

SPROUT



STUDENTS PLANTING SEEDS OF TOMORROW.

INFORMATION DROP #1: LOGISTICS



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Land Acknowledgment

"Toronto is in the 'Dish With One Spoon Territory. The Dish With One Spoon is a treaty between the Anishinaabe, Mississauga's, and Haudenosaunee that bound them to share the territory and protect the land. Subsequent Indigenous Nations and peoples, Europeans and all newcomers have been invited into this treaty in the spirit of peace, friendship and respect."

The "Dish" or sometimes it is called the "Bowl" represents what is now southern Ontario (from the Great Lakes to Quebec and from Lake Simcoe into the U.S.). We all eat out of the Dish – all of us that share this territory with only one spoon. That means we have to share the responsibility of ensuring the dish is never empty; which includes, taking care of the land and the creatures we share it with. Importantly, there are no knives at the table, representing that we must keep the peace. The Dish With One Spoon is a treaty is represented by the wampum belt pictured below.



This was a treaty made between the Anishinaabe and Haudenosaunee after the French and Indian War. Newcomers were then incorporated into it over the years, notably in 1764 with The Royal Proclamation/The Treaty of Niagara. The purpose of the acknowledgement started in B.C., where there are no treaties at all. Its popularity has spread as an acknowledgment of Indigenous presence and assertion of sovereignty. People use it in different ways such as at opening events and meetings.

At SPROUT, we acknowledge our part in this treaty and our part in taking care of the land and peoples within. This Case Competition strives to be an inclusive student experience that honours indigenous ways of knowing and seeks learning, collaboration and wisdom between all people who take part. We encourage participants to learn more about the land on which we study and the history of the peoples and the relationships that call this place home.



Inclusivity Statement

Toronto Metropolitan University as well as The Society of Arts, Social Sciences and Humanities (SASSH) is committed to maintaining and upholding the values of equity, diversity, and inclusion in all areas of life, including study, work and living environments, for both the campus and the wider community. We firmly believe that fostering a diverse, inclusive, and equitable environment will allow us to effectively meet the needs of the students, staff, faculty, and community partners. As part of SPROUT, all committee members, experts, speakers and participants are held to the expectation of inclusivity. There will be no tolerance for discrimination, harassment or exclusion of any kind during the competition. Should you experience any of this or witness someone else experiencing it, please do report this to the organizing committee immediately.

What is SPROUT?

Welcome and congratulations on your successful application to the fifth annual SPROUT Case Competition! We are excited to have you join in on the four-day professional and collaborative competition that is hosted by The Society of Arts, Social Sciences and Humanities (SASSH). This year, SASSH has collaborated with the Ontario Science Centre to provide you with an exciting competition experience. This event also provides networking opportunities to gain valuable experience that will aid in your future endeavors! SPROUT is an interdisciplinary case competition that allows participants from various academic backgrounds to collaborate to create solutions for real-world issues. The knowledge of your peers will be important to a successful solution, so be sure to learn about the expertise and experience that your team's members possess.

The competition is a four-day-long event beginning on Thursday, February 23rd, 2023 and ends on Sunday, February 26th, 2023. This provides the opportunity to build collaborative skills, create and form new relationships, and have your ideas be seen by professionals in the field. For a more in-depth breakdown, visit the section entitled Schedule. Any further communication will be emailed to you.



What are Info Drops?

In the 3 weeks prior to the competition, you will receive three information packages that contain information about the SPROUT Case Competition and tips to better support you and your group. Each info drop will have its own specific purpose. This is Info Drop #1, which will include general information regarding the logistics, programming, and the job of the participants. Info Drop #2 will contain information regarding this year's theme of "Opportunities for Revenue and Engagement within Physical and Digital Space" that will provide some insight into areas and topics that will be useful for your team to explore during your case competition experience. Info Drop #3, the final one, is where you will meet your competition experts and professionals that you will be consulting with over the course of the competition.

Use your Info Drops wisely! The information within them could help spark ideas, give you important details, or help you plan your team strategy. Read them over carefully and write down your ideas and questions.

