



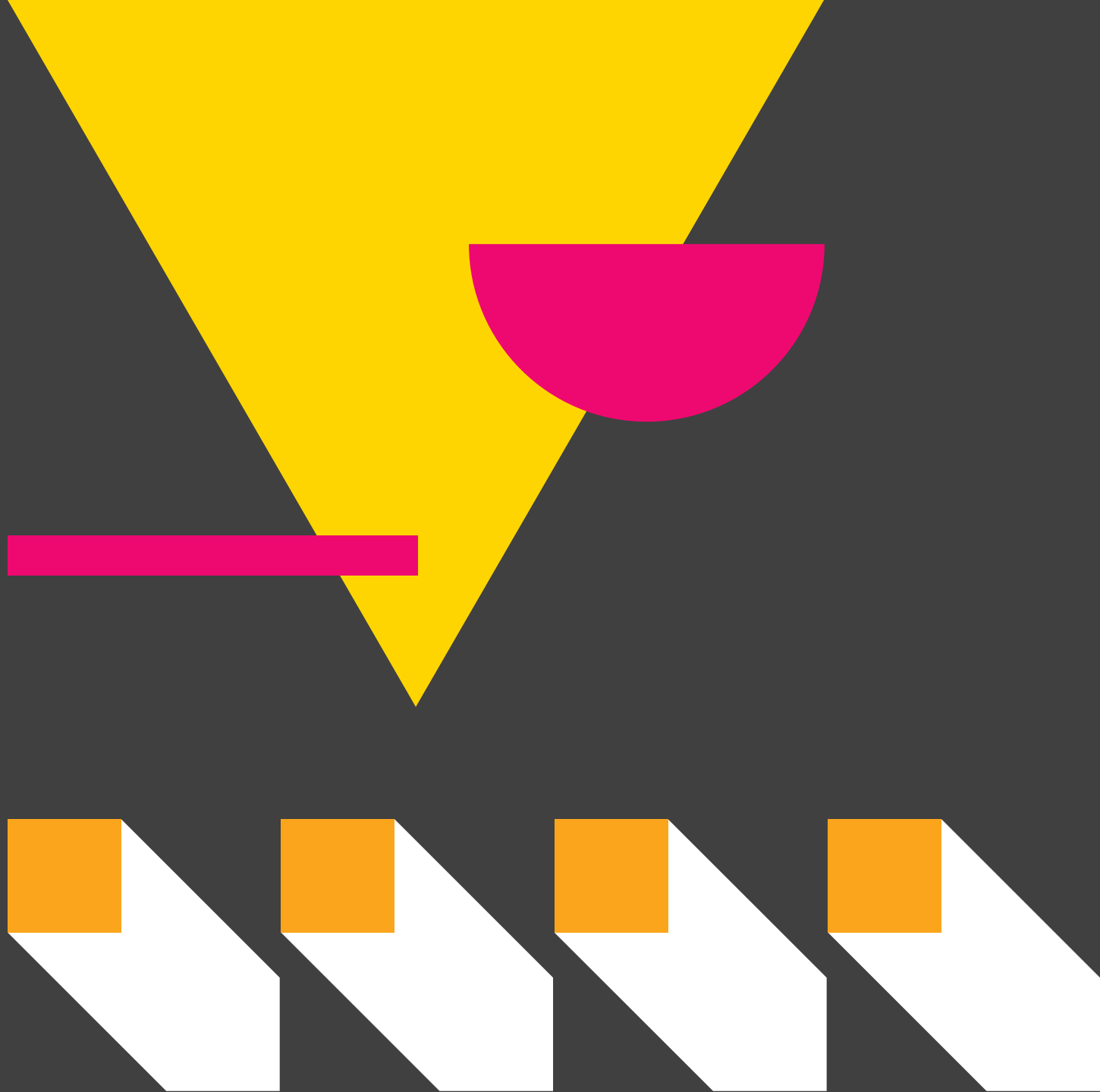
Hunter Hub
Solutions Lab:
Climate change
solutions for
Southern
Alberta



Mobilizing Alberta

Hunter Hub Solutions Lab to inspire climate action for Southern Alberta

The Hunter Hub for Entrepreneurial Thinking, in partnership with the Office of Sustainability, presents *Hunter Hub Solutions Lab: Climate change solutions for Southern Alberta.*



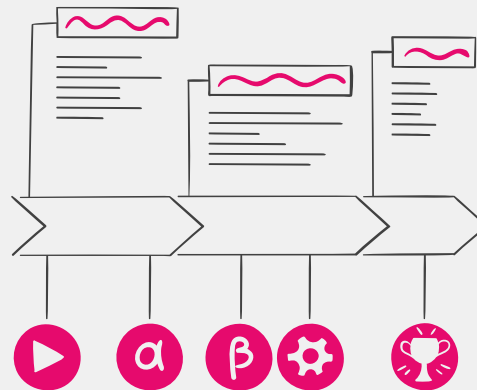
What's in this guidebook?

