



HACK THE PLANET
COMPETITION

CATAPULT
Satellite Applications

 The Commonwealth

April 2021
Digital Toolkit



 The Commonwealth

CATAPULT
Satellite Applications

1. Introduction

The climate emergency is an ocean emergency.

The ocean covers over 70% of the surface of our world and provides 95% of all the space available for living creatures. It is the conduit that joins countries together and provides us with food, energy and even the air we breathe.

In 2021, the ocean is more at risk than it has ever been. A climate crisis has been declared in the Pacific. Pollution from shipping, industry, agriculture and plastic waste are fundamentally changing ecosystems and overfishing is threatening the livelihoods and food security of whole populations who rely on the sea for food.

The devastating effects of climate change, including sea level rise, more intense and frequent extreme weather events, and a warming ocean will, if left unmitigated, see the disappearance of all coral reefs by 2050.

The climate emergency is now impacting people all over the planet. The time to act is now.

The Commonwealth Blue Charter has identified 10 ocean action areas covering challenges from pollution to fisheries, and sustainable blue economies to protection of nature. Each challenge area represents an urgent global need – and an opportunity for innovative and impactful solutions.

2. The Competition

Hack the Planet is a virtual ideas competition, designed to create these solutions. Launching on 22nd April 2021, it is a joint initiative of the Satellite Applications Catapult and the Commonwealth Secretariat. The competition will bring together teams of people to ‘hack’ solutions, to some of the world’s biggest ocean challenges, aligning with the Commonwealth Blue Charter action areas, including eliminating plastic pollution, accelerating sustainable energy uptake, developing sustainable ‘blue’ approaches for the ocean economy and protecting nature in marine areas.

Teams will be trained to utilise and explore the information and connectivity available from satellites as part of their ideas. They will also be mentored in innovation approaches and user-centred design thinking. The outcomes will be powerful and rooted in the communities and teams developing them. We expect them to include low cost and high social value solutions to some of the world’s biggest ocean challenges.

The competition is closely aligned with the United Nations Sustainable Development Goals 14 (ocean), 13 (climate) and 7 (energy).



3. Key Information and How to Enter

The Hack the Planet website, HackThePlanetCompetition.com, will be the centre for information about the competition and the hub for participants.

From **22nd April 2021**, the competition will open for entrants.

To enter, participants will need to tell us about their idea. We will ask participants to tell us about the global ocean challenge the idea supports, how information or communication from satellites can support the idea and what they will do if they win the competition. They will also have a chance to upload a short video explaining their idea.

Any individual, small team or micro-enterprise (businesses with fewer than 10 employees) from a Commonwealth nation is eligible to enter with a closing date for entries of **31st May 2021**.

The 'Hack' will run until October 2021, and a prize of £10,000 will be available for the winner.

A full timeline of events is included below.

4. Supporting the Launch

The Satellite Applications Catapult and the Commonwealth Secretariat welcome interest from media and other supporters around the world. Please help us promote this competition by using and sharing the information in this toolkit.

By adding your voice to this launch, you will help us reach millions of people around the world, with potentially planet saving ideas. If you have any questions, please [contact us](#).

You can support this competition by:

1. Promoting the competition through your networks

On launch day, you can help us extend the reach of the competition by sharing information about Hack the Planet on your website and in any email newsletters you send out. The most important asset is the launch video, which can be downloaded from [this folder](#). There is also drafted messaging in this toolkit to help with this.

2. Sharing the media releases and interviewing our spokespeople during launch week

Our press release for the competition can be found at the end of this toolkit. Spokespeople from the Commonwealth Secretariat and the Satellite Applications Catapult will be available for interviews throughout launch week to support your coverage.

3. Posting details of the competition to your social media channels

You can share our social media posts throughout the competition, and social media posts for the launch have been drafted for you in this toolkit.

5. Competition Timeline

Hack the Planet 2021 will run over the next seven months, in the run-up to COP26 in Glasgow.

This schedule may be subject to change:

22nd April 2021 – Competition opens for entries at HackThePlanetCompetition.com

31st May 2021 – Submission deadline

21st June 2021 – Announcement of shortlisted entries

Up to 30 individuals or teams will be shortlisted to participate in a knowledge exchange programme, which aims to educate and tutor entrants to turn their ideas into a honed idea pitch for our judges. Where appropriate, we will encourage teams to join their ideas with other groups to aid idea development and collaboration opportunities

1st July – 31st August 2021 – Knowledge exchange school for shortlisted entrants

Over two months, we will deliver a wide range of virtual tutoring to shortlisted entrants, covering topics from Geospatial Information and Ocean Science to creating powerful pitches

3rd September 2021 – Submission deadline for final pitches

With the knowledge exchange school over, it's time for shortlisted entrants to submit final pitches for judging by our panel of expert judges

22nd September – Finalists announced

We will select six finalists from the closing pitches received to participate in our final pitch event

14th October – Live pitching event and winners announced

In this live event, the six finalists will pitch their ideas live to our panel of judges, and the winners will be selected

6. Website, Video and Social Media

The website for this competition is HackThePlanetCompetition.com. Here you will find more information about the competition and how to enter.