Tips for Info Drop #1

- Familiarize yourself with the contents of this drop and make note of any and all important information that may be useful when creating your case solution
- Info Drops are to be used as clues to success. They provide you with some information, but may not give away everything. Each drop gives you more and more info until you reach the competition itself where the case question is discussed at length and you can ask more direct questions.
- This info drop can be used as a check-in to make sure that you are on schedule. Information regarding the schedule of the event designated work times, workshops, expert roundtables and rounds of presentations, are all listed in this info drop and can be used to maintain a steady work schedule for your team.
- Based on the theme "Opportunities for Revenue and Engagement within Physical and Digital Space" provided, you may begin to conduct some preliminary research before the release of the second and third info drops
- Be curious. Use this as a starting point to start exploring ideas, themes and possibilities.
- If there are any questions or concerns, do not hesitate to contact one of the SPROUT team members. Their contact information is listed in the section entitled contact information.

Expectations

At the beginning of your SPROUT experience, we will be posing a question that relates to this year's theme: "Opportunities for Revenue and Engagement within Physical and Digital Space", that has been posed by our partner, The Ontario Science Centre.

Your task is to formulate an innovative solution for the presented problem. Participants are given the opportunity to embark on an exploration of the question, the theme and how both relate to the priorities of our competition partner, The Ontario Science Centre.

To accomplish your task, participants will work in teams with members from various academic disciplines. Participants are expected to work, communicate, and meet with their team members throughout the duration of SPROUT. When meeting with your team members, it is important that you create a respectful, inclusive, collaborative, and open-minded environment to encourage collaboration and idea-sharing within the team. With everyone collaborating together, it will yield the best outcome in regard to both the process of formulating a solution and the solution itself.

Participants are also expected to attend various activities curated by the SPROUT team. This includes the designated work times, workshops, the expert roundtable session, your group consultation, and all other activities within the competition that will aid in the success of your team. On February 26th, participants will present their final solutions to two panels of judges. During the first round of presentations, the groups will be divided into three presentation rooms and will first present to a small panel of judges. The top 3 presentations will then move on to the second and final round of presentations in which they will meet with a larger panel of judges and our partner to present their solutions once more. The team selected in this round will be the winners of the entire competition. All participants and some special guests will also be invited to attend the final round of presentations. This is your time to shine! Throughout the competition, participants are required to be respectful, encouraging and professional towards each other, guest speakers, and competition organizers.

The winning team selected in the final round will be rewarded with a cash prize and further networking opportunities. The winning team will attend a meeting with the Ontario Science Centre and SASSH officials to celebrate their victory and continue discussions about their solution. Overall, expect to experience four days worth of fun activities, networking opportunities, and the chance to create meaningful change within the community.



Teams

Within Info Drop #2, you will be provided with a corresponding team number, team member names and the name of your Team Liaison. For those who have picked partners during your sign-up, you will be placed on the same team. For those that did not, no worries! You will be placed in groups with other participants across various programs and faculties.

You can communicate and work with your teams in any way you wish. This can be in person, as well as through Facebook, Whatsapp, phone calls, Google Meet, Zoom, etc. Pick whatever makes your team feel comfortable. There are no rules or requirements for meetings. The meetings can be as long or as short as you would like. They might be as frequent or infrequent as you wish. You may even want to meet for a short period of time, break off to do individual work, and come back together to discuss. It is entirely up to you. However, whatever method you choose, make sure your team is on the same page.

*Please note that the SPROUT Committee is not providing in-person space for group meetings during the late evenings of the competition.

Team Liaison

Each team will have a designated SPROUT committee member Team Liaison for the entire duration of the competition. Your Team Liaison will create a group chat on your desired platform that is accessible to all participants. Their job is to answer questions that you may have, address any comments or concerns, and keep you informed of the activities occurring on all four days of SPROUT. It is important to note that your Team Liaison is not permitted to assist or aid participants in formulating the solutions for the presented problem. They are only there to provide clarification on the process, activities, and other logistical parts of SPROUT. More information will be provided to your team once you have connected with your Team Liaison.



