



## COVIDAction, Worldwide, March 2020



### THE CHALLENGE

With the sudden surge of the COVID-19 pandemic, there was an immediate and global need for ventilator equipment to assist in treating those ill with the novel coronavirus. The impact was especially felt in lower middle-income countries where medical infrastructure and access to specialist equipment can be limited. FCDO and other partners recognised an immediate need to address the impacts of the virus and create a consortium of innovation leaders to ensure new and innovative ideas to address COVID-19. The programme focused on four separate goals: Ventilator Design, Data, Local Production & Solutions, and Resilient Health Systems.

### BLUE GLOBE'S APPROACH & STRATEGY

The COVIDAction programme is a testament to Blue Globe's ability to pick up short-term work and create an agile environment working towards a large goal. Developing a strong team and a high-quality approach was a key component of the COVIDAction programme. Working with recognisable platforms including Medium.com, the calls for technology and proposals were published to a wide audience. As opposed to an inducement or recognition prize, the COVIDAction programme acted as an early-stage procurement process adapted to the unique needs of the pandemic. Additionally, Blue Globe helped to ensure the success stories of the programme and technology developed was well-advertised and publicised around the world, allowing for a collaborative environment.

### OVERALL RESULTS

With worldwide reach and a fast-moving timeline, the COVIDAction programme was a demonstration of Blue Globe's ability to work in an agile environment and towards a timely goal. The immediate and recognisable success of the COVIDAction campaign.