The launch video for the competition is live [here](#) and can be downloaded from [this folder](#). You are invited to share this video as widely as possible.

Social media activity for this competition will be run through the Satellite Applications Catapult and Commonwealth Secretariat social media channels. Please follow us and retweet any content related to the competition.

Twitter - @SatAppsCatapult and @commonwealthsec

Facebook – @satappscatapult and @commonwealthsec

LinkedIn – Satellite Applications Catapult and The Commonwealth

Instagram - @commonwealth_sec

We will be using the hashtag #HackThePlanet2021 throughout the competition. Other relevant hashtags include: #BlueCharter, #ClimateChange, #SaveOurOcean, #ocean, #SaveOurSeas.

7. Drafted copy for social media channels

Social media posts with images get more engagement. Please add images, the official launch video or graphics from [this folder](#) to your posts, or use the asset for each post as suggested below.

Twitter

 To celebrate #EarthDay, today @SatAppsCatapult & @CommonwealthSec launch #HackThePlanet2021!

 The competition seeks solutions from across the #Commonwealth to tackle the most urgent #Ocean related challenges & win £10,000

 Apply now HackThePlanetCompetition.com

#EarthDay2021

/

 Today #HackThePlanet2021 is launching!

 With £10k to be won, @SatAppsCatapult & @CommonwealthSec are seeking innovative solutions to the world's most pressing #Ocean challenges

 Entrants are encouraged to explore data from satellites

Apply now HackThePlanetCompetition.com

/

 #OurOcean is more at risk than ever before.

 Yet they provide us all with food, energy and even the air we breathe.

 Join #HackthePlanet2021 to help solve ocean challenges & win £10,000 towards your project: HackThePlanetCompetition.com

@SatAppsCatapult @CommonwealthSec #BlueCharter

/

 Do you have an idea that could help #SaveOurOcean and fight #ClimateChange?

 @SatAppsCatapult and @CommonwealthSec have launched #HackThePlanet2021, to reward £10k for the most innovative, impactful and scalable solution.

 Find out more & apply: HackThePlanetCompetition.com

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#DYK #Ocean:

-  Covers 70%+ of the world's surface
-  Provides 95% of all space available for living creatures
-  In 2021, are more at risk than ever.

Join #HackthePlanet2021 to find new ways to solve ocean challenges:
HackThePlanetCompetition.com

@SatAppsCatapult @CommonwealthSec #BlueCharter

/

Did you know that #Ocean:

-  Covers 70%+ of the world's surface
-  Provides 95% of all space available for living creatures
-  In 2021, are more at risk than ever.

Join #HackthePlanet2021 to find new ways to solve ocean challenges:
HackThePlanetCompetition.com

[Asset: Note: Tag @SatAppsCatapult and @CommonwealthSec in the image]

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The climate emergency is an ocean emergency:

-  Pollution is destroying ecosystems
-  Overfishing is threatening seafood-reliant communities
-  Many Pacific atolls will be uninhabitable by 2050

Share YOUR ocean solutions & win £10k in #HackthePlanet2021: HackThePlanetCompetition.com

[Asset: Note: Tag @SatAppsCatapult and @CommonwealthSec in the image]

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 Unmitigated #ClimateChange may mean the disappearance of all coral reefs by 2050.

 The climate & ocean emergency is already impacting people's lives today.

 The time to act is now.

Share YOUR ocean solutions & win £10k in #HackthePlanet2021: HackThePlanetCompetition.com
[Asset: Note: Tag @SatAppsCatapult and @CommonwealthSec in the image]

Instagram (feed)

📣 To celebrate #EarthDay, today Satellite Applications Catapult & @Commonwealth_Sec launch #HackThePlanet2021! The competition seeks solutions from across the #Commonwealth to tackle the most urgent #Ocean related challenges, as well as be in with a chance of winning £10,000 towards their project.

🔗 The virtual competition will advance outstanding solutions from across the #Commonwealth which aim to tackle some of the world's most pressing ocean-related challenges, such as #PlasticPollution, #ClimateChangeclimate change, the sustainable #BlueEconomy & protecting #nature – and entrants are trained to explore and use data from satellites in their ideas.

Find out more and apply now at: HackThePlanetCompetition.com (link in bio)

#EarthDay2021 #BlueCharter #ClimateChange #SaveOurOcean #Ocean #SaveOurSeas
#ClimateEmergency #ClimateCrisis

Facebook

💡 Do you have an idea that could help #SaveOurOcean and fight #ClimateChange? Satellite Applications Catapult & @CommonwealthSec have launched #HackThePlanet2021, to reward £10k for the most innovative, impactful and scalable #Ocean solution. Find out more and apply here: HackThePlanetCompetition.com

#EarthDay2021 #BlueCharter #ClimateChange #SaveOurOcean #Ocean #SaveOurSeas
#ClimateEmergency #ClimateCrisis

LinkedIn

Do you have an idea that could help #SaveOurOcean and fight #ClimateChange? Satellite Applications Catapult & Commonwealth Secretariat have launched #HackThePlanet2021, to reward £10,000 towards the most innovative, impactful and scalable #Ocean solutions. Find out more and apply here: HackThePlanetCompetition.com

#EarthDay2021 #BlueCharter #ClimateChange #SaveOurOcean #Ocean #SaveOurSeas
#ClimateEmergency #ClimateCrisis #Satellites #SatelliteData #BlueEconomy #Sustainability
#Innovation #GreenBusiness #CleanOceans

8. Email Copy for Newsletters

Today, we are pleased to support the launch of the Hack the Planet competition, a new ideas challenge, bringing people together from around the Commonwealth to solve ocean-related problems.

