



BLUE GLOBE
INNOVATION CONSULTANTS

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Duquesne Light Company Challenge



THE CHALLENGE

Jonty Slater, Blue Globe's MD and lead challenge designer, worked in partnership with HeroX to design and create a challenge for Duquesne Light Company (DLC), a regulated electrical utility in the Pittsburgh area. Blue Globe's approach to challenge design works on taking any existing research and other scoping work on possible challenge topics and themes and converting this into a well designed and structured challenge that will meet the ultimate aims of the client. With the ultimate goal of managing an ageing underground electrical distribution network, Blue Globe worked with DLC to create a challenge that reflected the current state of business operations and built on Blue Globe's knowledge of crafting a powerful and effective STEM-focused challenge.

BLUE GLOBE'S APPROACH & STRATEGY

Blue Globe worked with subject matter experts (SMEs) at DLC to analyse research and assess the state of the network's technology. Talking to global experts in the US and beyond, Blue Globe was able to develop an end-to-end challenge strategy, taking into account the overall goals of the challenge, limitations, and expected outcomes to craft a promotion and judging strategy attuned to the needs of the sponsor and individual solvers. By assessing the state of the technology and a detailed understanding of DLC's network, Blue Globe were able to start at a high level and then work through details to create an end-to-end challenge solution. Considering intellectual property, imagery, and challenge stages, the DLC "Monitoring Electrical Cable Challenge: The Future of Underground Inspection" was launched with a three-stage format that was realistic, suited to the ideal participants, and in line with DLC's legal principles and constraints as a public utility.

OVERALL RESULTS

Monitoring Electrical Cable Challenge launched in 2021 with a prize pot of \$750,000, using HeroX's platform and Blue Globe's extensive network of innovators to reach a wide audience. This exciting challenge looks for solutions for monitoring the health of Paper-Insulated (PILC), Solid Dielectric (EPR), and systems with a combination of both cable types to enable proactive maintenance of DLC's underground electrical network and provide an ever-safer environment for customers, employees, and the public. In addition to the prize money, winners will work with DLC on a contract to deploy the technology across an underground electrical grid. With an international and wide-reaching team, the DLC challenge acts as a clear demonstration of Blue Globe's success in challenge design and development.