Judging Criteria

The first Judicial Committee is composed of one industry professional, one Toronto Metropolitan staff member, and one Toronto Metropolitan alumni/student. During this first presentation, participants will present their solutions to only the judges. No other teams will be present at this time. Teams will have 10 minutes to present their ideas and once done, you will receive feedback from the judges. It is important to learn from your initial presentation as well as consider the feedback given by the judges as teams will not have much time to prepare for the second round, had they been selected. Those moving into the second round will be notified moments before their presentation. It is important that you be ready for this announcement, as the top 3 teams will have to present in front of the second round of judges and their peers (*don't worry, it is a very encouraging environment)!

The second Judicial Committee is where the selected teams will give their final presentations. The panel of judges will consist of 5-7 judges. Some judges will be experts you have already met, some will be students, some will be new professionals and some will be from our partner organization, The Ontario Science Centre. This is your time to shine! .

The committee will consider several criteria for each team presenting. This will mostly include the feasibility of the solution to the problem, the extent to which you addressed the question itself, the overall quality of the presentation, creativity, and professionalism. The judges will expect the ideas presented to be practical and in line with the goals set out by the Ontario Science Centre in the keynote address. Differing from the first round of presentations, other participants will be able to attend and watch the presentations and special guests may attend as well. After these final presentations, the final winner will be announced.

*You will receive the judge's rubric which contains a more in-depth description of what they are looking for in Info Drop #3. Along with this, more information about the judging criteria will be distributed to groups on Day 1 of the competition.



What Do You Receive From This Competition?

In addition to receiving a delegate bag with lots of SPROUT swag for participating in the competition, each participant will receive the following:

- A certificate of participation.
- Opportunity to network with others from different academic backgrounds.
- A positive, safe, and accepting environment to explore ideas, learn new information, and have fun while doing so!
- Lots of free food!
- A trip to the Ontario Science Centre
- Access to professionals to build your professional network.

The winning team will receive a cash prize of \$2,000 which will be divided between all team members. The winning team's solution from the case competition will help the Ontario Science Centre find solutions to some of their workplace questions!



Tips to Succeed

- Get involved! This is imperative to your success as groups will produce the best and most dynamic solutions by working together. So, make sure you are open-minded and receptive to all ideas as well as incorporate multiple perspectives into your solution.
- Make some friends! For those working with participants they have never met, it might be scary to get involved with new people. It might be beneficial to do a few icebreakers to get to know each other better. This competition is an opportunity to not only network with professionals in associated fields but also bring the Toronto Metropolitan community together. Take advantage of that.
- Take Notes! You will be getting a lot of information over a short period of time. Keep a journal to remember ideas and conversations you have so that you can discuss them with your teams.
- Listen to experts! The professionals that have been brought in to help you have valuable experience and/or knowledge that you can benefit from. Take note of the things they say and think critically about how that applies to your solution. They are giving up their time to help you, so use that to your advantage.
- Listen to your team members! You will be put into a team with folks from different faculties and programs. You will meet people who think differently than you do. This is a strength! Listen to all ideas and be sure to think together, while taking all perspectives and strengths into consideration while you build your presentation. The judges look for collaboration in this way.
- And most importantly, have fun!



Location

The SPROUT Case Competition will be held from February 23rd to February 26th and will be conducted fully in-person. For in-person events, it is important that all participants adhere to public health and safety guidelines. The majority of the events will be held in the George Vari Engineering and Computing Centre which is located at 245 Church St, Toronto, ON M5B 1Z4. There are a couple of competition components that take place off campus however.

Here are the key locations that you will need to know:

George Vari Engineering and Computing Centre

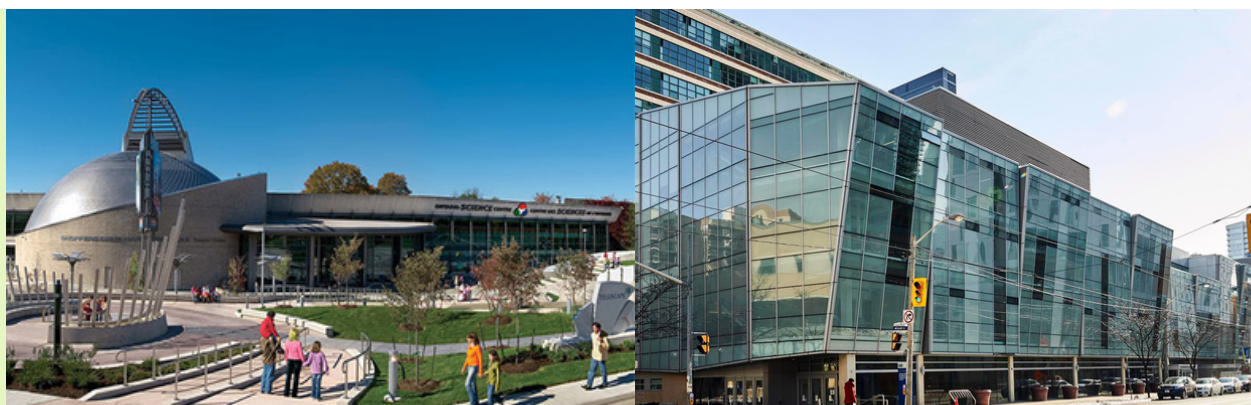
- This is where the majority of the competition will take place.
- Address: 245 Church St, Toronto, ON M5B 1Z4

Ontario Science Centre

- The Keynote will take place on site at the Ontario Science Centre and we will also get an opportunity to explore the Ontario Science Centre grounds to gather information and inspiration.
- Address: 770 Don Mills Rd., North York, ON M3C 1T3

Our gala location for the final day of SPROUT will be shared in the next info package!

For more information regarding the exact location of each event, please look to the section entitled "Schedule" of this information drop.



Schedule

Throughout the duration of the competition, you will have several opportunities to engage in activities that are geared towards building up your big ideas. This year's competition will operate within an in-person format and the competition will follow as such:

| | | | | |
|---------|---|--|--|--|
| 9:30am | | | | Registration/Housekeeping 9:30-10:00am @ ENG |
| 10:00am | | | | |
| 10:30am | | Registration/Housekeeping 10:30-11am @ ENG | Work Time 9:30am-12:00pm @ ENG | Work Time 10am-12pm @ ENG |
| 11:00am | Registration/Housekeeping 11-11:30am @ ENG | | | |
| 11:30am | Workshop: How to Succeed in a Case Competition/Lunch 11:30am-12:30pm @ ENG103 | Work Time/Committee Questions 11am-12:30pm @ ENG | | |
| 12:00pm | | | Lunch 12-1pm @ ENG | Lunch 12-1pm @ ENG |
| 12:30pm | | Lunch 12:30-1:30pm @ ENG | | |
| 1:00pm | Travel to Science Centre 12:30-2pm | | Registration/Housekeeping 1:00-1:30pm @ ENG | First Round Presentations 1-2pm @ ENG |
| 1:30pm | | | | |
| 2:00pm | Keynote 2-3pm @ Science Centre Auditorium (Level 1) | Work Time 1:30-3:30pm @ ENG | Group Consultations 1:30-3:30pm @ ENG | Deliberations & Round 1 Winners Announced 2-3pm @ ENG103 |
| 2:30pm | | | | |
| 3:00pm | | | | Final Presentations 3-4pm @ ENG103 |
| 3:30pm | Explore Science Centre 3-4:30pm | Experts Roundtable 3:30-5pm @ Sears Atrium | Work Time 3:30-5:00pm @ ENG | Final Deliberations 4-4:30pm @ ENG103 |
| 4:00pm | | | | |
| 4:30pm | | Day 2 Closing Remarks 5-5:30pm @ ENG | | |
| 5:00pm | Travel to Campus 4:30-6pm | | | |
| 5:30pm | | | | |
| 6:00pm | | | | |
| 6:30pm | Event Social (Dinner) 6-8pm @ Boston Pizza (401 Yonge St) | Work Time 5:30-8:30pm | | |
| 7:00pm | | | | |
| 7:30pm | | | | |
| 8:00pm | | | | |
| 8:30pm | | | | |
| 9:00pm | | | | |

To begin the competition, there will be a Registration In the ENG building, to introduce the competition question as well as provide more details about the competition itself. Following the registration, we will be holding a workshop, “How to Succeed in a Case Competition” in ENG 103 to ensure you are prepared for the competition ahead. After the workshop, we will travel to the Ontario Science Centre via bus. Upon arrival at the Ontario Science Centre there will be a keynote address. Following the keynote address, we will be able to explore the Ontario Science Centre. Then we will travel back to campus via bus. Our first day will be completed by an evening held at Boston Pizza.