This competition, which is driven by the action areas in the Commonwealth's Blue Charter seeks to combine ocean sustainability ideas with the power of information from satellites to fuel a new way of thinking about the challenges facing our ocean and the communities that rely on it.

The new initiative is being launched by the Satellite Applications Catapult and the Commonwealth Secretariat, and entries are invited until 31st May 2021 at [HackThePlanetCompetition.com](https://www.hacktheplanetcompetition.com).

9. Press Release

Hack the Planet competition seeks solutions to the world's most pressing ocean challenges

To celebrate Earth Day on 22 April, the Commonwealth Secretariat and Satellite Applications Catapult are launching the first-ever Hack the Planet competition, in search of innovative, impactful and scalable ideas that will tackle the threats facing communities around the world, linked to ocean degradation and the climate crisis.

The virtual ideas competition will advance outstanding home-grown solutions from across 54 Commonwealth countries, targeting some of the world's most pressing ocean-related challenges, such as eliminating plastic pollution, accelerating sustainable energy uptake, climate change, developing sustainable 'blue' approaches for the ocean economy and protecting nature in marine areas.

With £10,000 in prize money to be won, the competition will encourage entrants to utilise and explore the information and connectivity available from satellites as part of their ideas.

Announcing the initiative, Commonwealth Secretary-General Patricia Scotland said:

"The Commonwealth is an extremely diverse group of 54 countries, including some of the smallest and most vulnerable in the world, that have made a shared commitment under the Commonwealth Blue Charter to work together to tackle ocean-related challenges.

"I am therefore encouraged by the sheer range of possibilities this competition will open up to identify new and improved ideas on how to address ocean sustainability. We look forward to receiving ideas from individuals, teams, and organisations from across our regions, which we could then support and amplify globally."

Lucy Edge, Chief Operating Officer at the Satellite Applications Catapult added:

"We are very excited to launch Hack the Planet today and look forward to the innovative ideas we will see from around the world. Satellites provide a unique view of our planet Earth – they are vital for meaningful monitoring and mitigation of the effects of climate change and will be an important part of any solution looking at the world's oceans.

"It's a wonderful and rare opportunity for people around the Commonwealth to come together and develop innovative ideas into world-changing concepts that take significant and measurable steps towards solving some of the world's biggest ocean challenges."

The deadline for online submissions is 31st May 2021. The theme of the competition is closely aligned with the United Nations Sustainable Development Goals 14 (ocean), 13 (climate) and 7 (energy).

Specific examples of issues that could be addressed include those covered by the Commonwealth Blue Charter: marine plastic pollution, coral reef protection and restoration, mangrove ecosystems and livelihoods, marine protected areas, ocean acidification, ocean and climate change, ocean observations, sustainable aquaculture and sustainable coastal fisheries.

In the second phase of the competition, 30 shortlisted teams will be invited to participate in a knowledge exchange programme where they will learn about satellite technologies and elements of design thinking that could support their ideas, and hone these into robust, compelling pitches. The training and support provided during the knowledge exchange programme will be highly valuable and will support participants to improve their ideas with the help of a wide variety of industry experts.

Six finalists will be selected to pitch their ideas live in front of a panel of judges. The winner of the competition will receive £10,000 and the announcement of the results will take place at a final showcase event in October 2021.

For details on how to enter, visit HackThePlanetCompetition.com

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About the Commonwealth

The Commonwealth is a voluntary association of 54 independent and equal sovereign states. It is home to a combined population of 2.4 billion people, more than 60 per cent of whom are under the age of 30. Members include both advanced economies and developing countries. Thirty-two are small states, many of which are island nations. The Commonwealth Secretariat supports member countries to build democratic and inclusive institutions, support sustainable development, strengthen governance, promote justice and human rights and protect the environment.

About the Satellite Applications Catapult

The Satellite Applications Catapult is an independent innovation and technology company, created by Innovate UK to drive economic growth through the exploitation of space. We work with businesses of all sizes to realise their potential from space infrastructure and its applications. Based in Harwell, Oxfordshire, the Catapult was established in May 2013 as one of a network of centres to accelerate the take-up of emerging technologies and drive economic impact for the UK. We are a not-for-profit research organisation which is registered as a private company limited by guarantee and controlled by its Board. See sa.catapult.org.uk for more information.

10. Contact Us

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