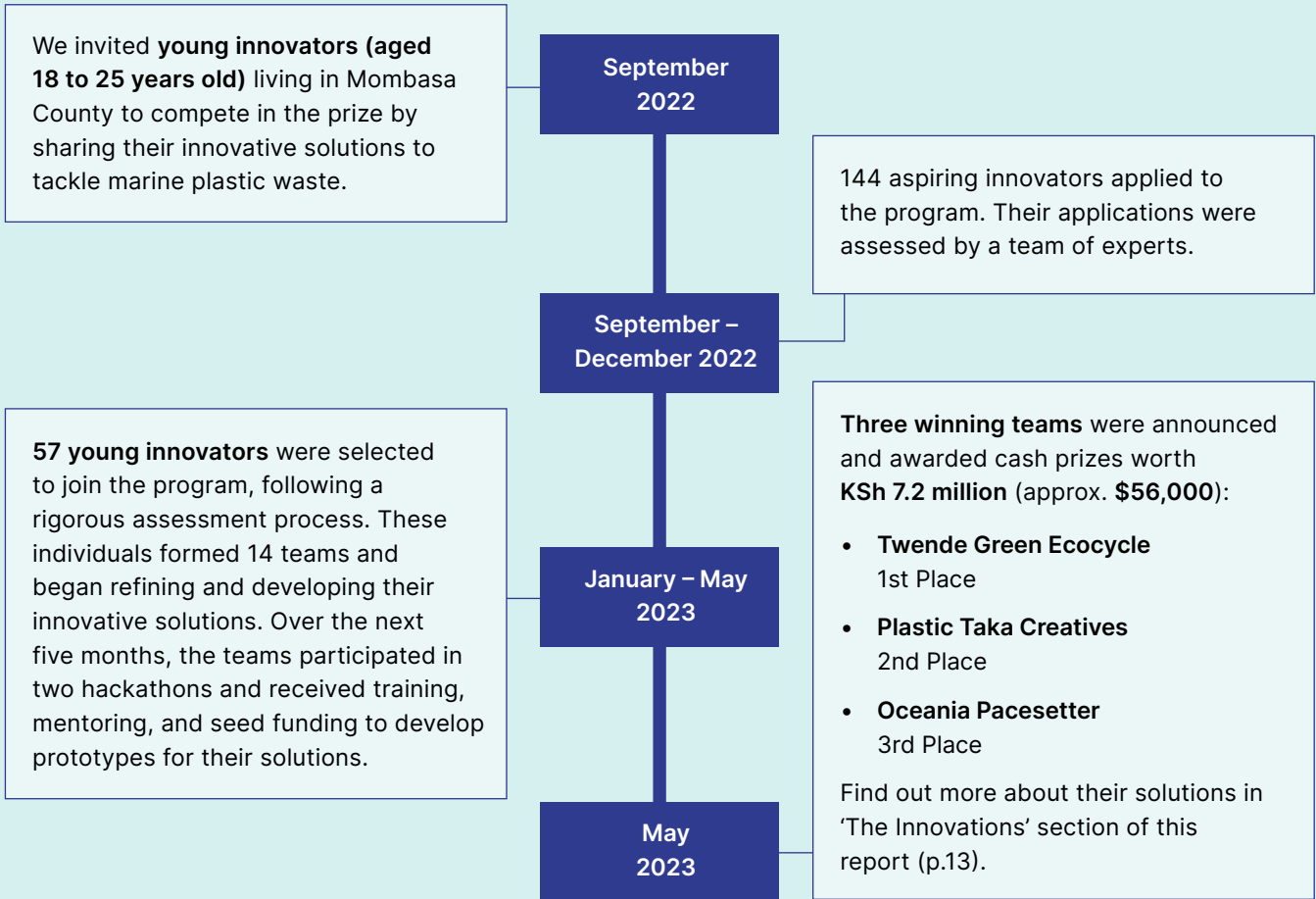
*“The Mombasa Plastics Prize has been life-changing in various aspects: 1. New knowledge and skills that helped me grow holistically 2. Collaboration and partnerships 3. Opportunity to be part of the solution to plastic waste pollution in Mombasa County.”*

Mombasa Plastics Prize innovator



# Our Timeline

## Mombasa Plastics Prize



## Mombasa Plastics Prize Incubator





# Financial Support

During the Mombasa Plastics Prize and Incubator, innovators received KSh 21.38 million of financial support. This included:

## 1. Prize funding

The three winning teams of the Mombasa Plastics Prize received funding worth KSh 7.2 million (approx. \$56,000) as follows:

- First prize: KSh 3.5 million
- Second prize: KSh 2.5 million
- Third prize: KSh 1.2 million

## 2. Monthly stipends

To enable participation (more details shared in the 'Our approach to inclusion' section, p.11), all innovators of the Mombasa Plastics Prize and Incubator received:

- Mombasa Plastics Prize: KSh 11,500 per innovator.
- Mombasa Plastics Prize Incubator: KSh 40,000 per enterprise.