Day two will begin with Registration outside ENG 103. There will then be work time within the ENG building to ensure you have adequate time to prepare for the competition ahead. During this period there will also be committee questions. Following this work time, there will be a lunch period. You will reconvene after lunch to continue with your preparation for the competition. In the afternoon, participants will have the opportunity to attend our Experts Roundtable to learn more from academic and industry experts and understand how to move forward with their planning. It is essential that participants attend all events held with the experts as they provide invaluable knowledge directly from the field participants are engaging with. It is important that participants engage with all resources afforded to them, even if they don't seem relevant to their solution, to ensure their success in the competition. Following the roundtable there will be a short briefing and the day will conclude with each team having individual Work Time.

The third day will start off with Work Time, within the ENG building. Following lunch, all teams will have Registration in the ENG building before they proceed to Group Consultations. Group Consultations allow for participants to have a dry run-through of their presentation and gain feedback from a pitch consultant from the advertising and industry on where they can improve or expand upon their presentation. Not to worry, participants will have more group time afterward to make adjustments before presentations the next day! Following Group Consultations teams may continue preparing for the competition before a quick briefing to end off the day.

The fourth and final day will begin with Work Time within the ENG building. Afterwards, there will be a short lunch break. This will lead into the First Round of Presentations. As discussed in the section entitled “Expectations”, all participants will then give their pitch to a panel of judges and a brief deliberations period will occur before the winners of the first round are announced. Those who are selected to move forward will then present in the Final Round of Presentations. For those who are not selected, please join us in watching and supporting your fellow participants! Following the Final Presentations, the Final Deliberations will be made. During this time, participants will get ready and head over to the Gala venue, which will be announced in the next info drop, where the competition results will be announced and the celebrations will begin.

Do not forget to frequently check the schedule to remind yourself of all the important competition events.

How to Pay Registration Fees

If you have not already, please go to the [SASSH Arts Apparel website](#) to pay the \$10 non-refundable registration fee by Friday, February 17th at 11:59 PM.

This fee covers your registration and your competition supplies. If you are unable to pay this fee due to financial circumstances, please contact us at sprout@sassh.ca.

Accessibility

The SPROUT Case Competition aims to provide an equitable, inclusive and accessible experience for all participants and guests. For those with accessibility needs, please contact us at sprout@sassh.ca so that we can ensure you have the support you need to be able to fully participate.

What Do I Bring?

SASSH and the SPROUT team will provide digital copies of all three information drops. Please bring any and all items that you feel will assist you in succeeding during the competition. The items listed below compile a small, non-exhaustive list of important items that you will need:

- Devices such as a laptop or tablet and a charger
- Writing utensils such as pen, pencil, erasers, and notebooks
 - Outdoor clothing for traveling days (day 1 and 4)
 - Professional attire
- Great attitude
- A collaborative spirit
- Eagerness to learn
- Your SPROUT swag and spirit

Professionalism & Dress Code

The dress code for the competition is: **Business Casual**.

We strongly encourage participants to adhere to a business casual dress code. For reference, business casual attire may include turtlenecks, shirts or blouses, button-up shirts, mid-length dresses, skirts or slacks, and blazers. It does not include pajamas, ripped jeans, sweats or loungewear.

Please be aware that throughout the competition, you will be working with professionals, who have been gracious with their time. In doing so, you act as representatives of Toronto Metropolitan University. Please dress and behave appropriately and in keeping with the competition values.

Contact Information

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|--|---------------------|--|
| SPROUT Chair and SASSH VP of Community Relations | Ishika Gupta | vp.community@sassh.ca |
| Co-Chair of SPROUT | Tasha Pendawa | lir.director@sassh.ca |
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| SASSH President | Sam Dano | president@sassh.ca |
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