



GUIDELINES FOR APPLICANTS

BACKGROUND

Our ocean is changing faster than at any time in human history. Risks associated with sea level rise, storm surges and coastal flooding are multiplying, affecting billions of lives and livelihoods and threatening critical coastal ecosystems. Coastal communities in developing countries, Small Island Developing States (SIDS) and other low-lying areas are likely to be most severely impacted, with women and girls especially hard-hit. By 2050, an estimated 800 million people will be at risk from storm surge from extreme weather events, and over 570 low-lying coastal cities will face sea level rise of at least 0.5 metres.

There are many perceived barriers to investing in nature-based solutions for coastal protection. These include a lack of understanding of how investing in coastal ecosystems can provide a timely and productive return, and insufficient data and modelling capabilities for investors to quantify ocean-derived risk. There is a huge opportunity to develop pioneering finance and insurance products that reduce ocean risk and build the resilience of coastal areas to present and emerging hazards.

To build resilience in the regions that need it most, the Ocean Risk and Resilience Action Alliance (ORRAA) has launched the Ocean Resilience Innovation Challenge, calling for **novel and scalable finance and insurance products** that build coastal resilience and reduce ocean risk. The Challenge winners will receive tailored mentoring and support in developing and promoting their project, and in connecting with potential investors. Look out for more information on the [ORRAA website](#) or follow [@ORRAAnews](#).

ABOUT ORRAA

The Ocean Risk and Resilience Action Alliance (ORRAA) is a multi-sector collaboration designed to drive \$500 million into ground-breaking finance products by 2030 that invest in coastal ecosystems. In so doing, it will incentivize blended finance and private investment into the regions and communities that need it most.

ORRAA aims to surface at least 15 novel finance products by 2025 to build the foundation of this new marketplace. To help reach this goal, ORRAA is launching its Ocean Resilience Innovation Challenge to identify and nurture a pipeline of up to 10 finance and insurance innovations.

ORRAA OCEAN RESILIENCE INNOVATION CHALLENGE

We are calling for proposals from individual organisations or consortiums across public, private, local civil society, international NGOs and academia. Both experienced implementers as well as start-ups, hubs and accelerators from the Global South and North are encouraged to apply. Although the challenge is designed as a competition, the long-term purpose is not to pick winners, but to start a race between many different types of solutions and initiatives.

We are looking for innovative and scalable finance and insurance products that drive investment in coastal ecosystems and increase resilience while delivering a return on investment. The initiatives must reduce ocean risk for the most vulnerable, include a focus on gender, equity and human rights, and protect biodiversity.

The innovation challenge launched on 14th October 2020 at the UN Environment Programme Finance Initiative (UNEP FI) 16th Global Roundtable with an open and competitive call for proposals. Applicants must complete and send our application form available [here](#) to innovation@oceanriskalliance.org by 11.59pm [GMT] on 27 November 2020. More details on eligibility, selection criteria, benefits for winners and the Challenge's process and timelines can be found in our FAQs (see Annex).

We will rigorously assess all entries to the Challenge based on criteria including viability, innovativeness, scale of impact and equity. Winners will be selected by the end of the calendar year and announced in early 2021.

CHALLENGE IMPLEMENTATION

Selected projects will receive customised support to maximise their potential for impact, scalability and investability. The Challenge's winners will benefit from a program of tailored mentoring, and communications and leadership support to make their project 'funding-ready'. They will also be connected to potential investors and partners from across the ORRAA network.

MENTORING AND INCUBATION

The finalists will receive up to 24 hours of mentoring support (8 h per month) over three months by the Incubator. The Incubator team draws on a pool of experts and consultants to provide the support required. The Incubator uses a framework that takes the projects through a Value Chain Driven Viability Analysis, and a Resilience and Scaling assessment, and then works with the initiative to concurrently develop and deliver a workplan and an action plan. The Incubator uses a proven four-step framework to analyse and develop the relevant prescription for any given initiative. This framework has been distilled from several existing and overlapping business tools and models for mapping context, testing viability,

customer appropriateness, and soundness of an idea. Throughout this process, there is a learning focus, examining what has been suboptimal in analysis, planning as well as execution.