## 3. Seed funding

Each team received seed funding to develop their solutions, including developing their prototypes, marketing the solution, and paying for materials and labor costs:

- Mombasa Plastics Prize: KSh 150,000 for each of the 14 teams.
- Mombasa Plastics Prize Incubator: KSh 1 million per team (with the exception of the three winners, who received prize funding), upon meeting key milestones.



# Training and Mentoring

The innovators also received training and mentoring to equip them with the skills, knowledge, and networks to develop their solutions. This included:



## Hackathons

During the Mombasa Plastics Prize, the teams participated in two hackathons lasting three to four days each, focused on team building, ideation and prototype development.



## Tailored Team Coaching

The prize included weekly coaching sessions to support the innovators with business challenges. Teams refined their enterprises and strove to meet their operational, business, and impact key performance indicators (KPIs).



## Group Training

Throughout the Mombasa Plastics Prize and Incubator, the innovator teams attended weekly training sessions, masterclasses, and workshops on a range of topics including solution development, leadership training, and business management.



## Field Trips

During the Mombasa Plastics Prize Incubator, the innovators visited three local plastic management sites to familiarize themselves with formalized plastic waste management.



## Events

The Mombasa Plastics Prize and Incubator organized several external-facing events, such as the Afri-Plastics Challenge Summit and Awards, the Business Matchmakers Forum, Zero Waste Fest, and The Green Jobs Summit. These events helped publicize the program, promoted awareness of the supported solutions, and provided networking opportunities between the innovators, government officials, private-sector investors, and other critical players in the local plastic waste management ecosystem.





# Our Approach to Inclusion

Throughout the Mombasa Plastics Prize and Incubator, inclusivity was at the heart of our design choices at every stage of the process. We wanted to ensure that at least half of our innovators were women, and the majority were residing in informal settlements. We also wanted to ensure that those from local income backgrounds were supported throughout the program.

**Outreach:** To reach these communities and drive as much awareness of the program as possible, we conducted an intensive outreach and marketing campaign. This included in-person events (including in informal settlements), radio announcements, Whatsapp messages, and tailored social media.

**Application process:** Innovators were invited to submit a short Google form since our research informed us that most of our potential applicants, including those residing in informal settlements, were familiar with this approach. We also found that most potential applicants were more comfortable speaking in English compared with writing. As a result, we opted for a video submission.

**Assessment criteria:** Our assessment criteria, which was shared transparently with all applicants, were focused more on the enthusiasm and potential of their idea, rather than an existing track record. Academic background, including whether an applicant had attended university, was not assessed.

**Financial support package:** All successful applicants were supported throughout the program financially via an M-PESA transfer. During the first phase, all innovators received KSh 11,500 each month. This was deemed sufficient to cover all transport costs and to cover lost income through their participation in the program. During the second phase, each enterprise received KSh 40,000.

**Training and mentoring:** The coaches worked with each team to understand their particular needs and ensure that the right accommodations were in place. The innovators were asked to share their availability, and the regular training sessions were scheduled on days that the majority of them could attend alongside their other commitments.

*“Awesome and life-changing experience!”*

Mombasa Plastics Prize innovator





## 2. The Innovations

*“[The Mombasa Plastics Prize Incubator] has been the best experience in terms of interaction and lessons that have facilitated me becoming an entrepreneur.”*

Mombasa Plastics Prize innovator

The following summarizes the creative solutions developed by the Mombasa Plastics Prize and Incubator teams. To read more about each enterprise, its impact, and plans for the future, and learn how you could support them, download the Enterprise Prospectus from the [Mombasa Plastics Prize website](#).

### Capapo Solutions Pioneering Stronger-Than-Concrete Green Building Solutions



#### The Enterprise

Capapo Solutions crafts sustainable, eco-conscious construction materials. By utilizing recycled plastic waste, they produce building solutions that are not only stronger than concrete, but also zero-maintenance, durable, and pest-resistant.

These innovative building products both follow global green building practices and offer affordable and durable alternatives for modern construction needs.

