



Sponsorship & Business Engagement Opportunities

1. INTRODUCTION

Be part of a dedicated, national campaign to inspire and empower the next generation of inventors, industry leaders and entrepreneurs in Ghana

The **Ghana Science and Tech Explorer Challenge Prize (GSTEP)** excites, encourages and supports Junior High School (JHS) students (11-16) and teachers in Ghana to develop practical Science, Technology, Engineering and Maths (**STEM**) skills and products that benefit **local communities**.

During this **3-year programme**, we will be working with **20,000** Junior High School (JHS) students - as well as teachers, schools and communities in the Ashanti and Greater Accra region - to encourage **practical learning** and the development of **STEM** and **ICT skills** through a series of **challenge prizes**.

As part of these prizes, we will challenge students to come up with **innovative** new ideas to **solve problems** in their communities and, ultimately, support them to cultivate them into enterprising products and **solutions**.

Delivered by the collaborative partnership of **DreamOval Foundation, Nesta Challenges, Dext Technology, Foundervine** and **MEST** (see more details about these organisations in Annex 1), the GSTEP programme aims to:



Engage and equip **20,000 young Ghanaians** with the skills, support and resources to develop ideas to solve **community issues**.



Raise **awareness** and erupt **excitement** about the power of **STEM** to enhance outcomes for the nation.



Provide a strong foundation and platform for **innovation** in Ghana by building **entrepreneurial** skills in young people.



Support **500 teachers** to grow their **confidence** in engaging the minds of young people in STEM.

GSTEP is also aligned with and partnering with the **Ministry of Education** and **Ghana Education Service (GES)** to help drive activity on their STEM education roadmap.



2. THE CHALLENGE

Ghana is facing a **skills gap** in STEM and ICT.

Africa is seeing a boom in the **ICT industry**, with Ghana acting as a leading hub in the digital business process outsourcing (BPO) sector in particular. As these industries grow, there will be a strong demand for professionals who can “blend digital and STEM skills with traditional subject expertise” (World Economic Forum, 2017).¹ There is also a need for strong business and entrepreneurial skills from local talent.²

Ghana’s education system has also made significant progress. The country now has an impressive youth **literacy** rate of over **92 per cent** (World Bank, 2018).³

Despite this, young Ghanaians face considerable obstacles to finding employment, with many leaving education without the necessary skills for these jobs in the new economy.⁴ These jobs include **ICT, STEM** and **entrepreneurship**, as well as soft skills such as **problem-solving, design thinking** and **networking**.

Failure to bridge the digital skills gap has widespread implications and limits the ability to create **locally-led development**. **80 percent** of Ghanaian industries believe that an undersupply in digital skills will hamper expected economic growth in Ghana; and nearly **20 per cent** of industries think they will need to recruit only internationally for their digital skills (IFC, 2021).⁵

Alongside this, the Ghanaian education system relies largely on **traditional teacher-centred methods** such as memorisation, where students act as passive recipients of knowledge. This leaves little room for soft skills and practical problem solving.

3. TIMEFRAME OF THE PROGRAMME

Following a 1-year research, design and engagement phase, the challenge prizes will run for an additional 2 years. An ongoing focus on long-term **sustainability** will ensure that the benefits continue beyond the lifespan of the programme.

You can see an indicative timeline in **Table 1**. The details will be confirmed at the end of the 1-year research, design and engagement phase.

Table 1: Indicative timeline of the programme

Pilot Prize		Challenge Prize 1			Challenge Prize 2		
Stage 1: Open Call	Stage 2: Finalists	Stage 1: Open Call	Stage 2: Finalists	Stage 3: Exhibition & Awards	Stage 1: Open Call	Stage 2: Finalists	Stage 3: Exhibition & Awards
May-Aug 2022	Sep-Nov 2022	Jan-Mar 2023	Apr-Oct 2023	Oct-Nov 2023	Jan-Mar 2024	Apr-Oct 2024	Oct-Nov 2024
Soft launch and promotion of prize Engagement events Entry period Every JHS school across the Ashanti and Accra regions are eligible to apply (hundreds are expected to apply) Schools provided with activity plans and ideation tools Selection of 50 finalists groups (25 per region), approx. 300 student	Supporting 50 finalist groups with prototype development Provide mentoring and coaching Finalist events Industry visits Final public showcase exhibition event and prestigious invitational awards ceremony Awards and rewards for schools, teachers and students	Call to action launch and promotion of the prize Engagement events Entry period Every JHS school across the Ashanti and Accra regions are eligible to apply (hundreds are expected to apply) Schools provided with activity plans and ideation tools Selection of 100 finalists groups (50 per region), approx. 600 students	Announce the shortlist of approx. 100 finalist groups Supporting finalists with prototype development Provide mentoring and coaching Finalist events Industry visits Final awards and judging Selection of the winners (kept secret until the awards ceremony)	Final public showcase exhibition event and prestigious invitational awards ceremony Announce winners which will include categories, awards and rewards for schools, teachers and students Cash prizes and other rewards	Call to action launch and promotion of the prize Engagement events Entry period Every JHS school across the Ashanti and Accra regions are eligible to apply (hundreds are expected to apply) Schools provided with activity plans and ideation tools Selection of 100 finalists groups (50 per region), approx. 600 students	Announce the shortlist of approx. 100 finalist groups Supporting finalists with prototype development Provide mentoring and coaching Finalist events Industry visits Final awards and judging Selection of the winners (kept secret until the awards ceremony)	Final public showcase exhibition event and prestigious invitational awards ceremony Announce winners which will include categories, awards and rewards for schools, teachers and students Cash prizes and other rewards

