

BUSINESS CUP CHALLENGE 2024

CASE 1

- 1. As innovative consultants, your team has been tasked with advising an existing company or NGO in Ghana (choose one) on how to integrate SDG 6 (Clean Water and Sanitation) into their operations and positively impact other relevant SDGs like 3 (Good Health and Well-being), 5 (Gender Equality), and 8 (Decent Work and Economic Growth). Your solution should be self-sustaining, meaning it shouldn't rely on continuous government funding.**

Guidelines:

- Choose your partner: Research and select a company or NGO in Ghana whose work aligns with your proposed solution. Analyze their current operations and identify potential for incorporating SDG 6.
- Go beyond what they're already doing and propose a creative and impactful solution that addresses water and sanitation challenges while contributing to other relevant SDGs.

Consider these questions:

- a. Can they implement water-saving technologies in their production processes?
 - b. Can they partner with local communities to improve access to clean water and sanitation facilities?
 - c. Can they create economic opportunities for women and marginalized groups through water-related initiatives?
 - d. Can they promote hygiene education and sanitation practices within their community?
- Sustainability is key: Your solution should be financially viable and able to generate sufficient revenue to cover its costs and potentially scale up without relying on continuous external funding. This could involve income-generating activities, cost-saving measures, or partnerships with private sector or other sustainable funding sources.
 - Impact across the SDGs: Show how your proposed solution not only addresses SDG 6 but also contributes to achieving other relevant SDGs. For example, improving access to water and sanitation can positively impact health, empower women through participation in water management, and create local jobs in construction and maintenance.

Deliverables:

- Identify your chosen company/NGO and present their current work.
- Develop a detailed proposal outlining your proposed solution:
 - a. Explain how it addresses SDG 6 and contributes to other relevant SDGs.

- b. Describe the specific activities and technologies involved.
- c. Demonstrate the financial sustainability of the solution.
- d. Highlight potential partnerships and funding sources.
- e. Present a clear implementation plan and timeline for your proposed solution.

Additional considerations: Consider how your solution promotes environmental sustainability, fosters collaboration among stakeholders, and empowers local communities to take ownership of their water and sanitation needs.