

UpstartED's

Innovate Together

online challenge

UpstartED's response to the disruption caused by COVID-19 to young people's access to meaningful, engaging and relevant learning opportunities.

WWW.UPSTARTED.ORG



The new reality facing education

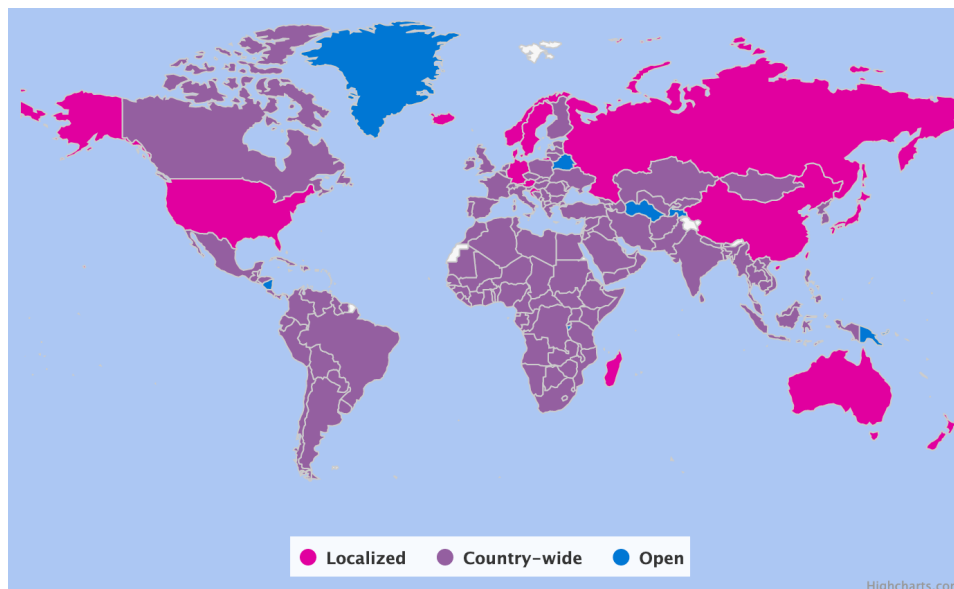
According to UNESCO monitoring, "over 100 countries have implemented nationwide closures, impacting over half of world's student population. Several other countries have implemented localized school closures and, should these closures become nationwide, millions of additional learners will experience education disruption."¹

In Québec alone, primary schools are only now considering re-opening, while secondary schools will be closed until September. Over night, schools have had

to reinvent themselves to deliver quality learning at a distance. Seeing as teachers' main priority is to ensure students' academic outcomes, they are unable to respond to the social needs of the young people affected by this crisis.

This is where UpstartED comes in. We believe that, now more than ever, it is critical for young people to access meaningful, engaging and relevant learning opportunities that empower them to take action in the face of new social challenges.

Global monitoring of school closures caused by COVID-19



1

Source: UNESCO, 2020.05.07, <https://en.unesco.org/covid19/educationresponse>

What students are saying

In an effort to understand the new realities of Canadian students during this crisis, we conducted a survey* that asked young people about their sentiment with regards to COVID-19, their most pressing needs in this time of crisis, and whether they want to get engaged through alternative educational opportunities.

The answers we received have inspired us to design an online challenge that enables youth to tackle COVID-19 related issues.

*Current numbers reflect the results of 50 respondents, between 12 - 21 years old, residing in Ontario and Québec.

83.3%

...expressed concern regarding the progression of COVID-19

Of the 83.3%, 33.3% are relatively concerned, 37.5% are very concerned, and 12.5% are extremely concerned.

I understand that (social distancing) it is necessary but it is triggering my mental illness and I can't wait to get back to school.

60.4%

...identified "meaningful social interactions" and "timely updates" as two of their greatest needs during the crisis

Of the 83.3%, 33.3% are relatively concerned, 37.5% are very concerned, and 12.5% are extremely concerned.

What we can do about it

We asked the same group of students whether, given the opportunity, they would be interested in participating in an open innovation challenge in collaboration with other young people around Canada. We were excited to see the results.

