

BUSINESS CUP CHALLENGE 2024

CASE 2

As a team of budding agricultural innovators, you're tasked with developing groundbreaking solutions for existing companies or NGOs operating within this sector. Your mission is to accelerate Ghana's agricultural transformation within its value chain by addressing both SDG 1: No Poverty and SDG 2: Zero Hunger, while considering their interconnectedness with other relevant SDGs like 3 (Good Health and Well-being), 5 (Gender Equality), and 13 (Climate Action). Remember, your solutions must be innovative and self-sustaining, meaning they shouldn't rely solely on government funding or traditional methods.

Guidelines:

- Choose your partner: Identify a company or NGO operating within Ghana's agricultural value chain (e.g., farming, processing, distribution, etc.). Research their current activities and understand their existing strengths and challenges.
- Look beyond conventional agricultural practices and explore cutting-edge solutions that not only increase food production and access but also empower communities and contribute to a more sustainable food system.
Consider these questions:
 - a. Can they implement innovative agriculture technologies to optimize resource use and boost yields?
 - b. Can they create innovative financing models to improve access to land, equipment, and inputs for smallholder farmers?
 - c. Can they develop climate-resilient farming practices to adapt to changing weather patterns and reduce food insecurity?
 - d. Can they empower women and youth through participation in agribusiness value chains?
 - e. Can they promote food processing and value addition to reduce post-harvest losses and create local economic opportunities?
- Sustainability is key: Design solutions that can be financially viable and self-sustaining in the long run. This could involve exploring income-generating activities, forming strategic partnerships, or leveraging innovative technologies to reduce costs and increase efficiency.
- Impact across the SDGs: Show how your proposed solution tackles both SDG 1 (No Poverty) and SDG 2 (Zero Hunger) while contributing to other relevant SDGs. For example, reducing food waste can improve food security (SDG 2) and environmental sustainability (SDG 13), while empowering women in agriculture can contribute to gender equality (SDG 5) and improved household incomes (SDG 1).

Deliverables:

- Identify your chosen company/NGO and analyze their current agricultural practices and market position.
- Develop a detailed proposal outlining your proposed solution:
 - a. Explain how it addresses SDG 1, SDG 2, and other relevant SDGs.
 - b. Describe the specific activities, technologies, or processes involved.
 - c. Demonstrate the financial sustainability of the solution and explore potential funding sources.
 - d. Highlight potential partnerships and collaborations to enhance the solution's impact.

Additional Considerations: Consider how your solution promotes environmental sustainability, fosters inclusive economic development, and empowers local communities to take ownership of their agricultural success.