- Overview of the competition: what is the *Hunter Hub Solutions Lab* all about?
- Student checklist
- *Hunter Hub Solutions Lab* question
- Framing your solution: 6 key climate themes
- Climate change resources
- Financial compensation & top place awards
- Schedule
- Rules for submitting your 5-minute pitch video
- Evaluation rubric
- Questions? Contact us!

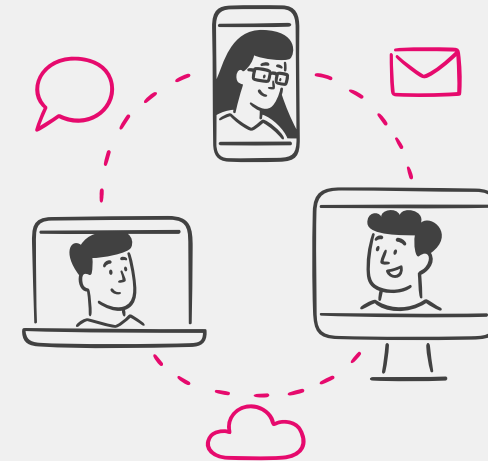
What is the *Hunter Hub Solutions Lab* all about?



Develop entrepreneurial thinking skills while broaching a real-world challenge



Advance the UN's Sustainable Development Goals (SDGs)



Connect with the innovation economy through co-curricular experiential learning



What is the *Hunter Hub Solutions Lab* all about?

This four-week challenge invites UCalgary undergraduate students to participate in developing innovative, sustainability-focused solutions to a challenge being faced by communities across Southern Alberta. Students will take a systems-thinking approach, connecting their project idea back to the United Nation's Sustainable Development Goals.

GOAL: Student groups will develop a five-minute pitch video along with a one-page brief that outlines their initiative to address the solutions lab question

Students are grouped into teams of 3-5 people and will participate in workshops and feedback sessions with internal and external community members who will guide them in developing their solution from the ideation phase through to creating a comprehensive pitch to the judges. Students are to spend a maximum of 40 hours working on their solutions.

Each video will be judged by multiple experts to receive an average overall score. The top three pitches will be showcased at the final Award Ceremony (Session 5) and will receive prize money.



Challenge checklist

To qualify for the prize money (\$1,000, \$500 or \$250) and financial compensation (\$525/pp), you must complete all action items on the following checklist:

- Complete Hunter Hub Solutions Lab registration
- Meet with your group, choose one of the six climate change solution categories, and start crafting your pitch
- Participate in all five MANDATORY sessions including:
 - Monday, October 24 – Session 1: Kickoff (5:30 pm – 7:00 pm)
 - Wednesday, November 2 – Session 2: Climate change keynote (5:30 pm – 7:00 pm)
 - Tuesday, November 8 – Session 3: Community partners networking event (5:30 pm – 7:00 pm)
 - Wednesday, November 16 – Session 4: Crafting the perfect pitch (5:30 pm – 7:00 pm)
 - Tuesday, November 29 – Session 5: Award presentation (5:30 pm – 7:00 pm)
- Submit your project proposal via email to solutionslab@ucalgary.ca by 12:00 pm (noon) on Monday, November 21, 2022; see submission guidelines on pages 12 and 13 of this guidebook for more details
- Complete the post-experience survey

Challenge

Students are challenged to develop an **impactful** and **feasible** project idea with clearly defined **steps for implementation** that, if executed, would *create climate change solutions for Southern Alberta.*

Climate-based solutions

Framing your pitch



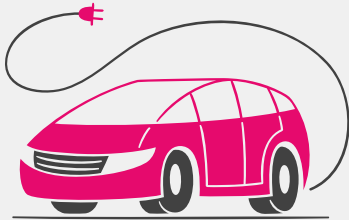
Comfortable, safe homes



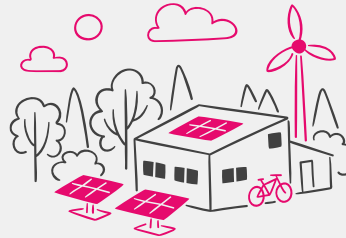
Jobs and prosperity



Communities and energy



Clean and active transportation



Modernizing energy



Food, land, agriculture, and lifestyle

Climate change resources



Comfortable, safe homes

Examples: Retrofitting, energy efficiency, renewable energy (heat pumps, solar, PACE program)

