

FOR THE PRODUCTION AND MARKETING OF AFFORDABLE HIBISCUS/KINKELIBA OR SPIRULINA-BASED PRODUCTS

WOULD YOU LIKE TO HAVE A POSITIVE SOCIAL IMPACT IN THE GLOBAL SOUTH BY MARKETING NATURAL PRODUCTS THAT ARE AFFORDABLE FOR ALL, INCLUDING THE MOST DISADVANTAGED?

PARTICIPATE IN THE ANTENNA CHALLENGE AND WIN UP TO 5,000 EUROS TO IMPLEMENT YOUR PROJECT

WE WILL SHARE OUR SCIENTIFIC EXPERTISE WITH YOU!

PRODUCTION AND MARKETING IN THE GLOBAL SOUTH

- **HIBISCUS OR KINKELIBA**
IN THE FORM OF TABLETS, CAPSULES OR HERBAL TEAS THAT ARE QUALITY CONTROLLED AND GUARANTEED
- **SPIRULINA-BASED PRODUCTS**
WITH HIGH NUTRITIONAL VALUE THAT ARE AFFORDABLE, QUALITY CONTROLLED AND GUARANTEED

HIBISCUS & KINKELIBA

TO COMBAT HIGH BLOOD PRESSURE AND TO PROMOTE A NATURAL AND LOCAL SOLUTION

The Antenna Medicines team, together with the University of Saint-Louis in Senegal, has scientifically validated the anti-hypertensive efficacy of Hibiscus and Kinkeliba, two edible West African plants. Populations as far away as the Middle East also consume Hibiscus.

Each of these plants has demonstrated, in the form of herbal tea, capsules and tablets, its efficacy in treating high blood pressure comparable to a synthetic treatment.



SPIRULINA BARS

FOR BETTER LOCAL NUTRITION

For more than 20 years, the Antenna Foundation has been committed to better nutrition thanks to the contribution of the micronutrients present in spirulina.

The spirulina-based product must be

- Highly nutrient
- Tasty
- Affordable

For example, the SPIRUBARRE is a locally produced bar made with locally sourced dates and spirulina. The recipe is already available and validated for Morocco.



FOR BETTER NUTRITION AND GOOD HEALTH FOR THE MOST DISADVANTAGED!

CONDITIONS FOR PARTICIPATION

- Participation is open to all students or entrepreneurs with an original idea.
 - a. Social enterprises established in a country of the global South and active in the field of nutrition or food supplements.
 - b. Social enterprises based in a Northern country with Southern partners who wish to launch this project in a Southern country.
- Become an Antenna Foundation partner, thereby benefiting from Antenna's full scientific support and available equipment to implement your project.
- Use the amount of the prize awarded to produce and market these products.

HOW TO ENTER THE ANTENNA CHALLENGE?

If you are interested, fill in [the online form](#).

CALENDAR

- Launch of the challenge: 1 September 2020
- Submission deadline: 31 December 2020
- Selection of the best proposals and information to participants: January 2021

CONTACT

ANTENNA FOUNDATION

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Human rights activist Denis von der Weid created Antenna 30 years ago in Geneva. Today it is an international non-profit foundation recognised as being in the public interest.

Antenna Foundation is engaged in scientific research and the dissemination of innovative and accessible technological, economic and medical solutions that meet the basic needs of the most disadvantaged.

Its approach favours sustainable development, social justice and autonomy.

In collaboration with an international network of scientists, Antenna participates in research and field projects in the areas of nutrition, water and hygiene, agroecology, medicines, energy, schools and microcredit.

SELECTION CRITERIA

- The best project proposal for the production and distribution of an affordable product in the field of nutrition or food supplements that are quality controlled and guaranteed, in a country in the global South.
- **Economic and social mission:** the development of a local business so that the project is self-sufficient and aimed at the most disadvantaged.
- The project initiator will ensure that the project complies with sustainable development principles and the Antenna Foundation's values and mission. [Read the Antenna Manifesto](#).

TERMS AND CONDITIONS

A selection committee will examine the submissions and select those that best meet the criteria. The members of the committee are not required to justify their decisions.



AGROECOLOGY



MEDICINES



WATER & HYGIENE



MICROCREDIT



SCHOOLS



NUTRITION



ENERGY