



BLUE GLOBE
INNOVATION CONSULTANTS

#crowdmanagement #challengedesign #solverscouting

Speak to the Blue Globe Innovation Team -
please email info@blueglobeinnovation.com to find out more.

Carbon Zero Grand Challenge - Singapore, 2022



THE CHALLENGE

Blue Globe Innovation partnered with PUB, Singapore's national water agency, and other innovation partners to deliver the Carbon Zero Grand Challenge, dedicated to achieving net-zero emissions in water facilities across Singapore, and scaling zero-emissions goals across the globe. With a S\$6.5 million (\$4.8 million USD) prize, this large-scale prize was a clear demonstration of Blue Globe's Solver Scouting™ service and the power of community outreach.

BLUE GLOBE'S APPROACH & STRATEGY

Blue Globe conducted their trademarked Solver Scouting™ service to seek and identify key solvers for the challenge, especially those unlikely to encounter the challenge in traditional marketing pushes. As the climate emergency often elicits a variety of reactions, much of Blue Globe's work involved responding to social media comments, both positive and negative, and encouraging those interested in applying and identifying topics from the challenge allowed Blue Globe to streamline its outreach efforts.

OVERALL RESULTS

Blue Globe's efforts resulted in 500-plus engagements and over a hundred registrations with the challenge, with significant positive feedback directly from solvers, including many startup green energy companies across Asia and Europe. This feedback was shared with challenge partners to allow the challenge design team to clarify parts of the challenge approach and provide additional information. With regular dialogue between Blue Globe and the challenge design team, the Carbon Zero Grand Challenge demonstrates the apparent success of Solver Scouting™ and how the service can be used to engage a wide-ranging audience.