- **Gov't website:** [Eligible grants and retrofit rebates](#)
- **Report:** [Reducing Greenhouse Gas Emissions in Housing](#)
- **Website:** [Envirotech Geothermal + Solar](#)
- **Gov't website:** [Alberta Clean Energy Improvement Program](#)
- **Website:** [Solar Projects in the City \(Calgary, YYC\)](#)
- **TED Ed:** [Solar energy for everyone](#)
- **TED Talk:** [The thrilling potential for off-grid solar energy](#)
- **Video/media:** [List of 5 best tedtalks on renewable energy](#)
- **Gov't website:** [Heating and cooling using heat pumps in Canada](#)
- **Website/video:** [PACE makes it easy to invest in solar and energy efficiency](#)



Jobs and prosperity

Examples: Economic diversification, new jobs & careers (clean tech, retraining + upskilling for workers)

- **Report:** [The Fiscal and Economic Benefits of Sustainability](#)
- **Website:** [Sustainable economic growth and employment](#)
- **Publication:** [Decent work in the green economy](#)
- **Report:** [Sustainable development, decent work and green jobs](#)
- **UCalgary research paper:** [Diversification of the Alberta economy: in search of stability](#)
- **Website article:** [Competitive and sustainable economy](#)
- **Draft strategy:** [Economic diversification through bio-industrial innovation in Alberta](#)
- **Website:** [Alberta's Emerging Economy](#)
- **Publication:** [Clean energy opportunities for Alberta Municipalities](#)
- **Magazine article:** [Alberta's Emerging Economy](#)



Communities and energy

Examples: Preparing for extreme weather, adaptation planning, resiliency, risk mitigation, etc.

- **Strategy plan:** [Climate Resilience Strategy](#)
- **Plan-2022:** [Calgary's Climate Adaptation Plan](#)
- **Plan:** [Calgary's Climate Strategy](#)
- **Risk planning:** [Tackling Risk](#)
- **Publication:** [Building a climate-resilient city: disaster preparedness and emergency planning](#)
- **Online tool:** [Climate atlas of Canada](#)
- **Planning guide:** [Community Climate Adaptation Planning Guide](#)
- **Planning tools and video:** [Emergency Preparedness](#)
- **Tools, videos, and kits:** [Resources for your community](#)
- **Article:** [History of climate in Alberta and effects of climate change on Alberta's watersheds](#)

Climate change resources



Clean and active transportation

Examples: EVs, ZEVs, active transportation (e.g., biking), public transportation, etc.

- **UofA report:** [Active Transportation Benefit](#)
- **Website:** [Sustainable Transportation](#)
- **Webinar:** [Active Transportation: bike commuting in Calgary](#)
- **Website:** [Basic of Electric Vehicle: Present and Future](#)
- **Website:** [General Motors Canada, Pushing the limits of transportation](#)
- **Article:** [ZEVs and active transit are cornerstones for government's plan to excel 2030 climate goals](#)
- **GoA website:** [Electric Vehicle and Low-Emissions Vehicle Strategy](#)
- **Video:** [Moving To Active Transportation](#)
- **TED ideas article:** [The future of transportation is already here](#)
- **Gov't website:** [Zero emission vehicle awareness initiative list projects](#)



Modernizing energy

Examples: Renewable energy, energy independence, electrification, etc.

- **Website:** [Understanding Alberta's natural gas and electricity](#)
- **Blog:** [Smart Renewables and Electrification Pathways Program](#)
- **Gov't website:** [Renewable energy in Alberta](#)
- **Website:** [WATT renewable corporation](#)
- **Report:** [Alberta Energy Transition](#)
- **Research paper:** [Canadian National Electrification Assessment](#)
- **Journal:** [VISION 2050 – Canada's Electricity System](#)
- **Report and case study:** [Decarbonizing electricity and decolonizing power](#)
- **TED Talk:** [Reimagining the electric grid](#)
- **TED Talk:** [Future of Energy](#)



Food, land, agriculture, and lifestyle

Examples: Agricultural innovation, food systems, diet & lifestyle, sustainable land use, nature-based solutions, etc.

