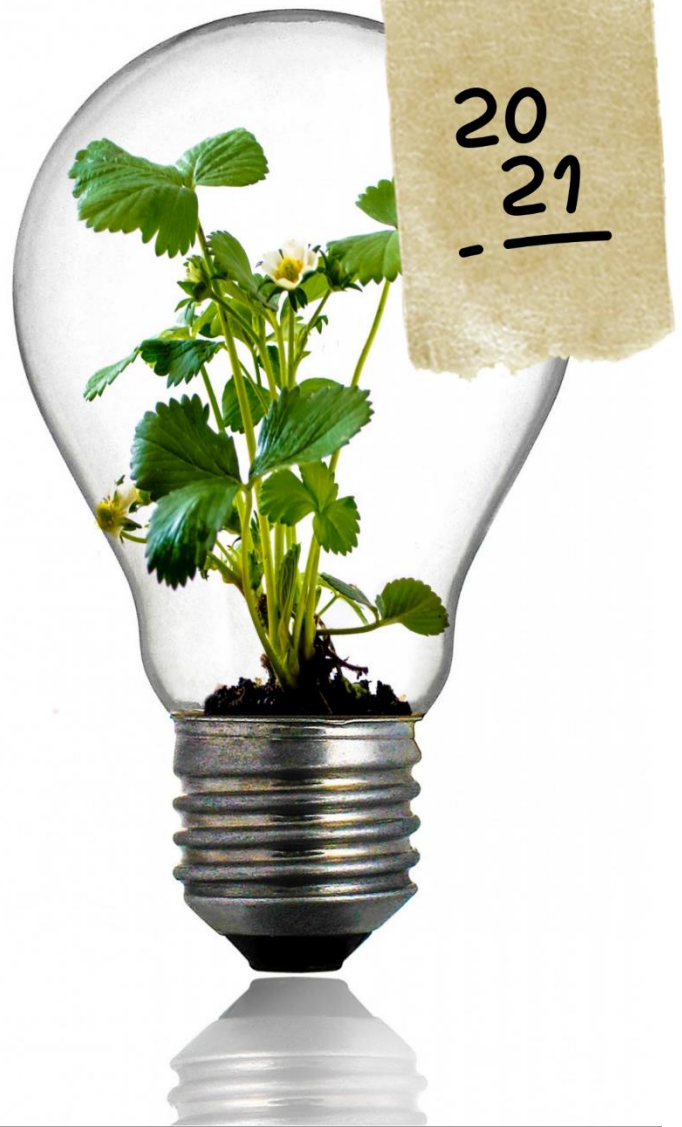


Bright Ideas Competition

Build your confidence,
expand your network, gain
exposure, and refine your
ideas as a professional!



Economic
Developers
Council
of Ontario



Competition Handbook

Last Updated: June 2021

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About the Competition

The Bright Ideas Competition is an annual idea competition for economic development practitioners of all experience levels. It is designed to give economic developers from across Ontario the opportunity to develop a modern response to proposed topics, have the work evaluated and receive professional certification points towards Ec.D.

Throughout the competition process, entrants will develop their economic development thinking and capabilities. Entrants are encouraged to seek out innovative, exciting and inspiring solutions to today's economic challenges.

Each team's solution will be made available to EDCO members and participants will receive recognition.

Important Dates

Launch	May
Registration Period	May 14 th – June 11 th
Registration Payment Deadline	June 15 th
Competition Kick-Off	June
Initial Team Check-In	July
Competition Check-In & Progress Report Outline	September
One-Page Progress Report Due	October
Team Submissions Due	December
Preliminary Judging	January
Seminar & Awards Announcement	EDCO Conference

Entry Fees

\$25 plus HST per person.

Complete the online registration form at www.edco.on.ca/Bright-Ideas.

You will receive an invoice from EDCO. Payment is due by June 15th, 2021.

Summary of Competition Guidelines

- The geographic area is limited to the communities or regions in Ontario.
- The competition is open to all Members of EDCO. For more information on EDCO Memberships, email grow@edco.on.ca.
- The competition will include five specific topics from the EDCO Professional Development Survey, as selected by the Bright Ideas Committee.
- The competition will require travel by participants to attend mandatory meetings (kickoff, final judging). – *No longer required.*
- Travel arrangements and costs are the responsibility of each individual participant.
- 5 EDAC certification points will be rewarded to each participant who meets the minimum competition requirements, as determined by EDCO.
- The competition will be judged, and one team will be selected as the winner of the competition. Judges have the right to award honourable mentions.
- The competition will be a year-long annual event, commencing and concluding at the EDCO Conference & Showcase.

Individual Entry Requirements

- Participants are required to be a member of EDCO.
- Students that are studying/practicing economic development within Ontario are encouraged to participate. Student Memberships are available; contact grow@edco.on.ca for more information.
- There are three mandatory meetings throughout the competition timeframe.

Team Composition

- Participants will be drafted by the Bright Ideas Committee to a team. Geographic location and experience level in economic development will be taken into consideration during team composition.
- Teams will be capped at five members per team.

Mandatory Meetings

- Kick-Off Meeting (*via webinar*)
 - This meeting will include the announcement of teams, assignment of challenge questions, overview of competition timeline and evaluation criteria.
- Initial Team Check-In (*via webinar*)
 - This meeting will be an opportunity to answer initial questions raised from teams and to provide clarity to challenges.
- Competition Check-In and Progress Report Outline (*via webinar*)
 - This meeting will be the second opportunity to answer competition questions from teams, as well as providing an outline of the requirements for the progress report. This progress report is to ensure teams are on track to complete the assignment by the expected due date. It is also a chance to discuss the task with the broader competition team.
- Judging (*in-person at EDCO Conference*)
 - This meeting will be held at the annual EDCO Conference and Showcase and only the teams that qualify for final judging will be required to attend.

Travel Disclaimer

- Only travel requirements for final judging and presentations.
- Travel arrangements and costs are the responsibility of each individual participant.

Competition Geography

- Teams will have the ability to self-select geographic boundaries for the topic that is assigned, limited to communities or regions in Ontario.

Topics

- Three to five topics will be selected each year by the Bright Ideas Committee, informed by the results of the most recent EDCO Professional Development Survey.
- Topics questions will be assigned to teams and announced at the kick-off meeting.

Judging

- Teams will be required to provide a report (maximum of 30 pages) and a 1-minute pitch video highlighting the project. The video format must be from a smartphone or tablet.
- Preliminary judging will be performed by a judging committee of EDCO Past Presidents. Up to three teams will be selected to proceed to final judging.
- The finalist teams, selected in the preliminary judging, will present at the EDCO Conference.
- Conference attendees will have a chance to rank the presentations. The judging committee will also evaluate the presentations.
- See criteria sheet appended.

Judging Criteria

- Value Created by the Research Completed
- Applicability of the Research Opportunity
- Research Analysis
- Overall Innovativeness
- Video Pitch
- Professionalism

For more information and competition updates, visit:
www.edco.on.ca/Bright-Ideas