

Hunter Hub Solutions Lab:

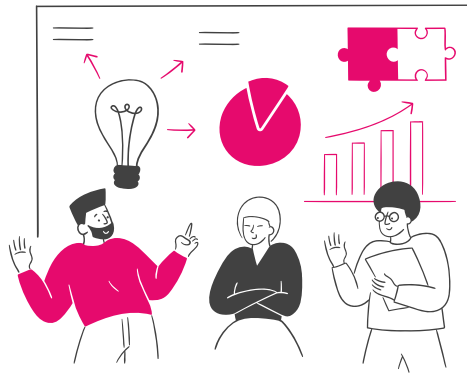
**Addressing social isolation in
the Calgary area**



UNIVERSITY OF CALGARY
Hunter Hub for Entrepreneurial Thinking



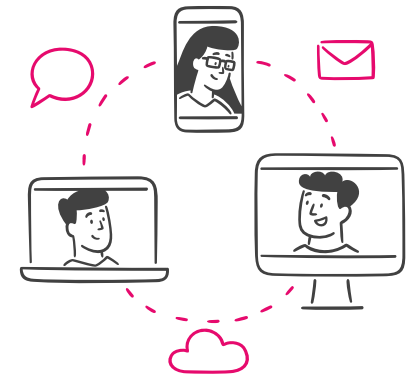
What is the *Hunter Hub Solutions Lab* all about?



Develop entrepreneurial thinking skills while broaching a real-world challenge



Explore and address social issues with a lens of innovation



Connect with the innovation economy through co-curricular experiential learning



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

This three-week challenge invites UCalgary undergraduate students to participate in developing innovative, social isolation-focused solutions to a challenge being faced by communities across the Calgary area. Students will take a systems-thinking approach to the challenge, developing a proposed solution that if implemented, could address part of the challenge.

STUDENT TEAMS ARE TO DEVELOP THEIR IDEA AND SUBMIT A 5-MINUTE PITCH PROPOSING THE SOLUTION

Students are grouped into teams of 5 - 6 people and will interact with UCalgary collaborators and 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 and will receive additional funds via a Hunter Hub Catalyst Grant to further develop their idea.



Challenge checklist

To qualify for the **Hunter Hub Catalyst Grant (\$750, \$375 or \$250)** and **the honoraria (\$525/pp)**, you must complete all action items on the following checklist:

- Confirm your acceptance and ensure all application questions were accurately responded to
- Attend the kick-off session and meet your team: Tuesday, March 21, from 3:30 to 5:00 p.m., 4th floor, Hunter Student Commons
- Meet with your team, develop your idea and collaboratively craft your pitch
- Connect with your community mentor for up to two hours between March 22 and April 3 for advice and guidance on your idea
 - **This time is for questions and discussion focused on the challenge theme of social isolation**
- Optional: book time during drop-in office hours with the Solutions Lab team
 - **This time is for questions and discussion focused on the challenge guidelines, rubric and pitch development**
- Submit your pitch via email to solutionslab@ucalgary.ca by 4:00 p.m. on Monday, April 3, 2023
- Complete the post-experience survey





Challenge

What accessible, scalable and sustainable solution could be implemented to address social isolation in the Calgary area?





Social Isolation: A starting point

From the World Health Organization:

- Loneliness is the pain we feel when our social connections do not meet our needs
- Social isolation is the state of having a smaller number of social contacts, which may contribute to loneliness

From Healthy Places by Design:

- Social isolation is not a personal choice or individual problem, but one that is rooted in community design, social norms and systemic injustices

From Tulane University:

- Social isolation typically refers to solitude that is unwanted and unhealthy
- It can involve emotional isolation, and lead to being detached

From My Health Alberta (Government of Alberta)

- Social isolation can effect anyone, regardless of age, income, gender, religious beliefs, or what you do for work. You may be higher risk if you are:
 - An older adult
 - Are a child or youth
 - Are gender or sexually diverse
 - Live alone
 - Have a low income, recently lost a job or are retired
 - Have a chronic illness, mental well-being concern, or a disability



Causes and effects of social isolation

Anyone can be impacted by social isolation, but some groups and segments of the population are more likely to be impacted, including older adults, immigrants and newcomers, and other equity-deserving groups

Causes and circumstances

- COVID-19 pandemic, including physical distancing
- Intimate partner violence
- Loss of loved ones and grief
- Mental health issues
- Remote, removed, isolated locations
- Physical impairments
- Social media
- Un- or under-employment

Impact and effects

- *Mental health concerns arising, compounding or growing*
 - Including anxiety and depression
- *Physical health consequences*
 - Poor cardiovascular health
 - Lessening cognitive function
 - Higher risk for heart disease and stroke
 - Increased risk of dementia





What does social isolation look like?



Individual #1: Betty

- Betty is 85 years old
- Betty immigrated to Canada during the COVID-19 pandemic
- Betty does not drive a personal vehicle due to a physical disability
- Betty lives in a northwest suburb of Calgary



Individual #2: John

- John is 25 years old
- John is born and raised in Calgary by adoptive non-Indigenous parents
- John is Indigenous and identifies as two-spirit
- John lives alone in the downtown area



Honoraria and Hunter Hub Catalyst Grant

Everyone for participating*

\$525

**Please note to qualify for the \$525 honoraria, all participants must complete every item on the challenge checklist*

Top three teams:

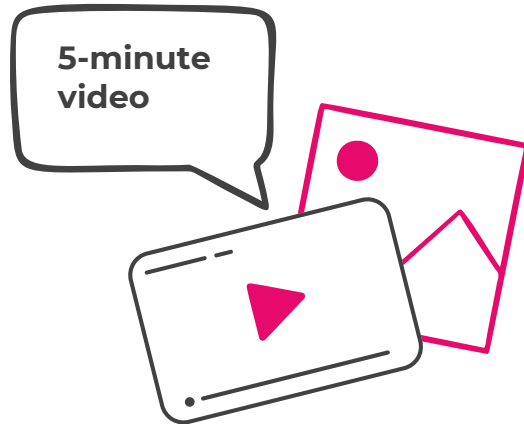
#1 **\$750**

#2 **\$375**

#3 **\$250**



Pitch overview



Provide a succinct, clear, and compelling overview of your proposed idea, touching on all scoring criteria outlined in this challenge guide.



