

The logo for the Canada Comeback Challenge features the text "CANADA COMEBACK CHALLENGE" in a bold, orange, sans-serif font. The word "COMEBACK" is significantly larger and more prominent than "CANADA" and "CHALLENGE". The text is contained within a white rectangular box with a thin blue border. Above the box, several blue curved lines suggest a stylized wave or a signal.

# CANADA COMEBACK CHALLENGE

**Post-Secondary Institution Name: Carleton University**

## **1. Background**

### **What is the Canada Comeback Challenge?**

The Canada Comeback Challenge creates opportunities for post-secondary students to contribute to Canada's COVID-19 recovery while gaining valuable work-integrated learning (WIL) experience. Through a fun, skill-building national competition in an entirely online format, students will tackle real-world problems facing employers in Canada's public, private, and non-profit sectors and compete for a chance to pitch their ideas to an esteemed panel of judges.

### **Why do we need the Canada Comeback Challenge?**

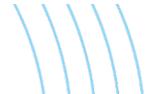
The time is right for students and employers to work together to address the unprecedented transformation brought about by COVID-19. This federally-funded initiative, announced by Prime Minister Trudeau in June 2020 as part of a \$9 billion support package for post-secondary students and recent graduates, empowers students, links them with employers, and increases Canada's capacity to address the social and economic challenges brought about by the global pandemic.

## **2. Benefits**

### **Why should students participate in the Canada Comeback Challenge?**

Canada Comeback Challenge aims to:

- Provide the kind of WIL experience that kick-starts careers. Up to 10,000 spots will be available through the Challenge for students.
- Provide students with opportunities to apply their skills, develop new ones, and expand their professional networks.
- Provide access to curated resources for professional and career development, health and wellness, and diversity and inclusion.
- Provide access to a virtual mentorship community and dedicated employer mentors for teams that make it to the final round.
- Provide opportunities for students to create meaningful solutions to real-world challenges facing Canada's public, private, and non-profit sectors.
- Connect students with employers. Top teams will pitch their ideas to professionals in a competition to win prizes.



---

### 3. Participation

#### What does participation look like?

Students from across Canadian post secondary institutions have been asked to find solutions to the most pressing issues of our time. There are two different cohorts of the Canada Comeback Challenge that are ongoing.

The first is the national challenge that started in October 2020 where students from across Canada participated in teams. The second cohort starting in January 2021 will have students in their specific institution and classrooms tackling these issues. Your deliverable and rules of participation will depend on your institution. If you have questions about your participation, please contact either your institution instructor or [campuschallenge@bher.ca](mailto:campuschallenge@bher.ca)!

For students participating from the Carleton University, you can participate individually or in groups of 2-5.

### 4. Financial Support

Here at BHER, we are committed to reducing the barriers students may be facing in accessing the resources necessary to participate. Students have up to \$250 to seek reimbursement for costs associated with participating in this competition. Students participating from Carleton University qualify for this access grant.

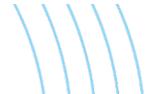
Eligible expenses include the following:

- Office supplies: consumables such as paper, ink cartridges, pens, pencils, etc.
- Software licenses, software subscriptions
- Postage and courier
- Cellphone: air and data charges
- Internet: connection and data charges
- IP Fees and licenses: costs to access intellectual property
- Prototype equipment & materials: equipment and materials related to solution
- Learning resources: books, e-books, conferences, webinars, registration
- Daycare: daycare charges as a result of COVID financial challenges

The expense reimbursement limit for each participant in Round One is \$250 including tax. A complete guide to submit reimbursement is available on the website.

### 5. Challenge Scope

For Carleton University students, you will find over 80 challenges offered by 26 different organizations across Canada that you can choose to find solutions to. These challenges cover the public, private and not-for profit sectors in Canada.



---

When you join the challenge, you will select one of these focus areas, which will aid you in selecting the case challenge that best suits your interests. Here are some interesting statistics from each to get you started:

**Public Sector:** Canada's public sector includes all government-controlled entities such as ministries, departments, funds, organizations, and business enterprises and makes up 15 percent of Canada's economy.

**Private Sector:** Canada's private sector is made up of for-profit companies, including small and medium-sized enterprises as well as large businesses, that are not owned or operated by any level of government and makes up 76 percent of Canada's economy.

**Not-For-Profit:** Canada's not-for-profit sector is divided into three categories: community non-profits (e.g. social services, advocacy groups); business non-profit institutions (business associations or chambers of commerce); and government non-profit institutions (hospitals, universities and colleges). This sector makes up about 9 percent of Canada's economy.

Challenges will become public on the website on 25th of January.

## **6. Submission**

The main output will be an Executive Summary of 5 pages with an additional 3 pages allowed for supporting appendices.

The general rubric for submission will be based on the following criteria:

- Proposed Solution
- Implementation
- Stakeholder Engagement and Equity, Diversity, and Inclusion
- Barriers and Risks
- Costs and Budget

Details on each round will be provided throughout the competition. Feedback provided each round will be qualitative in nature.