#### The Solution

Capapo Solution produces “Eco-poles”, i.e. durable plastic panels made of converted plastic waste. This versatile solution has the potential to supplant traditional construction materials and serve as the building blocks for sturdy temporary structures, including refugee camps and business stalls, as well as essential community facilities like public restrooms.



## Clean Tech Collectors

### Efficiency in Every Pick-Up



### The Enterprise

Clean Tech Collectors is developing a tech-driven approach to waste collection. Their mission is to make waste management more efficient, accessible, and user-friendly, harnessing technology to support community cleanliness and sustainability.

### The Solution

Clean Tech Collectors are designing an app to automate and enhance the efficiency of waste logistics, much like Uber does for transportation. They aim to generate sustainable revenue through a subscription-based model, product promotion, and sales via an e-commerce platform.



## Eco-Prints Generation

### High-Quality Eco Accessories for 3D Printers



### The Enterprise

Eco-Prints Generation advances 3D printing technology with their eco-friendly, high-quality filaments, under the tagline "3D printing the future". They ensure sustainability by partnering with waste collectors and recyclers to convert discarded plastics into premium, refined filaments for 3D printers.

### The Solution

Team Eco-Prints Generation is determined to fight plastic pollution with the use of the groundbreaking Poliformer. This high-fidelity prototype effectively transforms single-use plastic bottles into premium-quality 3D printing filaments, which are then used to create STEM models for schools in Mombasa's informal settlements. Beyond its environmental benefits in reducing marine plastic waste, this innovative technology empowers local communities by providing them with a sustainable income source.



## Furies Enterprise

### Enviro-Games for a Greener Tomorrow



### The Enterprise

Furies Enterprise is a women-led green business that designs entertaining and educational games targeting environmental issues, notably marine plastic waste pollution.

### The Solution

Furies Enterprise localizes complex environmental concepts, integrates captivating gameplay mechanics, and aligns its products with school curricula to ensure maximum impact and engagement among its target audience of children aged 8-12.



## Oceania Pacesetter

### From Waste to Wonder: An Art-Attack on Marine Plastics



### The Enterprise

Oceania Pacesetter transforms marine plastic waste into stunning artwork and functional items, demonstrating that environmental sustainability can be beautifully achieved. By converting discarded

plastics into decorative art pieces, they not only tackle pollution but also change perceptions about recycled materials.

### The Solution

Team Oceania Pacesetter is focused on fighting plastic pollution by creating simple devices that intercept plastic waste. With peddlers and an anchored net, they collect debris directly from the ocean. The collected plastics are then repurposed to create art installations, DIYs, and other creative projects.





## Plas-Tech

### Fanning the Flame of Sustainability



### The Enterprise

Plas-Tech is at the forefront of sustainable innovation in Mombasa, mitigating environmental pollution by converting plastic waste into clean cooking gas.

### The Solution

Plas-Tech developed a technology that generates a gas extracted from the burning of plastic waste to produce a clean and affordable energy solution for households and commercial clients. This innovative solution not only helps alleviate plastic pollution but also actively engages youth from informal settlements in Mombasa in the collection and processing of plastic waste.



## Plastic Taka Creatives

### Revolutionizing Recycling: Multi-Use Yarn and Buyback Systems Unleashed



### The Enterprise

Plastic Taka Creatives is a socially responsible and environmentally conscious enterprise bringing creative plastic solutions through incentivized buyback systems and eco-friendly recycled plastic yarns and baskets.

### The Solution

The enterprise works closely with waste collectors, households, and businesses to recycle their plastics conveniently. The baskets produced are fashionable, strong, and multi-purpose, suitable for daily usage and special occasions alike.



# Rafiki Peps

## Pioneering Zero Waste Cities, One Community at a Time



### The Enterprise

Rafiki Peps is dedicated to advancing zero-waste initiatives across Mombasa by providing comprehensive waste collection services, including plastics, organics, and non-recyclables. Specializing

in waste segregation at the source, they empower communities through extensive door-to-door awareness campaigns.

### The Solution

Rafiki Peps is on a mission to motivate communities in the Likoni Sub-county area and throughout Mombasa County to decrease the amount of plastic waste flowing into local bodies of water. As part of the initial phase of the Mombasa Plastics Prize, they introduced the 'Plastiki ni Gold' initiative. This involved gathering waste from households in informal settlements in Mombasa and conducting door-to-door awareness campaigns and community cleanup activities. The enterprise supplies residents with color-coded bin liners to facilitate efficient waste sorting and collection, conducted twice a week, with recyclables directed to proper facilities.