88.7%

...expressed an interest in working with students across Canada to tackle COVID-19 related challenges

Q: What challenges would you be interested in tackling?

Help small business owners whose brick and mortar stores are closing

Help the public access accurate information regarding COVID-19 on social media

Make critical healthcare services more accessible during the crisis

I'm up for any challenge, let's go!

Introducing the Ennovate Together Challenge

We asked ourselves how we could enable young people to engage in meaningful social interactions online while empowering them to take action in the face of the challenges they see in their communities. That is how *Ennovate Together* was born.



April 11 - 19



7 teams



3 challenges

For students...

- **Make new friends** and engage in meaningful social interactions
- **Learn to use new tools** that can be applied to school projects
- **Tackle real problems** and have a positive impact

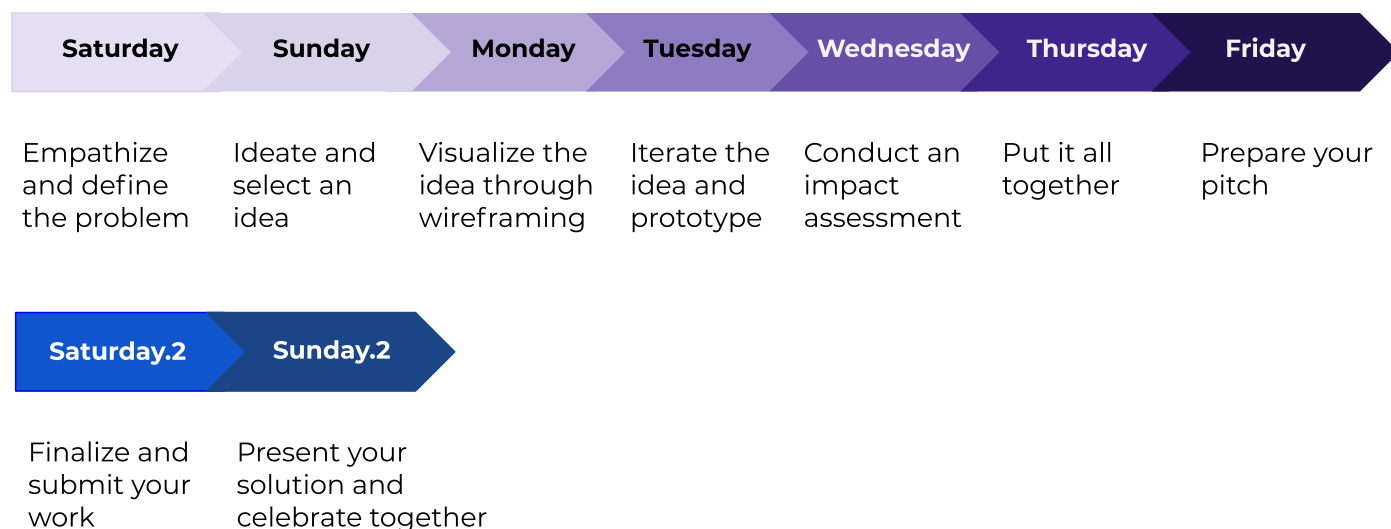
For teachers...

- **Access free resources** that scaffold online project based learning
- **Connect students with a virtual extracurricular project** in order to practice their creativity and collaboration

For our partners...

- **Mobilize Gen Z insights** to help you tackle the COVID-19 crisis
- **Give employees a way to give back** to their communities while working remotely

Ennovate Together: Program Overview



The experience

The Ennovate Together Challenge is made up of the following elements:



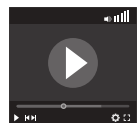
Live sessions

Real-time workshops with student engagement



Team coaches

A dedicated coach per team to guide the experience



Recorded sessions

Videos that guide students through key knowledge and activities



External experts

Industry experts and real end users guide the evolution of students' ideas

Team coaches: UpstartED



Celine Godard Aron



Abdaal Mazhar Shafi



Andrea Mendoza



Aurélie Ye



Haixiang Sun



Diana Baranga

External experts



Cindy Fagen

Managing Director,
Labs Canada



Boliko Edjijimo

Social Impact Manager,
Youth Entrepreneurship



Michel Auger

Director Architecture
and Solutions



Ennovate Together: Participant Demographics

For the first edition of Ennovate Together, we reached out to the UpstartED student and teacher network. Students were accepted based on their applications.