A reference list to appropriately site all resources, research, materials and sources of information that were used or referenced when developing your pitches.

Pitches due at **4:00 p.m.** on **April 3**



Pitch submission guidelines

Teams have until **4:00 p.m. on April 3, 2023**, to submit a video along with their reference list for their pitch.

Pitches are to be submitted via email to: solutionslab@ucalgary.ca.

Team video submission criteria:

- Videos need to be uploaded to YouTube as unlisted.
- Subject line of email to read: **HHSL – Addressing social isolation pitch – TEAM #**. Be certain to include your YouTube URL in the body of the email.
- The submission email should include: your team number, your team's name, and the first and last names of each team member.
- The submission email should also include references used in your pitch. This can be attached as a document.
- The opening of your video should briefly introduce your team members names, year of study, program of study and faculty.
- 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. Judges will **STOP** reviewing at the 5-minute mark



Challenge schedule

Session/activity	Date and time	Location
Kick-off Event	Tuesday, March 21, 3:30 – 5:00 p.m.	HNSC 4 th Floor, Collision Space
Office Hours (to be booked with the team)	Tuesday, March 28, 10:00 – 11:00 a.m., 2:00 – 4:00 p.m.	Join Zoom link provided upon booking your 20-minute slot
Office Hours (to be booked with the team)	Wednesday, March 29, 1:00 – 4:00 p.m.	Join Zoom link provided upon booking your 20-minute slot
Engaging with your mentor	Up to two hours, any time between March 22 and April 3	Your discretion with your mentor
Pitches due	Monday, April 3, 4:00 p.m.	Submit YouTube link via email: solutionslab@ucalgary.ca
Finals	Tuesday, April 11, 5:30 – 7:00 p.m.	HNSC 4 th Floor, Collision Space



Pitch scorecards

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."

Scoring guidelines	Score
The pitch does not account for this aspect of the criterion and has provided no details.	1
The submission is sub-par for this criterion, i.e., insufficient information provided, inadequate detail or obvious inaccuracies.	2
The submission is average or just meets the criteria, i.e., minimum required level of detail provided.	3
The submission is strongly rated for this criterion, i.e., above average in terms of the level of detail provided.	4
The submission is "best in class" for this criterion and demonstrates exceptional depth and breadth of research/reflection.	5



Evaluation rubric

Category	Evaluation criteria	Score
Problem identification & understanding target audience	The extent to which the team has clearly defined the problem with background information and examples of who is impacted, how they are impacted and why	/5
Solution & rationale	How clear the solution has been communicated, including an understanding of the challenge they are addressing, the key considerations, and the components or dimensions of the issue they are focusing on.	/5
Accessibility	The extent to which the solution would be available to populations facing social isolation in Calgary. The extent to which the team has addressed accessibility in their solution and the target audience, and the case they have made for it being an accessible solution in the Calgary area.	/5
Scalability	The extent to which the team has accounted for possible constraints and other factors that would impact the feasibility of their solution. How the team has addressed and considered mitigations for these constraints to ensure their solution is scalable within the Calgary area, and to other cities or locales.	/5
Sustainability	The extent to which the team's solution considers the longevity of its implementation and durability to the target population and in the Calgary area. How has the team considered the solution's dependence upon individuals, resources or materials to be implemented and how have they made a case for its sustainability.	/5
Implementation & impact	The extent to which the team has considered how the impact of their proposed solution may be assessed and evaluated.	/5
Overall presentation and impression	Has the team presented their pitch in a succinct, clear and compelling way?	/5
Total score		/35 points total





Receiving your honoraria:

- Honoraria and grant payments will be processed by the end of **April 2023**; we will reach out to you if this timeline changes
- They are paid out with Student Awards and will be made via direct deposit
- Any owed funds to UCalgary could result in delayed payments or application of payment to the owed funds
- When you log in to your **Student Centre**, click on the **Personal Info** button on the top left, and then on **My Financials**
- Under the **My Financials** tab, you will see a section in the middle for **Awards and Scholarships** – your honoraria will appear here when in process and paid out
- If you have not added your banking information to your Student Centre, select the bottom right button, **Submit Direct Deposit Info**, to do so





Personal Info

My Financials

No outstanding charges.

[Payment Plans](#) [Account Inquiry](#) [Payments](#) [Receipts](#) [My Student Donation Receipt](#) [View/Request Refund](#) [T2202](#) [Fees Calendar](#)

Account Activity

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Your selected filters returned no results.

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No award or scholarship information to display.

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Please keep in mind:



Check the Hunter Hub Solutions Lab guide for resources and answers



Check the FAQ page on our website



The provided resource list is a starting point – please do your own additional research



Please appoint ONE PERSON per group to connect with the Solutions Lab team for any questions



We will do our best to respond efficiently – please be patient!



Please continue to use solutionslab@ucalgary.ca for any contact



Questions?

Contact:

solutionslab@ucalgary.ca





Experience Ventures

The ***Hunter Hub Solutions Lab: addressing social isolation in the Calgary area*** 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 need to thrive in the innovation economy.



EXPERIENCE VENTURES

FUNDED BY:



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