# Twende Green Ecocycle

## Shaping Sustainable Futures with Recycled Plastic



### The Enterprise

Twende Green Ecocycle is a social enterprise that uses advanced recycling technology to transform

discarded plastic waste into durable, high-quality furniture.

### The Solution

The flagship product is a high-quality eco-desk, designed to meet the needs of both students and teachers thanks to a range of customization options. The team has sold 10 desks to date, contributing to diverting 1,186 kg of plastic waste from the ocean. Currently, they are in partnership discussions with the Mombasa County Government and have attracted interest from 15 schools.





# 3. Our Impact

The Mombasa Plastics Prize and Incubator were an overwhelming success:

**27,535 kg**  
of marine plastic waste

was reduced, recycled, reused, refused, repurposed, and eliminated by the supported solutions.

**57** young innovators

in Mombasa (aged 18 to 25 years old) were supported to develop innovative solutions to plastic waste.

**51%** of innovators were women

**100%** of innovators

felt that the Mombasa Plastic Prize and Incubator added value to their solutions and that they gained new knowledge and insights.

**67%** of innovators

came from informal settlements in Mombasa.



**730+**  
hours

of training and coaching were delivered.

**At least 150 Mombasa Plastic Prize and Incubator stories**

were covered in the media.

*"[The Mombasa Plastics Prize Incubator] has been the best experience in terms of interaction and lessons that have facilitated me becoming an entrepreneur."*

Mombasa Plastics Prize innovator



During the Incubator phase, nine enterprises were formalized into legally registered businesses formally registered as businesses. Of these:



**77%** have a solution with a well-defined product-market fit.

**77%** have investment potential

**67%** were in the process of establishing partnerships at the end of the program.

**55%** started generating income by the end of the program.

**33%** secured investors by the end of the program, with a further 33% working towards short-term follow-ups with potential investors.

**100%** connected with other organizations/ individuals involved in the innovation and waste management ecosystems in Mombasa.

**89%** employed at least one full or part-time staff by the end of the program



# Impact on Our Innovators

*“Now that the program is over we feel the maturity that we need to handle the business independently going forward.”*

Mombasa Plastics Prize innovator



As a result of the Mombasa Plastics Prize, innovators have been able to achieve the following:

**Develop skills and enterprises that enable them** to have a positive impact on their communities and local environment.

**Advance their business skills** to develop solutions from ideation to working prototypes.

**Formalize their enterprises**, setting them up for long-term sustainability and success.

**Access commercial-grade equipment and machinery** for the development of their solutions.

**Expand their networks** in the community and partner with the Mombasa County plastic waste ecosystem to support the market success of their solution.

**Play an active role in promoting the importance of addressing plastic pollution** in informal settlements in Mombasa County.

**Confirm an investment deal**, or defer the offer of investment from investors until the enterprise is ready to accept the offer.

# Key Stakeholders and Endorsements

**The success of the Mombasa Plastics Prize and Incubator program has been recognised across Kenya and the world, including:**

An event with Principal Secretary for the State Department for Environment and Climate Change, Festus K. Ng'eno.

A meeting with King Charles III of the United Kingdom during his state visit to Kenya.

Events with the USAID Ambassador to Kenya, Meg Whitman, and Costa Rican Ambassador to Kenya, and Permanent Representative to UNEP & UN Habitat, Giovanna Valverde Stark.

Events with the Second Lady of Kenya, H.E. Pastor Dorcas Rigathi, and First Daughter, Charlene Ruto.

Recognition of achievement by USAID Administrator Samantha Power.

An event at Africa Climate Week, in coordination with the Africa Union.

Recognition of program impact and commitment to build on the momentum by Mombasa County Governor, H. E. Abdullswamad Sherrif Nassir.

*“Mombasa Plastics Prize is so admired by many of us at USAID and it is a real testament to the promise of open innovation when done and designed properly. Challenge Works did an exceptional job of overseeing really important details...This is one of the great examples of how open innovation, when done correctly, can lead to totally unexpected and tremendous outcomes.”*

Yoon-Chan Kim, Program Officer at USAID





*“Working together on the Mombasa Plastics Prize, the Challenge Works team designed and delivered a competition that seamlessly blended inclusivity, partnerships with government and industry, and development impact to stunning effect. For USAID, the polished, transparent, and proactive project management made every weekly meeting, every report, and every event a pleasure. More importantly, for competitors, participating in the prize and incubator was ‘life changing.’”*

Meredith Perry, Acting Exploratory Programs and Innovation Competitions (EPIC) Team Lead and Acting Innovation Co-Director at USAID



# 4. Our Reflections and Learnings

Throughout the Mombasa Plastics Prize and Incubator, we gathered feedback and reflections from participating innovators and program delivery partners via surveys, interviews, and retrospective workshops.

