



WRI INDIA



THE CLEANUP CHALLENGE: COASTAL PUBLIC SPACE CHALLENGE

MAHATMA GANDHI BEACH, FORT KOCHI, ERNAKULAM, KERALA

AWARD: UP TO **INR 10,00,000/-** FOR IMPLEMENTATION OF WINING SOLUTION

February – June 2020

INTRODUCTION

Fort Kochi, a seaport in Ernakulam is the urban magnet of Kerala. The place is an amalgamation of diverse culture which draws in a multitude of people, with the biennale, the carnival, the national and international tourists. The Mahatma Gandhi beach has always been landmark site since it is dotted with Chinese fishing nets on one end and the pedestrian walkway on the other end. The beach has also been a cultural node with the various public spaces around it. Although gradually over time this space has deteriorated due to the pollution and mismanagement.

Issue

Fort Kochi has a perpetual problem with debris on its beach. The Vembanad Lake, which carries significant loads of suspended solid wastes (including plastics, fishing nets, and thermocols) and invasive water hyacinths, empties into Arabian Sea near Mahatma Gandhi beach and Fort Kochi beach in a curving pattern. Due to local water flow, wave and wind pattern, above mentioned suspended solid wastes drift back on these beaches. As a result these beaches has become inaccessible and unusable for public use due to solid waste pollution and safety hazards due to increase of snakes along the beachfront (ref – next two slides for visual assessment of current beach condition).



MAHATMA GANDHI BEACH (NOVEMBER 2019)



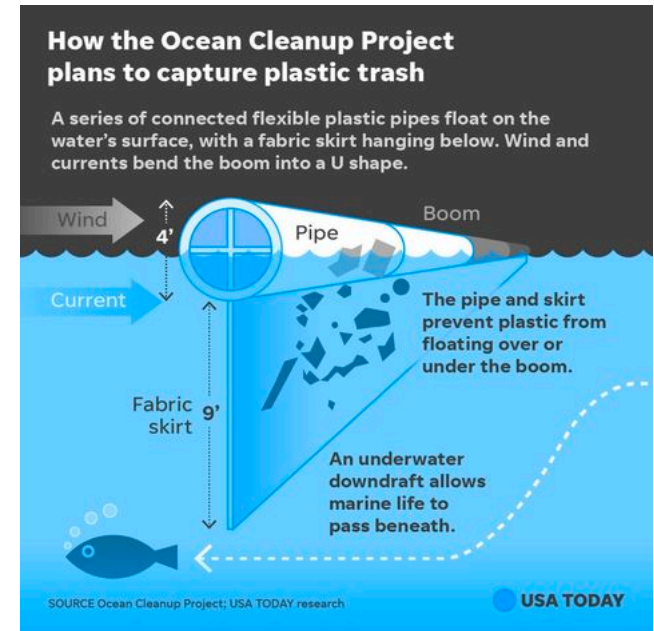
MAHATMA GANDHI BEACH (NOVEMBER 2019)





OBJECTIVES OF THE COASTAL PUBLIC SPACE CHALLENGE

- Design and development of a proven technological solution having low operation and maintenance cost (OPEX) to prevent drifting back of suspended solid waste and water hyacinth on the beach.
- Implementation of the wining solution at a limited stretch of the beach to showcase effectiveness of such solution as a pilot proof of concept.



ELIGIBILITY

- a) This challenge will support proven technological innovations that are:
 - Led by entrepreneurs, businesses, technology companies, academic institutions etc. who have in-depth knowledge and implementation experience (at least one implementation project) about the technological solution.
 - Low OPEX and highly scalable solution.

- b) The Challenge invites applications from individuals, private enterprises and academic institutions. Applicants must:
 - Be in post-pilot or scale-up stages (Proven Technologies)
 - Abide by the Terms and Conditions of the Challenge
 - Be available to implement and operate the winning solution on-the-ground in the period between March-June 2020



