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*The Mombasa Plastics Prize Finalists at the Final Awards Event on 18 May 2023. Photo Credit: Challenge Works*

## KENYA

# MOMBASA PLASTICS PRIZE INCUBATOR

The initial phase of the Mombasa Plastics Prize (MPP), running from September 2022 to May 2023, sought 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.

The MPP Incubator builds on the success of this initial phase and aims to reduce marine plastics waste in Mombasa County by supporting the highest potential teams from the initial phase to progress their working prototypes into sustainable businesses. The incubator, funded by USAID, is being managed by Challenge Works in close collaboration with a range of businesses and hubs working across the innovation ecosystem in Mombasa County.

### OUR WORK

The incubator, which is running from October 2023 to March 2024, is providing up to nine teams capacity building training and financial support to help them set up formalized businesses that demonstrate the ability to significantly mitigate marine plastic waste pollution in Mombasa County's informal settlements. The program includes the following three components:

### SELECTION OF PARTICIPANTS

In September 2023, the 14 teams from the initial phase of MPP will be invited to apply to participate in the MPP Incubator. Each application will be assessed by a group of local experts who will select the highest potential teams to participate in the incubator.

## TRAINING AND SUPPORT

From October 2023 to March 2024, the selected teams will be provided with the skills, knowledge, and networks to develop their working prototypes into sustainable businesses.

The support and training package over the five-month period will include the following areas:

- **Develop solutions** - Teams will receive tailored product development support, branding training, and access to equipment resources.
- **Measuring impact** - Teams will receive support in co-creating their key-performance indicators (KPI) on measuring impact and quantifying their plastic waste management.
- **Setting up businesses** - Teams will receive support in setting up their operational, legal, and financial business structures.
- **Accessing markets** - Teams will receive business development training, access to networks, and partnership and investor pitching training.

## FINANCIAL SUPPORT

The MPP Incubator provides financial support to all participating teams - including both monthly stipends and milestone-based funding that will be disbursed upon completion of their KPIs.

**BUDGET:** USD \$486,000

### DURATION

2023-2024

### ACTIVITY LOCATIONS

Mombasa County, Kenya

### IMPLEMENTING PARTNER

Challenge Works

### KEY PARTNERS

- Proportion Global
- Swahilipot Hub
- Brandspark PR

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## RAISING AWARENESS OF OCEAN PLASTIC POLLUTION IN KENYA

In June 2022, Administrator Samantha Power announced the launch of USAID's Save Our Seas Initiative to tackle ocean plastic pollution in 14 key countries and regions. Under this initiative, USAID/Kenya is supporting the implementation of Kenya's plastic policies, awareness raising, and private sector partnerships. Through its engagement with youth entrepreneurs in Mombasa County, the government, and organizations within the plastic waste ecosystem, the MPP Incubator is raising awareness about the impact of ocean plastic pollution and supporting the development of sustainable businesses that can address the problem.