21

student
participants

8

schools
represented

14 - 18

Participant age
range

We were incredibly inspired by the motivations of the students who applied to the Ennovate Together Challenge. The following quote encapsulates the sentiments expressed by the inaugural cohort of Ennovate participants.

*I want to participate in “Ennovate Together” to **take advantage of an exceptional opportunity to learn new skills, investigate solutions to real world problems, and do my best to make a contribution** to society.*

*This program comes at a time that poses difficulty and challenge for all, and **I believe innovation and collaboration are more important than ever**. “Ennovate Together” incorporates these two values into attaining a meaningful goal.*

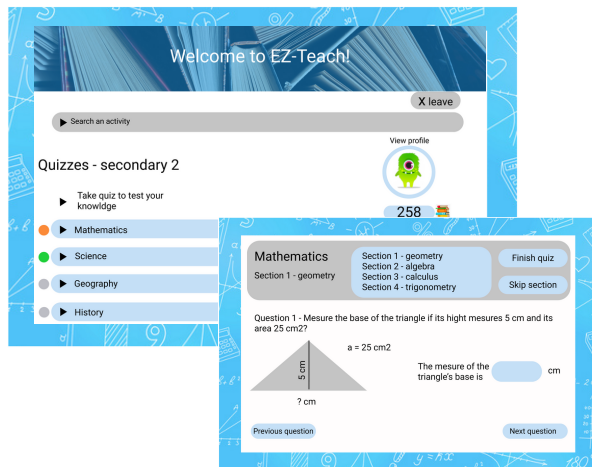
Ennovate Together Education Challenge

Presented by *upstarte*TM

Challenge

How might we curate students' learning experience during the COVID-19 crisis given all the online resources made available to parents?

Solutions: EZ Teach & DisruptED



Winning team: EZ Teach

- ✓ **Redirects the student to resources** that align with his/her academic needs
- ✓ **Tests the student's knowledge** and adapts resources accordingly
- ✓ **Organizes the student's day** by structuring their weekly learning plan

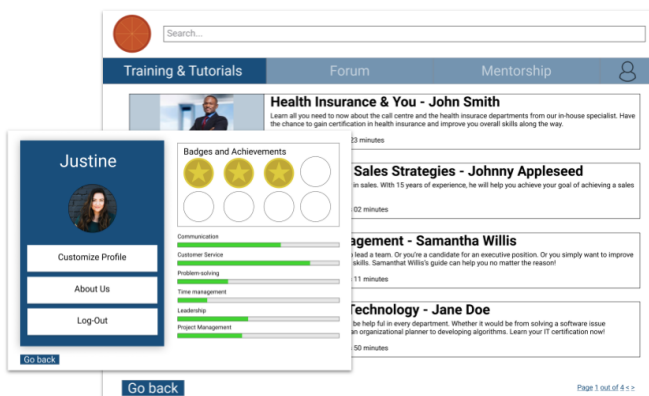
Ennovate Together: Work Challenge

Presented by  **CROIX BLEUE**
DU QUÉBEC

Challenge

How might companies match employees whose roles have been disrupted by the COVID-19 crisis with new internal opportunities?

Solutions: Artemis Pro & RedOrange



Winning team: RedOrange

- ✓ **Assesses employee's skills** to identify strengths and gaps
- ✓ **Offers training** that allows employees to up-skill
- ✓ **Proposes job openings** that align with employee's interests