LEADERSHIP ACADEMY

At the core of the work with the winners is a focus on the people implementing the ideas proposed. The complexity of factors leading to successful implementation requires people who both think independently and work together, often under pressure and in uncertainty. A Leadership Academy will be held to help both individuals and groups to navigate their personal and professional lives. The Academy will explore conscious and subconscious processes and dynamics based on executive management development practices from top business schools. Many of these sessions draw on case studies, examples surfaced through exercises and examples from the participants.

INVESTMENT BROKERING

As part of the support given to the winners there is ongoing networking activity between winners and potential partners. The general thrust of the support given to the winners is focused on viability testing and improving models, designed to improve the understanding of underlying problems to be addressed, and on the people implementing them. The aim of this support is to develop a set of projects that are better prepared and equipped to present and pitch their ideas either in one on one meetings or at larger pitch sessions. Depending on Covid restrictions, there may be an investor forum and pitching session online or in person, where winners are given the opportunity to pitch their ideas live or over video link to potential partners and funders.

COMMUNICATIONS SUPPORT

A promotional campaign will be developed to support the Challenge and its objectives, using key channels and platforms likely to reach potential participants in the private sector, civil society and academia. There will also be communications support tailored to the challenge winners. Winners will be helped to promote their achievement through a customised social media toolkit that they themselves can deploy through their own channels. Over the three months that the Innovation Challenge winners receive support, their stories and journeys will be integrated into overall ORRAA communications.

MONITORING EVALUATION AND LEARNING SUPPORT

Monitoring, evaluation and learning support will be provided, including direct support through an online helpdesk and 1:1 calls. Throughout the mentoring process the assigned mentors and sector experts will fill in Mentoring memos. The learning distilled from the mentoring process will feed back into direct support to winners.

TIMELINE

Activity	Dates
1. Competition	14 Oct- 20 Nov 2020
Challenge launched and platform open	14 October- 27 November 2020
"Last Call for Submissions" at Paris Peace forum	11-13 November
Application window closes	27 November
2. Selection	Nov-Jan 2020
Application screening and assessment	Nov–Dec 20
Informing winners and losers	Early January
Public announcement of winners	Mid- January
3. Implementation	Feb – April 2021
Mentoring of winners, comms and MEL support	Feb-April 2021
Scaling and resilience assessment (desk based)	Feb
Gap analysis and formulation of action plan	Feb -March 2021
Developing pitch	March - April 2021
4. Investment brokering	May 2021
Workshops and leadership Academy	First half of May 2021

ANNEX: FREQUENTLY ASKED QUESTIONS (FAQ)

1. How do I apply?

Go to <https://www.oceanriskalliance.org/> and fill in the template. When you have completed it submit it to: innovation@oceanriskalliance.org. Make sure you read and respond to all the questions, and that you understand the eligibility and assessment criteria.

2. What are the competition timelines?

- ✓ The Challenge opens on 14 October 2020.
- ✓ The deadline for submissions is **27 November at 23:59hrs (GMT)**. The Challenge will close at this time.
- ✓ Successful and unsuccessful applicants will be contacted in early January 2021.
- ✓ Winners will be announced in mid-January 2021.
- ✓ Mentoring, communications and MEL support will be provided from February to April 2021.
- ✓ Workshops and the Leadership Academy will take place in May 2021.

3. What are the eligibility criteria?

To be eligible an application must meet the following criteria:

- ✓ The finance or insurance solution builds resilience to ocean risk in the most vulnerable coastal communities and places.
- ✓ Gender, equity, human rights and biodiversity considerations are included.
- ✓ The team has proven conservation or business experience
- ✓ The solution targets coastal ODA-eligible countries (see below).
- ✓ The solution offers a profitable revenue model.
- ✓ The solution does no harm (i.e. has no negative impacts on communities or ecosystems it is designed to build resilience in)

All ineligible applications will be rejected during pre-screening and notified by email.

4. What are eligible countries?

Eligible countries include coastal and Small Island Developing States in [ODA-eligible countries](#) that have not been [sanctioned](#) by the Government of Canada or classified as [high or medium intensity](#) conflict by the World Bank Group. **Eligible countries** are included in the box below.

