



Universities' Challenge Concept Paper

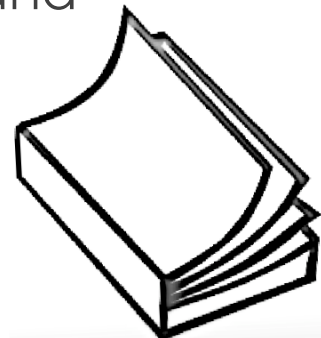
#mylittlebigthing
#thelastones
#SDGsAfrica

Professor Mambo
the turtle



Idea

- The world is moving beyond decisions to actions on the Sustainable Development Goals.
- Learning institutions are the think-tanks of any progressive society. University students should therefore be encouraged to not only understand what the goals are about but also to start thinking of actions they can take as individuals and part of a community to implement the goals.
- MK-Africa is running a competition targeting university students across Kenya aimed at promoting innovation and action around the SDGs
- This will be in partnership with Strathmore's Centre for Sustainability Leadership and the Cambridge Institute for Sustainability Leadership South Africa (CISL SA).
- We will also partner with the Government through the Ministry of Devolution and Planning.





- MK-Africa will work with AISEC Kenya to rally students to attend a guest lecture on Sustainability and the SDGs by Prof. Richard Calland from the CISL SA in March 2017. There will also be promotional messages for the same on social media and at the various campuses.
- This lecture will also launch the competition with interested contestants being invited to register online. They will also be required to come up with an individual or campus-wide sustainability initiative that is centered on the SDGs.
- After the lecture, they will have 6 weeks to submit their project proposals. After this, the submission period will be closed.
- From the collective entries, our panel of judges will select 20 contestants who will be unveiled to the public at the start of the public voting period which lasts 14 days.



- The Top 20 contestants will be invited to attend a sustainability project incubation program by Strathmore's Centre for Sustainability Leadership.
- The Top 3 Contestants will be voted by public and will walk away with cash prizes as well as attend a Sustainability Leadership Workshop by Cambridge Institute for Sustainability Leadership in South Africa. The training will be offered for free to empower the contestants with knowledge, attitude and skills on how to take leadership in sustainability in their various universities.
- Judges Choice – There will be one surprise 'Judges Award' for the contestant who impresses them the most
- Internship Opportunities – Top contestants will also be eligible for 3-month internships in some of the leading companies in Kenya

Bringing it all together...

- The competition will run for 6 months i.e. April – September 2017 (including the internship periods). A prize giving ceremony will be held at the launch of the 2018 campaign.
- The entire competition will be held online with applications and campaign information done through the portal www.mylittlebigthing.com and the Sustainability Africa blog. Campaign messaging will be promoted on social media – Instagram, Facebook & Twitter using the hashtags #mylittlebigthing #thelastones #SDGsAfrica
- This will be supported by on campus advertising to create brand visibility
- We will also have a campaign mascot to create excitement around the campaign.

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Sponsorship Opportunities



Title Sponsorship

- Naming Rights - Sponsor gets the naming rights for the competition
- Universities' Roadshows – Product / service activation at the participating universities.
- Launch Event Branding – Courtesy/ sales tent, on-ground activation and MC mentions
- Campaign Ads - Sponsor recognition on all ads
- Online Campaigns - Headline Banner ads on 'My Little Big Thing' portal.
- Exclusivity – No direct competitors

COST : KES 2 MILLION + VAT

Sponsorship Opportunities



Gold Sponsorship

- Competition Entry Ownership - Registration page and details branded with sponsor / product information
- Universities' Roadshows – Product / service activation at the participating universities.
- Launch Event Branding – Courtesy/ sales tent, on-ground activation and MC mentions
- Sponsor recognition on all ads
- Online Campaigns - Headline Banner ads on 'My Little Big Thing' portal.
- Exclusivity – No direct competitors

COST : KES 1 MILLION + VAT

Sponsorship Opportunities



Travel & Prizes Sponsorship

- Universities' Roadshows – Product / service activation at the participating universities.
- Launch Event Branding – Courtesy/ sales tent, on-ground activation and MC mentions
- Online Campaigns - Banner ads on all online campaigns.
- Internship from winners and first ownership rights to the projects developed by the winners

COST : KES 500,000 + VAT

Sponsorship Opportunities



Official Partner

- Universities' Roadshows – Product / service activation at the participating universities.
- Launch Event Branding – Courtesy/ sales tent, on-ground activation and MC mentions
- Advertising - Sponsor recognition on online ads

COST : KES 250,000 + VAT

Other Sponsorship Opportunities



Judges Prize, Event giveaways

Benefits

- Universities' Roadshows – Product / service activation at the participating universities.
- Launch Event Branding – Courtesy/ sales tent, on-ground activation and MC mentions
- Online Campaigns - Banner ads on all online campaigns.

COST : KES 150,000 + VAT