

Team Name: Bigfoot

School: Koforidua Technical University

BigFoot Theory of Change Chart

Strategies (What We Do)	Targets (Who We Engage)	Outcomes (Short-Term & Medium)
Husk Collection & Processing: Collect & sort coconut husks; Establish Community Hubs for deposit; Train 200 youth in processing husks; Produce eco-soles.	Coconut vendors & farmers: Deposit husks at hubs	5 tons husks diverted/year achieved; Local community hubs established and operational.
Education & Mobilization: Host workshops for youth on sustainability and husk processing; Lead public collection drives; Partner with local teachers/universities to create a sustainability curriculum.	Youth / students: Train & lead drives	Youth employment/skill development increased (training 200 youth).
Market Adoption: Set up community hubs for artisan collaboration; Provide training and subsidized raw materials to artisans; Market the quality and eco-friendliness of eco-soles.	Artisans: Adopt eco-soles	Increased adoption and sales of eco-soles by local artisans.
Policy & Partnership:	Municipal authorities:	Local community hubs

Collaborate with municipal authorities to secure land/permits for hubs; Meet with administrators to propose waste management policy changes; Secure official support from local government.	Support hubs	established and operational (securing permits/land).
Funding & Promotion: Secure corporate sponsorships and funding; Promote the campaign widely through media and community events; Offer tax incentives/recognition for business partners.	Businesses: Sponsor campaign	Secure funding to scale operations and sustained public awareness.

HOW THE STRATEGIES CONNECT

Each strategy directly supports a target by making their role clear, beneficial, and rewarding. The targets then contribute to shared outcomes: reduced waste, trained youth, empowered artisans, and a cleaner Ghana. Together, these strategies build trust, visibility, and accountability transforming BigFoot Ghana from a local initiative into a youth-led sustainability model.

REFLECTION

What started as advocacy has evolved into a living plan. By adding strategies, our Theory of Change now shows the entire chain from ideas to impact people, partnerships, and processes all connected.

Each action has purpose: education builds awareness, incentives spark participation, and collaboration ensures sustainability. Through this approach, BigFoot will turn its measurable commitment recycling 5 tons of coconut husks, training 200 youth, and engaging 85 artisans into visible transformation for people and the planet.

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Education & Mobilization Host workshops for youth on sustainability Lead public collection drives. Partner f local universities to Partner focal universitès to develop a sustainability cuniculum	Youth / students: Train & lead drives	Youth employment/skill development increased (taregting 75% of trainees successfully transtioned to roles).
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BigFoot Theory of Change		
Strategies (What We Do)	Targets (Who We Engage)	Outcomes (Short-Term & Medium-Term)
Husk Collection & Processing: Collect & sort husks at Community Hubs for deposit Train 200 youth in processing Produce eco-soles.	Coconut vendors & farmers: Deposit husks at hubs	5 tons husks diverted/year achieved Local community hubs established and operational.
Education & Mobilization Host workshops for youth on sustainability Lead public collection drives Partner with local universities to develop a sustainability curriculum	Youth / students: Train & lead drives	Youth employment/skill development increased (targeting 75% of trainees successfully transitioned to roles).
Market Adoption Set up local community hubs for artisan Secure land/rent/permits for hubs Meet with municipalities to propose management policy changes Secure official government support.	Artisans: Adopt eco-soles Subsidize subsidized raw materials	Increased adoption and sales for eco-soles (targeting 20% market share penetration within 18 months).
Funding & Promotion Secure corporate sponsorships and funding Promote the campaign and community events Offer incentives for recognition for business partners.	Municipal authorities: Grant authority hubs access to production for processing all necessary policy approvals).	Secure funding to scale operations and sustained public awareness.



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big_footgh 🌱 Change starts when we act not someday, but now.

At BigFoot, we're turning discarded coconut husks into opportunity training 200 youth, empowering 85 artisans, and reducing 58 kg of CO₂ and methane emissions for every ton recycled. 🌱

Our commitment is to make circular innovation a way of life across Ghana where waste becomes resource, and young people lead the change. 🙌

Together with students, vendors, artisans, businesses, and city leaders, we're proving that climate action isn't just possible it's already happening. 🌍🌱 @TurningGreenOrg @c40cities

#pgc2025 #YouthForClimate #CircularEconomy #GreenInnovation

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