<p>Eligible countries: Albania, Algeria, Angola, Antigua and Barbuda, Argentina, Bangladesh, Belarus, Belize, Benin, Brazil, Cabo Verde, Cambodia, China (People's Republic of), Colombia, Comoros, Congo, Costa Rica, Côte d'Ivoire, Cuba, Djibouti, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Equatorial Guinea, Eritrea, Fiji, Gabon, Gambia, Ghana, Grenada, Guatemala, Guinea, Guinea-Bissau, Guyana,</p>
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Haiti, Honduras, India, Indonesia, Jamaica, Jordan, Kenya, Kiribati, Liberia, Madagascar, Malaysia, Maldives, Marshall Islands, Mauritania, Mauritius, Mexico, Micronesia, Montenegro, Montserrat, Morocco, Mozambique, Myanmar, Namibia, Nauru, Nicaragua, Niue, Pakistan, Palau, Panama, Papua New Guinea, Peru, Philippines, Saint Helena, Saint Lucia, Saint Vincent and the Grenadines, Samoa, Sao Tome and Principe, Senegal, Sierra Leone, Solomon Islands, South Africa, Sri Lanka, Suriname, Tanzania, Thailand, Timor-Leste, Togo, Tokelau, Tonga, Tunisia, Turkey, Tuvalu, Vanuatu, Vietnam, Wallis and Futuna, West Bank and Gaza Strip.

5. What are the assessment criteria?

Eligible concept notes will be assessed by three assessors according to a set of marking criteria, with justifications provided where necessary. Out of these between 6 and 10 submissions will be selected as winners, depending on the number and quality of the applications. Eligible submissions will be evaluated across these evaluation criteria (the maximum score is 100):

INNOVATIVENESS (0-15)

How innovative is the proposed financial or insurance innovation? For the purposes of this competition, innovation is defined as ideas that address an existing challenge in a manner that adds value, is sustainable and is practically implementable. Scoring as per below (continuous scale from 0-15):

- ✓ The innovation is completely new and new to the sector (15)
- ✓ The innovation is new on the continent and new to the sector on the continent (10)
- ✓ The innovation is new in the country (5)
- ✓ It is not innovative by the above metrics (0)

POTENTIAL FOR IMPACT (0-15)

Does the proposed solution show potential for improving the resilience of the most vulnerable people and places in coastal areas? How will the solution contribute to the environmental sustainability of coastal ecosystems and natural resources? Does it show potential for long-term positive impact? Either independently or as part of something? Is the route to this impact clearly described and realistic? Scoring as per below (continuous scale from 0-15):

- ✓ Strong environmental conservation and/or resilience efforts backed by science and high potential for social impact (15)
- ✓ Medium environmental conservation and/or resilience efforts and potential for social impact (10)
- ✓ Some potential for environmental conservation and/or resilience impact (5)
- ✓ No potential for environmental conservation and/or resilience benefits (0)

EQUITY (0-15)

How does the project specifically address improving gender, equity and human rights? Is special consideration given to vulnerable groups and communities (women, girls, indigenous groups, people with disabilities, etc.) or low-income populations? Outline how women, children and other vulnerable groups will benefit. Scoring as per below (continuous scale from 0-15):

- ✓ Gender transformative. Strong benefits and involvement of marginalised groups (15)
- ✓ Gender sensitive. Attention to equity and integration of gender considerations (10)
- ✓ Some benefits for and involvement of excluded groups (5)
- ✓ No consideration for excluded and marginalised groups (0)

SCALABILITY (0-15)

What are the short- and long-term strategies to ensure results are scaled and sustained beyond the project? Is the project considered scalable? Is the product or service in question likely to attract sufficient interest and demand in the marketplace and among stakeholders? What is scale-up or exit-strategy? Scoring as per below (continuous scale from 0-15):

- ✓ Easily scalable and replicable (15)
- ✓ Potentially scalable and replicable (10)
- ✓ Low scalability and replicability (5)
- ✓ No scalability and replicability (0)

VIABILITY AND FINANCIAL SUSTAINABILITY (0-15)

Is the project considered viable? Does it have potential for financial sustainability? What is the revenue-generating model, costs versus revenue, and how is break-even defined? Volume, reach, price? Scoring as per below (continuous scale from 0-15):