- **News report:** [Sustainable agriculture and innovations](#)
- **Website:** [Growing the future food in Canada/Alberta](#)
- **Website:** [Nature based solutions](#)
- **Website:** [Alberta sustainable resource development land use operations office](#)
- **Website:** [System modelling sustainable land and water policy in Alberta's irrigation sector](#)
- **Website:** [Putting biodiversity offsetting in its place](#)
- **YouTube:** [2021 Alberta Sustainable Agriculture tracking survey results](#)
- **Article:** [Agri-Food Innovation](#)
- **TED Talk:** [Sustainable agriculture is hard to achieve, but possible](#)
- **UofA article:** [The future of beef is resilient](#)
- **Report:** [Profile of greenhouse industry in Alberta, 2019](#)
- **Report:** [Building a climate resilient city" Agriculture and food security](#)




Financial compensation and top placing awards

Everyone for participating*



**Please note to qualify for the \$525 stipend, all participants must complete every item on the challenge checklist (page 3), including participating in all five sessions, meeting all eligibility criteria, having your name on the team's project proposal submission, and completing the post-experience evaluation.*

Top three teams:

-  **\$1,000**
-  **\$500**
-  **\$250**

Project proposal overview



Provide a succinct, clear, and compelling overview of your project, touching on all scoring criteria outlined in your participant package.



This **complimentary/ optional** component can be a short report, infographic, systems map or other creative form that highlights key details about your proposal.

Proposals due at **NOON** on **November 21**



Project proposal submission guidelines

Teams have until **NOON on Monday, November 21, 2022** to submit a video along with a one-page brief outlining their proposal.

Proposals are to be submitted via email to: solutionslab@ucalgary.ca. Proposals must meet all of the following criteria:

Team video submission criteria:

- Videos need to be uploaded to YouTube. Ensure video settings allow public viewing (not private).
- Subject line of email to read: HHSL – Climate Change Proposal Video – TEAM #. Be certain to include your YouTube URL in the body of the email.
- The opening of your video should briefly introduce your team members and their backgrounds.
- Your presentation can be structured, edited, and formatted however you like. The scoring criteria must be addressed. Creativity is encouraged.
- Videos should be no longer than 5 minutes.
- All team members' full names must be included in the submission email.

One-page brief criteria:

- The one-page brief can be an infographic, poster, systems map, short report or other creative form that highlights the details of your proposal.
- **Written briefs are optional.**
- Please name the document as: HHSL – Climate Change Proposal Brief – TEAM #.
- Briefs are to be limited to one page and have a minimum font size of 11.

Evaluation rubric

Each of the scoring criteria will be rated on a scale of 1 through 5, with 1 being "no details are provided" and 5 being "demonstrates exceptional depth and breadth of research/reflection".

Category	Evaluation criteria	Score
Problem identification, impact, and connection to SDGs & sustainability	Has the team clearly defined the problem in Southern Alberta with background information and examples of who it impacts and how? Have they stated which Sustainable Development Goals their project aligns with and how?	/5
Solution & rationale	Has the team clearly communicated their solution? This includes demonstrating an understanding of the challenge's context, key considerations related to addressing it, and compelling reasons to support their proposed idea.	/5
Understanding target audience	Has the team researched their target audience? This should be demonstrated through the team's understanding of the target audience's needs and how this solution addresses those needs of Southern Albertans.	/5
Feasibility	Has the team accounted for possible constraints such as available resources, organizational systems, behavioural change, and other factors that would impact the feasibility of their proposal?	/5
Implementation	Has the team presented a clear plan of action to execute their proposal, including development timelines, responsibilities & collaborators, milestones, and the potential for scalability, long-term sustainability or replication in new contexts?	/5
Overall presentation & creativity	Has the team presented their proposal in a succinct, clear, and compelling way? Is their proposal format creative, unique, and captivating?	/5
Total score		/30 points total



Please keep in mind:

If you have a question:

- Check the Hunter Hub Solutions Lab Guide for resources and answers
- Check the FAQ page on our website
- Please appoint ONE PERSON per group to connect with the team
- We will do our best to respond efficiently – please give us up to TWO BUSINESS DAYS to respond
- Please continue to use solutionslab@ucalgary.ca for contact

Payment processes:

- Stipend and prize payments will be processed by the end of January 2023. We will reach out to you if this timeline changes
- Stipends and prizes are paid out with Student Awards and will be made via direct deposit
- Please ensure that your banking details are up to date and accurate on your online student centre
- Any owed funds to UCalgary could result in delayed payments or application of payment to the owed funds

Questions?

Contact:
solutionslab@ucalgary.ca



Experience Ventures

The *Hunter Hub Solutions Lab: Climate change solutions for Southern Alberta* is made possible by Experience Ventures.

Experience Ventures is committed to helping you become future ready by providing experiences that develop the skills and mindset needed to thrive in the innovation economy.



Canada  Funded in part by the Government of Canada's Innovative Work-Integrated Learning initiative.

