

# UPLINK THE PILOT

## Crowdsourcing innovations to address the world's most pressing challenges

As COVID-19 grips the world, it's never been clearer that we're all in this together. Perhaps you've been moved by the resourcefulness and creativity shown by people from all kinds of backgrounds dealing with the pandemic. We certainly have. And once coronavirus has been faced down, it'll be time to channel human ingenuity and energy into tackling other crises facing the globe – especially environment and development challenges.



That's why we're launching UpLink – a platform that will take the brightest ideas from around the world and match them with champions from the Forum's unrivalled network of leaders from business, government and civil society. The aim is to get the people with the ideas working with the people of power to develop things that get us closer to achieving the UN Sustainable Development Goals.

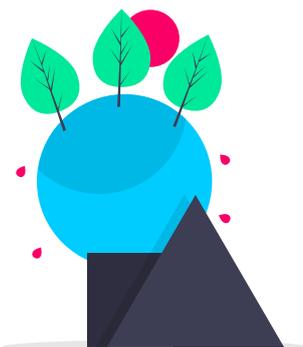
We're going to pilot the platform with the topic of 'Ocean' and, from April to May, we'll be running our Ocean Solutions Sprint – a competition to unearth great ideas which help solve ocean challenges, for example:

Plastic in the Ocean  
Illegal Fishing

### What are we looking for?

We're sending you this invitation because we think you're likely to have a good idea or might know someone else who does. So, what makes a good idea? Here are three examples, in which the Forum has already played a role:

Two years ago, the Forum created a short video on [Guatemala's 'biofences'](#) aimed at cleaning up the nation's rivers. The technology was very simple, the video helped the idea go viral, and biofences can now be found in rivers around the world.



Last year, in conjunction with the Worldwide Fund for Nature, the Forum created the **Pioneers for Our Planet** video series highlighting projects tackling environmental harm. Several of the subjects of those videos have attracted development finance as a result.

In ASEAN, **Greenhope** is a social enterprise with a mission of designing plastic to last beyond its life cycle. That's why they came up with Ecoplas, a patented degradable cassava/tapioca starch bioplastic that is now being tested and used by some of the region's biggest consumer goods companies.



### How does the pilot work?

If you've got an idea, then register on the **UpLink platform** and submit your proposal by 19 April. If you know someone who has an idea, ask them to **register** on UpLink and encourage them to submit their solution.

We'll select the most promising ideas and put their authors in touch with our network of experts who will prepare them for a "Dragon's Den/Shark Tank" appearance. Finalists will pitch to a high-level panel at the end of May. Winners will have:

- Mentorship opportunities with UpLink panellists
- The chance to pitch to leading impact investors
- The opportunity to be featured in the Forum's online event: The Virtual Ocean Dialogues (1-5 June)
- Gained visibility through the Forum's social media channels

### Phase 1: Collecting solutions (deadline: 19 April)

- Create your profile and get acquainted with UpLink
- Submit your solution or perspective
- Help shape the contributions of your peers

### Phase 2: Developing your ideas (20 April to 15 May)

Shortlisted submissions will get support from the UpLink team through introductions on the platform, virtual workshops and access to leading impact investors and experts from the Forum's *Friends of Ocean Action* and *Global Plastic Action Partnership* to develop their solutions.

Ten semi-finalists will take part in a live hackathon and pitch competition with fellow UpLink participants, experts and investors. Live voting after the peer-reviewed pitch presentations during the hackathon will narrow the field to five finalists.

### Phase 3: Sharpening your pitch (18 May to 29 May)

The five finalists will receive additional support from the UpLink community of experts, investors, fellow entrepreneurs and activists to refine their final pitch based on feedback received during the semi-final round. They will also receive ongoing support from the UpLink team to help scale up their solution.

After the final selection round, three winners will be chosen by the UpLink panel, with awards in two categories: innovative solutions and grassroots perspectives with the most potential for scale.

Take the challenge and be a part of scaling up ocean solutions through UpLink!

**UpLink is hosted by the World Economic Forum, and is designed and developed with our foundational partners:**



**Deloitte.**

**LinkedIn**