¹ World Economic Forum, 2017, The Future of Jobs and Skills in Africa Report: http://www3.weforum.org/docs/WEF_EGW_FOJ_Africa.pdf

² World Economic Forum, 2017, The Future of Jobs and Skills in Africa Report: http://www3.weforum.org/docs/WEF_EGW_FOJ_Africa.pdf

³ World Bank, 2018: <https://data.worldbank.org/indicator/SE.ADT.1524.LT.ZS?locations=GH>

⁴ xx

⁵ IFC, 2021: https://www.ifc.org/wps/wcm/connect/ed6362b3-aa34-42ac-ae9f-c739904951b1/Digital+Skills_Final_WEB_5-7-19.pdf?MOD=AJPERES

4. BENEFITS OF SPONSORING THE PROGRAMME

GSTEP presents a fantastic partnership and sponsorship opportunity to engage a new generation of STEM savvy innovators, critical thinkers and designers, as set out in **Table 2**.

We are delighted that **Botnar Foundation** have agreed to fund the Research and Design phase of the programme (March 2021 - March 2022) and have pledged their support for an additional 2 years of funding.

We also have active support from a number of other partners, including:

Public sector: The Government of Ghana - including the Ministry of Education and Ghana Education Service (GES) - is actively supporting the programme, including with outreach to schools.

Private sector: A variety of national media companies have committed to promote and support the programme, including the Daily Graphic (national newspaper) and Multimedia Group Limited. Several corporate organisations have also pledged funding and pro-bono support, including IBM, MTN Foundation, SG Ghana, Stanbic Bank and Fidelity Bank.

Non-profit sector: We have had engagement and interest from a wide variety of NGO partners who are interested in collaborating with us, including foundations (such as Mastercard Foundation), local NGOs (such as Practical Education Network (PEN) and international NGOs.

To help the programme to achieve its full impact, we are looking for support from additional industry partners in a wide variety of ways, as set out in sections 6 and 7.

Table 2: Benefits of sponsoring the programme

Benefit	Description
Corporate social responsibility (CSR):	This programme can act as an important part of your CSR portfolio. Relevant CSR themes covered within the programme include: <ul style="list-style-type: none">• Education• Community participation• Youth engagement
Brand awareness and profile raising:	The success of the programme relies on extensive publicity and strong branding, to help engage as many students as effectively as possible. This presents a number of co-branding opportunities, including: <ul style="list-style-type: none">• Links to your organisation on the GSTEP website and implementing partners website

Benefit	Description
	<ul style="list-style-type: none"> • Your branding on materials and resource disseminated to schools and youth groups across Ghana • Your branding at events • Publicity within the national press (including newspapers, radio, television and social media)
<p>Safeguarding the future workforce of Ghana:</p>	<p>Through engaging and inspiring these students, you are investing in the future workforce of Ghana.</p> <p>Ghana is seeing a boom in the ICT industry and, although youth literacy is over 80%, there are currently skill gaps in ICT, STEM and entrepreneurship, leaving gaps within this new (and growing) economy.</p>
<p>Networking and collaborative opportunities:</p>	<p>The programme involves a wide range of high-profile partners, from the Ghanaian government, NGOs and corporations.</p> <p>This provides a valuable opportunity to meet and work with like-minded organisations, build new relationships for future projects and develop new opportunities.</p>

5. IN KIND SPONSORSHIP OPPORTUNITIES

One sponsorship route is through sharing your facilities, materials or services free of charge.

We would be delighted to discuss how you may be able to support in more detail (see contact details on page 9). We would like to understand from you how you think you can support us most effectively and how we can align this support with the aims of your organisation.

The list set out in **Table 3** is not exhaustive, but this offers a few areas in which we are looking for in-kind support.

Table 3: Examples of in kind sponsorship opportunities

1	Events support
	<p>We will be running a series of events for students and teachers. We would benefit from a range of pro bono services, including:</p> <ul style="list-style-type: none"> • Venues • Transportation • Refreshments and catering

2 Materials and equipment

We will be running a series of activities and workshops to inspire the students. We will also be asking students to develop their own STEM-inspired business ideas.

To do this, we will need a wide range of science and technology materials and equipment for both students and teachers. This includes:

- Telecommunications (e.g. sim cards, data cards, portable wifi)
- Hardware (e.g. computers, tablets, phones etc)
- Software (e.g. design software)
- Hardware tools (e.g. screwdrivers, spanners etc)
- Arts and crafts materials (e.g. plasticine, sticky tape)
- Stationary (e.g. pens, paper etc)

3 Mentoring and coaching support

To help the students with the process, we will be engaging a number of mentors to provide coaching support for both students and teachers.