## **7. Timeline**

- Registration opens on the 5th Feb.
- Registration ends on the 20th Feb.
- Teams have to be reported by 25th Feb.
- Submission for the deliverable is due 31<sup>st</sup> March.
- All reimbursements have to be submitted by 15th March.
- Feedback provided 12<sup>th</sup> April.

## 8. Professional Development

We have partnered with multiple organizations across the country to curate concurrent professional development that will be available for all students to use throughout the challenge. Some participating partners include Jack.org, Venture of Canada, Future Design School and Bridgespace. Many asynchronous resources on design and human-centred thinking have been collected courtesy of the award-winning organization IDEO.

Resources provided are both synchronous and asynchronous in nature to provide multiple forms of engagement. They are all timed to give a clear idea of duration of participation and are supplemented with worksheets. The topics covered include team fundamentals, design thinking tools and methods as well as mental health and wellness.

PD Stream	Description
<p>Foundations of a Great Team.</p> <p>This module should take around 1 hour to complete.</p>	<p>- Learn what it takes to build an effective team and ways to sustain it!</p> <p>This session is brought to you in partnership with Venture for Canada. "Venture for Canada gives keen Canadian students and recent grads immersive entrepreneurship training and real-world job experience at innovative startups and small businesses. "</p>
<p>Design Thinking: Introduction and Processes in Design Thinking. (Part 1)</p> <p>This module should take around 1 hour to complete.</p>	<p>- Learn what human-centred design is along with the different mindsets you can employ to view the challenges presented to you.</p> <p>- Learn the process used in design thinking. Acquaint yourself with the 3 categories - inspiration, ideation and implementation.</p> <p>These resources are courtesy of IDEO. "IDEO.org is using design to tackle the world's most pressing challenges. We believe that the solutions that arise from human-centered design bring stability, hope, and dignity to low-income communities around the globe. Through partnerships with non-profit organizations, social enterprises, or foundations, IDEO.org facilitates the design process to create solutions to challenges in a number of sectors, including health, clean water and sanitation, financial inclusion, agriculture, and gender equity."</p>
<p>Design Thinking: Tools to find Inspiration for your Solutions. (Part 2)</p> <p>This module should take around 2.5 hours to complete.</p>	<p>- Learn how to frame your design challenge, conduct secondary research and define your audience.</p> <p>- This activity comes with a worksheet to complete. Be sure to save your notes and brainstorm for later use.</p>

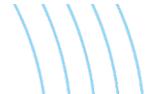
<p>Design Thinking: Tools to Explore Ideas for your Solutions. (Part 3)</p> <p>This module should take around 3 hours to complete.</p>	<ul style="list-style-type: none"> <li>- Learn the tools to brainstorm and organize your ideas.</li> <li>- Learn to complete a comprehensive Business Model Canvas.</li> <li>- This activity comes with worksheet to complete. Be sure to save your notes and brainstorm for later use.</li> </ul>
<p>Design Thinking: Tool to Build your Solutions. (Part 4)</p> <p>This module should take around 3 hours to complete.</p>	<ul style="list-style-type: none"> <li>- Learn how to create a roadmap for your solution and conduct a resource assessment.</li> <li>- Learn how to articulate your solution in a pitch.</li> <li>- Learn how to evaluate your solution with Covid-19 considerations (this resource is available if your challenge/solution addressed Covid-19)</li> <li>- This activity comes with a worksheet to complete. Be sure to save your notes and brainstorm for later use.</li> </ul>
<p>Mental Health and Wellness Resources: <a href="#">Jack.org</a> Resources</p>	<p>Jack.org is Canada's only charity training and empowering young leaders to revolutionize mental health in every province and territory. Through <a href="#">Do Something</a>, <a href="#">Jack Talks</a>, <a href="#">Jack Chapters</a>, and <a href="#">Jack Summits</a>, young leaders identify and dismantle barriers to positive mental health in their communities. And through ambitious innovations in youth mental health like <a href="#">Be There</a>, they give people the mental health resources they need to educate themselves. They're working towards a Canada where all young people understand how to take care of their own mental health and look out for each other. A Canada without shame, where all those who need support get the help they deserve. Their movement is powered by tens of thousands of advocates and allies across every province and territory of Canada.</p>

All resources will be available through the website on the 25th of January.

## 9. Mentorship

BHER considers mentorship an essential component of a work-integrated learning experience. As such, we are committed to providing participating students the chance to connect with our network of talented mentors across Canada. Each institution will be provided with a list of mentors chosen from over 100 mentors in our network who will be able to provide meaningful insight and guidance to students. Along with the list, a guide for facilitating conversations between students and mentors will also be provided.

## 10. Contact Information



---

For institution specific information, contact your instructor or department administering the Canada Comeback Challenge.

After reading through this website and this document, if you have any questions, please contact [campuschallenge@bher.ca](mailto:campuschallenge@bher.ca)