

Transforming Energy Crises in the Gulf of Guinea: A Positive Innovative Disruption.

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Overview.

The Gulf of Guinea is a sub-region in Africa, located in the Central - West African Coast lines, adjacent to the Atlantic territorial waters. It is a rich, vast and heavily under-exploited sub region. Sources reveals it holds about 35% of the world's total petroleum reserves and blessed with many minerals and other natural resources; as well as a very rich rain forest accounting for about 20% of the world's total rainforest and much of the oxygen-generating sources of the entire globe (Abubakar, 2016).

Despite the region's abundant energy resources, it still has the lowest electrification rates in the world with close to 90 million people lacking access to electricity (Avila et al., 2017). With a strong reliance on fossil fuel power, aging and inefficient systems; it sets the nations in the Gulf back of meeting United Nations -Sustainable Development Goal 7 (UN-SDG 7), retarding industry progress and diminishes the economic growth by 2 to 4 percent every year (Hott, 2019).

Method.

The geographical diversity of the states in the Gulf of Guinea is a basic challenge to finding a common regional agenda. Because of that, I am motivated to introduce the innovative ecosystem of Orchestra model with its co-competition aspect as a win-win for all stakeholders in the Gulf of Guinea. Qualitative method clearly shows a multiple case study design, using case study observation in 13 communities from 8 countries revealing locals' willingness to overcome electricity challenges and explore ways energy consumption and markets can be improved through collaboration and co-opetition, thus attracting a win-win for all stakeholders. This real-world observational process in communities that share the same characteristics, was conducted between 2010 – 2020 and my unparalleled access and network to these areas build-up some rapport over time.

Results.

In the communities surveyed, people generally agree that it is important to take co-opetition' into account when dealing with energy issues, even if it means making compromises.

A median of 71% as oppose to 21% agree that these communities/countries should take other countries' interests into account.

Conclusions.

Therefore, these countries increasingly realize that collaboration is an important means by which to better compete globally. The competitive collaboration helps these nations to enhance their internal skills and technologies while guarding against transferring competitive advantages to ambitious players outside the sub-market (Hamel et al., 1989). So, in essence, we need competition among energy companies in the Gulf of Guinea, but cooperation among the different governments.