SITE



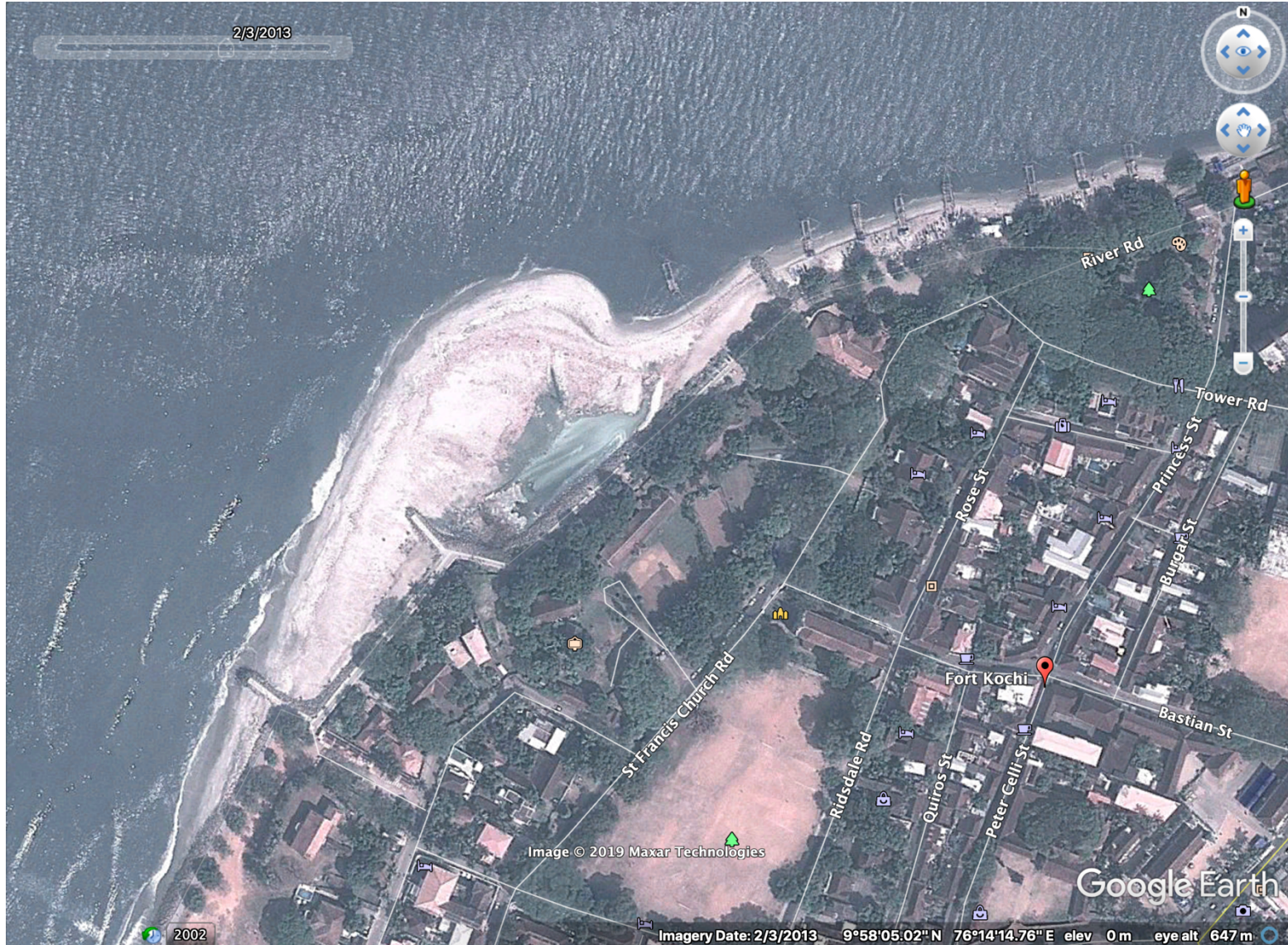
SITE EVOLUTION (2002)



SITE EVOLUTION (2010)



SITE EVOLUTION (2013)



