

# Bright Ideas Competition

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



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Competition Handbook

*Last Updated: March 2022*

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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 5 points towards your Ec. D designation. You'll be matched with your fellow colleagues to team up and take on one of today's prominent economic development challenges to have your work evaluated and have the chance to be awarded for having the brightest idea.

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. You'll be matched with fellow colleagues to team up and take on one of today's prominent economic development challenges, all while having your work evaluated and have the chance to be awarded for having the brightest idea.

Your team's solution will be made available to EDCO members and participants will receive recognition as a result.

## Important Dates

Launch	EDCO 65 <sup>th</sup> Annual Showcase
Registration Period	April 5 – 29, 2022
Registration Payment Deadline	May 6, 2022
Competition Kick-Off	Week of May 9
Competition Check-In & Report Outline	June 15, 2022
Competition Check-In & Progress Report	September 14, 2022
Team Submissions Due	November 1, 2022
Preliminary Judging	November 15, 2022
Seminar & Awards Announcement	EDCO 66 <sup>th</sup> Annual Showcase

## **Entry Fees**

\$50 plus HST per person.

Complete the online registration form at [edco.on.ca/Bright-Ideas](https://edco.on.ca/Bright-Ideas).

You will receive an invoice from EDCO. Payment is due by May 6<sup>th</sup>, 2022.

## **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](mailto:grow@edco.on.ca).
- The competition will focus on topics from the EDCO Professional Development Survey, as selected by the Bright Ideas Committee.
- 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.
- Any travel arrangements and costs are the responsibility of each individual participant.

## **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](mailto: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 (*virtual*)
  - This meeting will include the announcement of teams, assignment of challenge questions, overview of competition timeline and evaluation criteria.
- Team Check-In and Report Outline (*virtual*)
  - This meeting will be an opportunity to answer initial questions raised from teams and to provide clarity to challenges.
  - Teams will provide a report that outlines their intended problem and their approach to researching/approaching a solution.
- 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 a progress report 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**

- Five research areas will be selected each year by the Bright Ideas Committee, informed by the results of the most recent EDCO Professional Development Survey.

## 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 the awards committee. 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.
- In addition to the scores of the preliminary judging round the conference attendees will have a chance to rank the presentations and add to a team's final score. An award will be presented to the winning team with the highest score (Preliminary Judging + Audience Score).

## Judging Criteria

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

More detail on the criteria can be found on the next page.

For more information and competition updates, visit:  
**[edco.on.ca/Bright-Ideas](http://edco.on.ca/Bright-Ideas)**

**JUDGE:** \_\_\_\_\_ **TEAM:** \_\_\_\_\_

**JUDGING CRITERIA: BRIGHT IDEAS COMPETITION**

A panel of EDCO past presidents will perform judging of entries.

All entries will be evaluated using the following scoring and criteria:

**Value Created by the Research Completed (30 points):** The research is clear, innovative and presents a compelling answer to the theme at hand. The research provides new and unique value to economic developers and other stakeholders. The research is very clearly articulated in terms of a value proposition that is differentiated – the team leaves no questions about what benefits the research offers the reader and how those benefits are offered (features, functions, etc.).

Strongly Disagree Strongly Agree									
1	2	3	4	5	6	7	8	9	10

Score: \_\_\_\_\_ x 4 = \_\_\_\_\_

**Attractiveness of the Research Opportunity (30 points):** “Who” will be served is clear as is why those served will benefit from the research. There is evidence that the research provides a clear solution that an organization or business or municipality can apply to their own situations. There is evidence that describes this research approach to be better than previous solutions or challenges. The research is a realistic and viable model over the intermediate term (e.g. five to ten years).

Strongly Disagree Strongly Agree									
1	2	3	4	5	6	7	8	9	10

Score: \_\_\_\_\_ x 3 = \_\_\_\_\_

**Research Analysis (10 points):** The research methodology is clearly described and viable (the research is explained and justified). There is evidence that supports the logic behind the methodology, including case studies, projected models, reasonable assumptions.

Strongly Disagree Strongly Agree									
1	2	3	4	5	6	7	8	9	10

Score: \_\_\_\_\_ x 1 = \_\_\_\_\_

**Overall Innovativeness (20 points):** The research presents a strong chance for success in the economic development environment. The research presents a solution to a problem in a new interesting, innovative and creative way. The research addresses key success factors, clearly laying out what success would look like in certain environments.

Strongly Disagree Strongly Agree									
1	2	3	4	5	6	7	8	9	10

Score: \_\_\_\_\_ x 1 = \_\_\_\_\_

**Video Pitch (5 points):** The video provided a clear explanation of the research and value behind the research.

Strongly Disagree Strongly Agree									
1	2	3	4	5	6	7	8	9	10

Score: \_\_\_\_\_ x 0.5 = \_\_\_\_\_

**Professionalism (5 points):** Written report satisfies all requirements and presents as a high quality written document (no spelling/grammar errors, appropriate use of headings, tables/charts/figures and formatting to facilitate reader's understanding).

Strongly Disagree Strongly Agree									
1	2	3	4	5	6	7	8	9	10

Score: \_\_\_\_\_ x 0.5 = \_\_\_\_\_

Total score = \_\_\_\_\_ / 10