



prevent plastic waste from entering the marine environment in sub-Saharan Africa. While not limited by gender, the challenge encourages women and girls to participate by submitting their solutions.

Over 220 million tonnes of plastic are produced each year across the world and much of it ends up in oceans and other water bodies. In many African countries, approximately 12% of waste plastics are recycled and the rest are disposed of, burned or buried.

“The drive for home-grown innovation in Africa has led to a major rise in African entrepreneurs developing solutions that are effective and contextual to their environments. This in turn has attracted several global firms and tech hubs to the continent. We are looking for founders, innovators and entrepreneurs across sub-Saharan Africa with exciting concepts to alleviate the negative impacts of plastic pollution, to help protect marine environments,” said Constance Agyeman, director of international development at Nesta Challenge.

The challenge will directly distribute CA\$14,5m in financial support and over CA\$1m in non-financial support to the winning innovators across the various strands of the challenge. Interested innovators can learn more about the criteria and process for application [here](#). Applications close on Wednesday, 15 September at 12pm BST.

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