The following summarizes our key reflections.

- 1. Co-design the program with local delivery partners and innovators.** To achieve truly locally-led development, the program should begin with a process of research and co-design involving local participants and key stakeholders. This was key to the success of the Mombasa Plastics Prize. This ensures local relevance and maximizes the changes of long-term sustainability.
- 2. Be intentional about inclusion.** At the beginning of the program, the Mombasa Plastics Prize had a clear goal in mind: to attract as many entries from young adults with a particular focus on young people based in informal settlements, and young women. From this point onwards, we wanted to ensure the innovators had the necessary support in place to enable their active participation. We had to be intentional about our design choices at each stage of the program. More details are shared in the 'Our Approach to Inclusion' section on p.11.
- 3. Secure endorsement from key stakeholders at the beginning of the program.** The success of the Mombasa Plastics Prize and Incubator relied on endorsement from key stakeholders, including the Mombasa County Government. Getting this endorsement early on and as part of a public event was critical for the program's widespread recognition.
- 4. Establish a diverse delivery team with different strengths.** The collaboration and close partnerships formed amongst the delivery team - namely, Challenge Works, Proportion Global, Swahilipot Hub, Brand Spark PR, and Close the Gap - were central to the program's success. Each member of the consortium brought a different skill, be that prize design, community engagement, marketing, or innovator training, and was entrusted to take ownership of their specialist area.







5. **Allow sufficient time for solutions to develop and formalize businesses.** When working with inexperienced entrepreneurs who are developing brand new solutions in newly formed teams, it is important to allow time for the solution to be developed and tested, the team dynamics to settle, and the administration to be sorted, including legally registering an enterprise. For this reason, we expanded the program to include the Mombasa Plastics Prize Incubator, to give the teams more time to develop their solutions.
6. **Tie funding to targets, which have been co-created with the innovators.** By aligning funding with key performance indicators (KPIs), the innovators were held to account and delivered high-quality work. Involving them in the process of setting ambitious yet realistic targets established a sense of ownership and responsibility.
7. **The power of convening events and publicity should not be underestimated.** Social capital is key to opening doors, especially for new entrepreneurs. This can be gained by exposing innovators to high-profile figures, running well-attended events, and publicizing these.
8. **Don't forget the human side, especially when working with young people.** For many of our innovators, the funding received during the program was life-changing. For all the benefits this brings, this can also present challenges, such as pressure from family to share the prize winnings. Through a series of initiatives, including the introduction of mental wellbeing sessions, we were proactive about preparing our innovators for this change.
9. **Training should focus on social skills, as well as technical skills.** For early-stage enterprises, social skills, including leadership training and team building, are essential. Technical skills are important, but the foundations of a successful business relies on effective working relationships. The training program should reflect this, as ours did.
10. **Embed plans for long-term sustainability throughout the program.** Sustainability must be considered consciously from the very beginning, as we did. What is going to happen when the program ends? Who is key to the ongoing success and sustainability of the program? These are the questions that must be answered as early in the planning as possible.



# 5. What's Next?

## Mombasa Plastics Prize 2.0

The Mombasa County Governor, H. E Abdullswamad Sherrif Nassir, the Deputy Governor, Hon. Francis Thoya, and their team at the Mombasa County Government are making plans to lead the development of a follow-on program to build on the success of Mombasa Plastics Prize and Incubator program, to ensure the long-term sustainability of the program and build out the legacy of the current Mombasa Plastics Prize innovations.

The County Government is not only actively endorsing the program, but will also be committing staff time to help ensure its success.

The Mombasa Plastics Prize has brought together a talented team of Kenya-based delivery partners - Swahilipot Hub, Close the Gap Hub, Proportion Global, and Brand Spark PR - who are well-placed to continue to manage the program. We expect these organizations, and others within the Mombasa circular economy and entrepreneurship ecosystem, to work in close collaboration with the Mombasa County Government to support the legacy of the program.

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## Next Steps

The Mombasa County Government is exploring further funding options to support the program's ongoing sustainability and legacy. It is anticipated that the Mombasa Plastics Prize

2.0 will be led by the experienced consortium of organizations that were instrumental to the success of the first program.