- ✓ High profitability and revenue generating potential (15)
- ✓ Good profitability and revenue generating potential (10)
- ✓ Challenging profitability and revenue generation (5)
- ✓ No profitability and revenue potential (0)

TEAM COMPOSITION/ORGANISATION (0-15)

Is the team composition relevant for developing the idea further? Do they have relevant experience, skill sets and in-depth knowledge? Is there gender balance? Do they have the right networks? Is there a clear ownership of the idea? Note: It is not necessary to have a full team envisaged for implementation at time of applying. Scoring as per below (continuous scale from 0-15):

- ✓ Strong and relevant conservation, resilience and business experience (15)
- ✓ Medium conservation, resilience and business experience (10)
- ✓ Low conservation, resilience or business experience (5)
- ✓ No conservation, resilience or business experience (0)

RISK (0-10)

What are the risks, both long and short term, to successful project implementation? How are these analysed and how will these be mitigated? Any project with a high risk of doing harm (environmental / social) is ineligible. (NB: Inverse scoring: 10 = low risk, 0 = high risk)

- ✓ Low risk (10)
- ✓ Medium risk (5)
- ✓ High risk (0)

6. How does the selection process work?

First, all applications are screened for eligibility. Those that do not meet the eligibility criteria are automatically disqualified and removed from the competition. All eligible applications are then reviewed and assessed. Each eligible application is reviewed by three separate reviewers, one of which is a reference marker. The reference marker reviews all applications. If there is a difference in total marks on any eligible application between any two reviewers of 25 points or more that application is flagged for review and discussed by the assessors. The outcome of that review determines the final score of that application. The assessment review is evaluated against the assessment criteria, with a maximum of 100 points awarded. All applications with a score above 60 will be shortlisted. Out of these between 6 and 10 submissions will be selected as winners, at the discretion of the selection committee. The selection committee is comprised of ORRAA Secretariat staff and partners.

7. What will the winners win?

The Challenge winners will receive a program of tailored mentoring, communications and MEL support and will be connected to potential partners and/or investors. The finalists will receive up to a total of 24 hours of mentoring support (8 h per month) over three months by the Incubator. Part of the support given to the winners includes ongoing networking activity between winners and potential partners. There may be an investor forum and pitching session online or in person, where winners are given the opportunity to pitch their ideas live or over video link to potential partners and funders. Additionally, a Leadership Academy will be held and facilitated by subject matter experts. The winners will be announced on the ORRAA website and on social media. They will have access to monitoring, evaluation and learning support, including through an online helpdesk, webinars and 1:1 calls.

8. Who is providing the mentoring and subject matter expertise?

We recognise that no one knows your innovation as well as you do. The mentors and subject matter experts have extensive experience in mentoring and coaching and are trained in supporting you to develop your idea further. Each mentor has at least 10 years of experience in providing this kind of support. The mentors come from a wide range of backgrounds and include entrepreneurs with a proven track record of innovating and scaling, through to academics and researchers. The mentors will work together in a structured way to provide optimal support to each winner.

9. What do we expect from you?

If you are selected as a winner and receive support, we expect you to fully engage with the process and the mentors assigned to you. If you have any questions or concerns, you can bring these up with the Lead Mentor or the Program Director.

10. What is ORRAA?

ORRAA is a multi-sector collaboration designed to drive \$500 million of investment into coastal ecosystems by 2030, by pioneering ground-breaking finance products that incentivise blended finance and private investment into the regions and communities that need it most. By 2025, ORRAA aims to surface at least 15 novel finance products that increase coastal resilience and reduce ocean risk, forming the foundation of a new marketplace to drive investment into vulnerable communities.

11. Will there be a chance to ask clarification questions?

There will be two webinars answering any questions you may have. These will be held on 28th October, from 09:00-10:00hrs (GMT) and from 16:00-17:00hrs (GMT). To participate in either or both sessions, please use the links provided on the ORRAA website or on our social media platform. You can also send a message to innovation@oceanriskalliance.org to register your interest or ask a question in advance. There will be recordings of the webinars to be accessed post event. For regular updates please follow @ORRAAnews on Twitter.

12. Who do I contact for more information?

If you have further questions on the Ocean Resilience Innovation Challenge please contact us at: innovation@oceanriskalliance.org - we will do our best to respond to all inquiries within three working days.