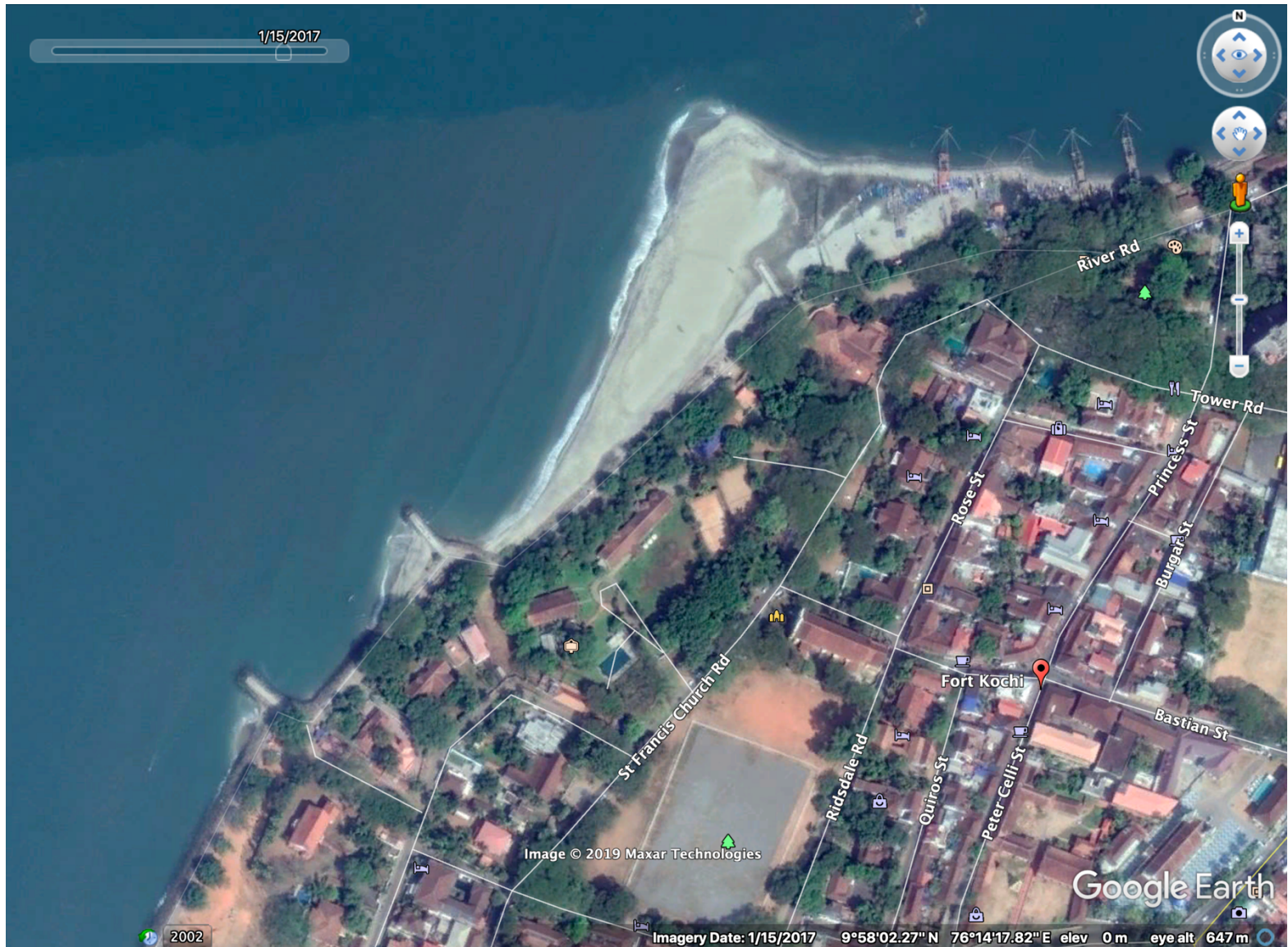
SITE EVOLUTION (2014)



SITE EVOLUTION (2016)



SITE EVOLUTION (2017)



SITE EVOLUTION (2019)



AWARD

- Final winner will be awarded maximum of **INR 10,00,000/-** for the pilot project implementation as proof of concept.
- The challenge is being undertaken in collaboration with Kochi Municipal Corporation. If the pilot implementation can demonstrate success in keeping the pilot beach area clear from suspended solid waste and water hyacinths of Vembanad lake, there is high potential that the project will be scaled up as well as replicated by Kochi Municipal Corporation.
- All shortlisted participants will get a chance to pitch and showcase their solution in front of stakeholders and eminent panels on the pitch day. The pitch day will take place at the site itself.
- Additionally, WRI will provide global visibility to the winning solution through its communication and social media network.



TIMELINE

- Challenge Launched – 19 February 2020
- Challenge Applications Deadline – 10 March 2020
- Evaluation and First Round Shortlisting – 16 March 2020
- Pitch Day and Exhibition – 25 March 2020
- Contract Award – 31 March 2020
- Implementation Phase – April and May 2020



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INTELLECTUAL PROPERTY RIGHTS

The Applicants understands and agrees that any material, data analysis, reports, recommendations and plans generated as a result of this challenge participation rendered hereunder shall be the exclusive property of WRI India.

In this Agreement “Intellectual Property” means any patent, registered design, registered or unregistered trade or service mark, copyright, database rights, design right (whether registered or unregistered), proprietary information rights and all other proprietary rights or other similar rights or analogous rights exercisable in any part of the world including (in the case of rights arising by registration) any applications in respect of those rights.

All Intellectual Property owned and provided by WRI India to the Applicant in the course of this challenge shall remain exclusively with WRI India. The Applicant shall have a non-exclusive license to use such Intellectual Property solely for the purposes of this challenge.

All Intellectual Property supplied by the Applicant in the course of this challenge shall remain exclusively with the Applicant. WRI India shall have a non-exclusive license to use such Intellectual Property solely for its proper internal business purposes including training/ capacity development programs and any other deliverables resulting from the challenge.



APPLICATION PROCEDURE

Kindly use the Application Form for the challenge and submit it as a single file pdf (size not more than 5 Mb) to wri.thecleanupchallenge@gmail.com.

You may send an email to wri.thecleanupchallenge@gmail.com for any further questions and clarifications.



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THANK YOU!

The Cleanup Challenge Team



Image: Samrat Basak, Vembanad Lake near Fort Kochi



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