## Get in Touch

Do you want to help to make the Mombasa Plastics Prize 2.0 a reality? Please contact:

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# 6. Our Funders and Delivery Team

The Mombasa Plastics Prize and Incubator were generously made possible by USAID and the US Department of Interior (DOI).



**USAID** is the world's premier international development agency and a catalytic actor driving development results. USAID's work advances U.S. national security and economic prosperity, demonstrates American generosity, and promotes a path to recipient self-reliance and resilience.

In 2020, the U.S. Government passed the Save Our Seas 2.0 Act – the most comprehensive legislation ever passed by Congress to address ocean plastic pollution. USAID thus launched its Save Our Seas

Initiative to combat ocean plastic pollution globally. The Mombasa Plastics Prize is one of the ways that USAID Kenya & East Africa is advancing the Agency's efforts to address ocean plastic pollution, and an example of the Agency's use of open innovation programming with technical assistance from USAID's Exploratory Programs and Innovation Competitions team. Learn more about **USAID's approach to reducing ocean plastics**, and the **Agency's approach to open innovation programs**.



**U.S. DEPARTMENT OF THE INTERIOR**  
INTERNATIONAL TECHNICAL ASSISTANCE PROGRAM

Since 1995, **DOI's International Technical Assistance Program** has provided technical assistance to more than 70 countries around the globe to develop

and implement projects on the ground in areas of Departmental expertise, particularly on protected area management and conservation.

The Mombasa Plastics Prize was also co-funded by Global Affairs Canada.



Global Affairs  
Canada

Affaires mondiales  
Canada

**Global Affairs Canada** works at the forefront of critical international efforts to protect the marine environment.

As part of this commitment, the Government of Canada has launched a project aimed at improved plastic management in Sub-Saharan

Africa, part of the Impact Canada Initiative, a Government of Canada-wide effort that accelerates innovative funding approaches.

Learn more about **Canada's international partnerships and initiatives toward reducing plastic pollution**.



The Mombasa Plastics Prize and Incubator were delivered collaboratively by an experienced team, who were instrumental to the success of the program:



The **Mombasa County Government** works to offer quality services to the residents of Mombasa County through effective representation, legislation, and oversight. Mombasa County Government is committed to tackling waste pollution through its mission to provide an effective and efficient system for a sustainable clean and green environment for the residents of Mombasa County. The County Government not only actively endorsed the Incubator program, but also provided in-kind support to help ensure its success. Learn more <https://web.mombasa.go.ke/>



**Challenge Works** is a global leader in the design and delivery of open innovation challenges that mobilize diverse, innovative thinkers to solve pressing problems and unlock change. Founded by Nesta, the UK's innovation foundation for social good, Challenge Works is a social enterprise that has delivered 93 challenges to date and distributed more than £258 million to winning innovators. Challenge Works led the consortium of partners delivering the Mombasa Plastics Prize and Incubator. Learn more at <https://challengeworks.org/>



**Brand Spark PR** is a strategy-driven public relations agency that is passionate about positioning Africa's brands to ensure they are seen, known, and heard. Brand Spark PR led the communications portfolio elevating the Mombasa Plastics Prize brand, and provided public relations, media, and event coordination capabilities across Kenya. Learn more at <https://www.brandspark.co.ke/>



**Proportion Global** is a leading international human-centered design agency that has over 11 years of experience in conducting design research in low-income communities with the purpose of innovating for social impact. The team, based in Mombasa and Nairobi, provided research capabilities and capacity, as well as leading training and coordination activities. Learn more at <https://proportion.global/>



**Close the Gap Kenya** is a social enterprise that aims to bridge the digital divide by offering high-quality, pre-owned computers collected from European and international companies to educational, medical, and social projects in developing and emerging countries. As part of the Mombasa Plastics Prize Incubator, they were responsible for the co-design and delivery of non-financial support, monitoring innovators' progress, and provision of venue & resources. <https://www.close-the-gap.org/kenya>




**Swahilipot Hub Foundation** is a non-profit organization that meaningfully engages and empowers youth (18 to 35 years) to enable them to unleash their full potential. Based in Mombasa, it is regulated by the NGO Coordination Board of Kenya. As part of the Mombasa Plastics Prize and Incubator, they led community outreach, field visits, access to machinery, networking opportunities & events, social media, and engagement with the Mombasa County Government. Learn more at <https://www.swahilipohub.co.ke/>



# Mombasa Plastics Prize

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