This could provide a fantastic opportunity for staff within your organisation to offer their time voluntarily as mentors.

To ensure consistency, we ask for at least **14 hours** per staff (approximately 1 hour a week over a 3 month period).

4 Industry visits

We will be running a series of industry visits where students get the chance to visit an industry's premises and to familiarise themselves with how STEM is put to use in the corporate world.

We expect this to be a 1 day experience, which aims to inspire the students.

5 Prizes

As part of each challenge prize round, we will be offering a range of prizes to our finalists. These might include:

- Internships
- Gadgets or materials

6. CASH SPONSORSHIP PACKAGES

We also have cash sponsorship packages. We have three standard packages set out in **Table 4**, which we would be pleased to discuss in more detail.

We are also very happy to discuss a tailored package with you.

Table 4: Cash sponsorship packages

	 Gold USD 100k+	 Silver USD 50k-100k	 Bronze <USD 50k
What you will be funding			
Materials and equipment	Science and technology equipment and materials	Science and technology equipment and materials	Science and technology equipment and materials
Events	Fund events to inspire students and teachers This will include venue hire, materials and speakers	Fund events to inspire students and teachers This will include venue hire, materials and speakers	
Communications	Support with social media content and publicity via the national press	Support with social media content and publicity via the national press	
Prizes	Fund award prizes		

What you will be funding

Mentors	Trainers and qualified mentors to support our volunteer mentors (who are working with both the students and teachers throughout the programme)		
Promotion	<p>Your logo and name will be on the GSTEP website</p> <p>Your logo and name will be on the consortiums' websites</p> <p>Significant promotion through a range of mediums, including national newspapers, national television, radio and social media</p>	<p>Your logo and name will be on the GSTEP website</p> <p>Your logo and name will be on the consortiums' websites</p> <p>Promotion through a range of mediums, including national newspapers, national television, radio and social media</p>	<p>Your logo and name will be on the GSTEP website</p> <p>Your logo and name will be on the consortiums' websites</p>
Event branding	We will use your branding at the events you are funding	We will use your branding at the events you are funding	
Judging panel	Your company representative sits as a judge on the decision making panel	Your company will be represented as part of the assessment team	
Prize branding	Logo on prizes		
Speaker opportunities	Keynote speaker opportunities at events		

7. GET IN TOUCH

For further information or enquiries about a tailored package to suit your budget, please get in touch with the GSTEP programme team.

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APPENDIX

Annex 1: GSTEP delivery partners

Nesta Challenges

Nesta Challenges (a department within Nesta, an innovation foundation) are experts in challenges prizes and will draw on their experience in running the Longitude Explorer Prize (2015, 2017, 2019-20) to manage the programme design. They will also manage the impact framework and monitoring and evaluation work.

DreamOval Foundation

DreamOval Foundation will provide technical coaching to young people, conduct school and teacher outreach and engagement, conduct training on technologies and will support the prize with links to government ministries and programs and manage the relationship between the public sector and the implementation of the programme.

Dext Technology

Dext will support the project by providing science kits (their core business), delivering STEM coaching and bringing their expertise of manufacturing and development in Ghana to the programme design.

Mest

Mest, an Africa-wide technology entrepreneur training program, will provide coaching and mentoring support to the participants and business development guidance.

Foundervine

Foundervine, an international training consultancy specialising in digital start-up and scale-up acceleration programmes, will deliver entrepreneurial training and guidance and investment coaching and support to the participants.

Annex 2: Definition of a challenge prize

Challenge prizes (also called 'inducement prizes') offer a reward to whoever can first or most effectively meet a defined challenge. A challenge prize is an innovative tool that is not typically employed in the development or education fields. Prizes act as a powerful incentive for meeting a specific challenge, and we believe they can help stimulate new ideas for some of the most difficult challenges we face.

This challenge prize methodology is new to the Ghanaian education system, which relies on traditional teacher-centred methods such as rote learning and memorisation, whereby students act as passive recipients of knowledge.

By contrast, the challenge prize format enables students to become active participants in their own learning. Rather than following a pre-set curriculum, students will have the opportunity to create and direct their own projects, learning important life skills such as leadership, teamwork and project management. Furthermore, the focus on mentorship and exposure to industry leaders will provide the students with real-world role models from outside the classroom.

Beyond the benefits to students, the products and services that the students create will themselves be innovations. In Ghana, young people are rarely employed in the design of technology, and interventions into key community issues are typically implemented from the top down. By running a prize with a 'solution-agnostic' approach, we will bring to light unexplored issues that are of importance to young people and open up the process of solving these issues beyond the 'usual suspects'.

Examples from the UK-based Longitude Explorer Prize, such as a fitness app or a wearable air pollution tracker, demonstrate that young people can indeed create working solutions to critical issues.

For further information please check out challenges.org, where you will also be able to download a practice guide.