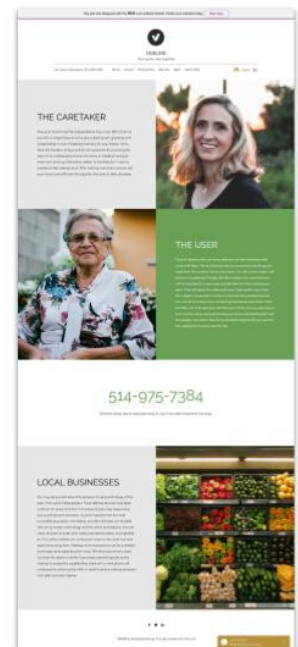
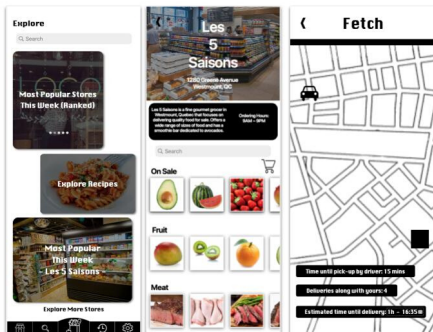
Ennovate Together: Work Challenge

Presented by  **shopify**

Challenge

How might we connect families with local businesses so they can access essential and non-essential goods while minimizing the risk of contracting COVID-19?

Solutions: Stüf, Fetch & Oneline



Winning team: Stüf

- ✓ **Allows young family members to support the elderly** through Multi-user functionality
- ✓ **Makes essentials and non-essentials accessible** through one app
- ✓ **Promote the local economy** by focusing on local businesses

Assessing the success of Ennovate Together

We designed the Ennovate Together Challenge to enable young people to engage in meaningful virtual social interactions while empowering them to take action in the face of the challenges they see in their communities.

After nine days of learning, connecting and building, we asked the participants to share their experience with us. Overwhelmingly, the young people in the program confirmed that Ennovate was an empowering journey.

96%

...had fun working with their teams to solve the Ennovate challenges

86%

...felt empowered through the experience knowing that they were solving COVID-19 challenges

78%

...felt less isolated by engaging in the Ennovate Together Challenge

Thanks to Ennovate Together...

80%

...students feel more confident in their **ability to solve a problem** in their community.

86%

...students feel more confident in their **ability to lead a team**.

82%

...students feel more confident in their **ability to pitch their ideas**.

90%

...students feel more confident in their **ability to use online collaborative tools** (Slack, Google Suite)

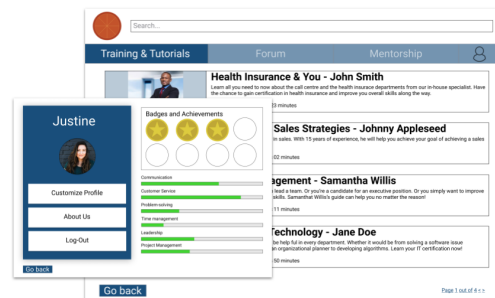
Ennovate Together: What comes next?

The Ennovate Together challenge is just the beginning of the journey for some of our teams. Here is how students are making their ideas a reality:

Work

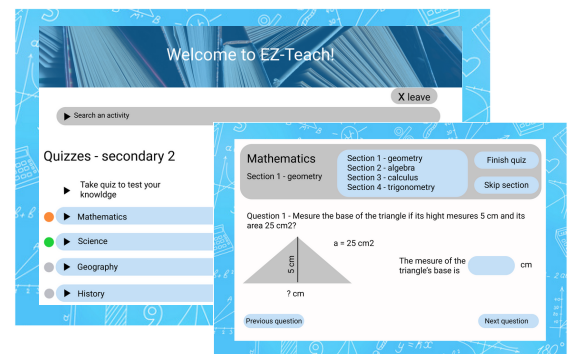
The students from RedOrange have decided to join forces with Artemis Pro and combine the best elements of their two solutions.

They have the chance to **pitch their solution to the Blue Cross Québec C-suite**. If successful, this team has a chance to get their solution implemented.



Education

The EZ-Teach team is being **actively mentored by UpstartED's executive members** to help them validate and launch their solution in the coming months.



Community

Thanks to OneLine's commitment to making shopping for necessities easier for the elderly population as well as for the immunocompromised, UpstartED will offer **30 mentorship hours** to help them launch their solution.



Ennovate Together: This is just the beginning

We would like to thank the community members and partners who supported the first edition of the Ennovate Together Challenge. The success of this event has demonstrated the great potential of virtual social innovation programs for youth.

We look forward to continue engaging young people in solving the urgent challenges they identify in their communities!

