

Bounce Back

#challengedesign #solverscouting

THE CHALLENGE

The Bounce Back Challenges were created by Blue Globe Innovation as a set of innovation challenges to identify and celebrate the best innovations responding to the COVID-19 pandemic. The BG team created two separate challenge streams: Bounce Back Awards, a recognition award dedicated to businesses and projects responding to COVID-19, and Bounce Back Ideas, an inducement award encouraging new ideas to respond to the pandemic with a cash prize attached. Bounce Back Awards specifically wanted to examine businesses that had either created a project in response to COVID-19 or had adapted their existing business models to the pandemic. With much of the media and innovation response to the pandemic focusing on health and first responders, Bounce Back Challenges sought to specifically highlight programmes and ideas in relation to the social and economic effects of the pandemic. Additionally, the programme sought to encourage knowledge sharing between innovators and target a variety of organisations to be as inclusive as possible. The Challenges presented the opportunity for Blue Globe to utilise mixed modality in Challenge design. Traditionally, innovation challenges will often follow a strict structure, but Bounce Back Challenges was created with the flexibility to refocus and adapt depending on participants' needs. With this mixed modality, the Blue Globe team decided to incorporate a "hackathon" event into Bounce Back Ideas, helping participants further develop their ideas and focus around youth unemployment. This helped participants transform ideas that may have been too raw or underdeveloped for presentation work towards a communal goal and create connections with other innovators. With widespread participation and engagement from solvers around the world, the Bounce Back hackathon was a highlight of the challenge programme and a clear demonstration of Blue Globe's strength in this space.

BLUE GLOBE'S APPROACH & STRATEGY

Bounce Back Challenges were created and launched in-house, utilising Blue Globe's connections and resources to design the branding and launch a website for the Challenge programme. Blue Globe worked to collaborate and think critically about when to launch the challenge and how to adapt language and imagery to fit a variety of cultural perspectives on the pandemic. With lockdown restrictions affecting many of the target regions as well as in the UK, the Challenges had to be adapted to launch at a later stage than expected. Having built and designed the challenge in-house, Blue Globe was able to then engage with a variety of challenge platforms and communities. Blue Globe drew on its connections with InnoCentive, HeroX, and TAIKAI to promote Bounce Back to all three communities of innovators and source judges and innovation mentors from a variety of locations and industries. Sourcing these speakers and thought leaders helped to add credibility to the challenge and increase media interest. A wide range of categories were designed for the Bounce Back Challenge entries: New Business, Industry Reinvention, Business Pivoting, Job Recovery, Adaptive Workplace,

Community Building, Supply Chain Resilience, Education & Training, and Data Access. These categories were designed to encourage a large number of submissions, later funneled into the focused hackathon on Youth Unemployment. To conclude the Bounce Back Challenges, a virtual Awards Ceremony was held celebrating the strongest projects from Bounce Back Awards as well as announcing the winning Ideas projects given grants of up to \$1000 USD.

OVERALL RESULTS

The Bounce Back Challenges presented a strong opportunity for Blue Globe to develop its skills in end-to-end challenge design as well as building innovative challenge solutions such as a hackathon. With more than 360 solvers representing 19 countries as well as 15 teams participating in the hackathon, the Bounce Back Challenges were a clear success and demonstration of the potential of multi-mode innovation programmes. Balancing strategy and efficiency, Blue Globe was able to create an innovative celebration of the best projects emerging from the COVID-19 pandemic, creating a legacy of creativity and community across the world.