



BE OUR LEADERS & INNOVATORS TODAY

NORTH AMERICAN YOUTH INNOVATION CHALLENGE

North American youth aged 18 to 30 are invited to enter the Commission for Environmental Cooperation's (CEC) innovation challenge to compete for C\$5,000 in seed funding and a chance to personally present their idea to North America's top environmental officials this summer in Mexico City.

VISIT
CEC.IDEASCALE.COM
TO ENTER TODAY

CHALLENGE OBJECTIVES

North American leaders are calling on youth to champion bold ideas for green growth. Youth are encouraged to look beyond incremental approaches and propose innovative science, technology and business solutions that address the complex sustainability challenges faced by communities.

Students and young entrepreneurs are encouraged to share innovative ideas that:

- + Create better or more effective products, processes, services, technologies, business models, marketing, supply chains and/or partnerships that will benefit both the environment and local communities.
- + Contribute to the natural asset base of North American economies, create green jobs and/or economic opportunities for citizens in North America, including local communities and Indigenous peoples.
- + Make good business sense in terms of profitability and potential for growth.

#YOUTH4INNOVATION



SUBMIT
YOUR IDEAS
BY APRIL 12

FOR WINNERS (SUBMITTERS OF THE TOP 3 IDEAS)

- + Receive C\$5,000 in seed funding to get your initiative off the ground.
- + Get an all-expenses-paid trip to Mexico City, to participate in the 2019 CEC Council Session that includes delegates from Canada, Mexico and the United States.
- + Present your idea to North America's top environmental officials at the CEC Council Session, have it broadcast live on the CEC website, and promoted through social media.

FOR SEMIFINALISTS (SUBMITTERS OF THE TOP 9 IDEAS)

- + Have your innovative idea, program or enterprise promoted on the CEC website and through social media.
- + Receive guidance and assistance from CEC experts and others within the crowdsourcing community to refine your idea and develop a full proposal and business case.

FOR PARTICIPATING INSTITUTIONS AND ORGANIZATIONS

- + Gain visibility for your idea, and program or enterprise, through the platform.
- + Capitalize on the collective intelligence of youth and young entrepreneurs across North America to improve your green growth technology, science and business solutions.
- + Benefit from tips on funding streams and other support mechanisms available to realize the potential of young innovators and entrepreneurs in North America.

HOW TO PARTICIPATE

The North American Youth Innovation Challenge will be launched on Tuesday, 5 March.

Visit cec.ideascale.com to register on the crowdsourcing platform and submit your idea. To enter the challenge, your initial submission can be as short as an abstract. As the challenge progresses, you will be encouraged to provide additional information and refine your idea based on comments from CEC experts and the crowdsourcing community.

KEY DATES

Tuesday, 5 March | Challenge begins

Friday, 12 April | Last day to submit ideas

Friday, 26 April | Top 9 ideas selected for refinement

Friday, 17 May | Deadline for semifinalists to submit full proposals for evaluation by the judges

Tuesday, 28 May | Three winning proposals announced

Tuesday, 25 June | Winners present their ideas to top environmental officials

SELECTION CRITERIA AND GUIDELINES

Ideas will be judged against the following criteria: impact (30%), innovation and partnerships (30%), feasibility and replicability (30%), and profitability/growth (10%). Full participation guidelines are available on the platform. The guidelines must be read and accepted before an idea can be submitted.

ABOUT THE CEC

The CEC facilitates collaboration and public participation to foster conservation, protection and enhancement of the North American environment for the benefit of present and future generations, in the context of increasing economic, trade, and social links among Canada, Mexico, and the United States. Find out more at: www.cec.org.

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