INNOVATION:
THE SHOCK OF THE POSSIBLE
2014 COMMUNITY SUMMIT
FINAL REPORT
LETTER FROM EXECUTIVE DIRECTOR

How do you program a Community Summit on Innovation? The term innovation is ubiquitous. There are so many definitions – from those who advocate a focus on science, technology, engineering, and math (STEM), to business concepts of innovation to notions of social innovation. So where should a community-engaged academic institution begin?

We began where we always do at the SFU Public Square - by consulting our community - dozens of young and seasoned innovators, public servants, and investors. We probed the academic literature, the popular press, and the online world to gain a greater appreciation of the scope of activities and schools of thoughts that carry the innovation brand.

And as we toured the globe, we asked the question – how are we interpreting, embracing, questioning, and advancing innovation in our own backyard?

Our 2014 Community Summit theme Innovation: The Shock of the Possible captured the tension we wanted to convey in our week-long series of events. Many of us are enamored with the possibility that innovation brings to our lives, yet we are unnerved by the disruption that it can cause. It would have been so easy to adopt the language of embracing innovation, but then we wouldn’t be the SFU Public Square if we did. Our role is to probe and understand innovation, to look at the good that it brings but also to consider its underbelly.

To that end we adopted an approach that explored innovation through four streams: economy, environment, health, and education. Each stream offered a small window on the vast world of innovation, and each activity we programmed adopted a different approach to opening that window.

We offer this report as a reflection on our 2014 Summit. Over these pages we share our journey through Innovation: The Shock of the Possible. We profile some of our highlights, our learnings, and some of the people we met along the way. If we’ve piqued your interest, then please join us online to view videos, our in-depth reports, and much more.

Shauna Sylvester
Executive Director, SFU Public Square
Director, SFU Centre for Dialogue
ACKNOWLEDGMENTS

What makes a public square vibrant and inviting are the people within it. For our third annual Community Summit, thousands of individuals from BC and beyond contributed in some way to the success of the week. Many thanks to those who made the SFU Public Square 2014 Community Summit their own as young innovators and crawlers, sea level rise idea entrepreneurs and judges, education reformers, health connectors, local economy business developers, zero waste pioneers, open textbook advocates, artists, community planners, social media networkers and bloggers, innovation thought leaders, sponsors, and supporters. But most of all, thank you to all of you that showed up, were curious, and embodied the spirit of discovery and engagement. It is you who make SFU Public Square an exciting place for dialogue, exchange, and innovation.

Our most particular thanks go to Dr. Stephen Jarislowsky for his generous support as a member of the SFU Public Square Founding Council. Dr. Jarislowsky’s continuing record of philanthropy and civic leadership stands as one of the best examples of global citizenship and democratic engagement. He has been active in educational, cultural and charitable activities of many kinds, has endowed more than twenty-three University Chairs, and has contributed frequently as a commentator to television, radio, magazines and newspapers.

Special thanks to our Advisors, Partners, and Sponsors. Your generosity, guidance and trust bolsters our efforts to meet and exceed your expectations. We are especially grateful for our returning partners Vancity, the Vancouver Foundation, and the City of Vancouver, and we extend our appreciation to those who joined us for the first time this year.

We could not do our work without the invaluable leadership and support of Simon Fraser University. President Andrew Petter; Chancellor Anne Giardini; Chair, Board of Governors, Linda Brown-Ganzert; Vice-President, External Relations, Philip Steenkamp; Executive Director, Vancouver Campus, Dr. Laurie Anderson; Associate Vice-President, Community Engagement, Joanne Curry; Director, Marketing and Communications, Sarah Temple; and Executive Director, Surrey Campus, Stephen Dooley provided guidance and resources far beyond what could have been imagined. Thank you to the trusted members of our extended community – the faculty, staff, students, and alumni who answer our many requests for direction, support, and collaboration.
Each year, we are humbled by the outstanding contributions of our team of volunteers who so willingly donate their time and enthusiasm to ensuring the Summit’s success. And finally, our thanks to the faculty, staff, and interns of SFU Public Square and the SFU Centre for Dialogue, without whom this annual Summit would be impossible to produce: Janet Webber, Jasmine Lew, Averyl Bancroft, Jon Garner, Katelyn McDougall, Maya Goodwill, Mark Winston, Janet Moore, Brenda Tang, Robin Prest, Shea O’Neil, Kelvin Chan, Linda Bannister, Claire Havens, Keane Gruending, Betsy Agar, Kathryn Sheps, and Kristin Johansson.

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OVERVIEW

As part of SFU’s goal to be BC’s public square for enlightenment and dialogue on key public issues, each year SFU Public Square hosts an annual Community Summit. The 2014 Community Summit explored *Innovation: The Shock of the Possible*, through four streams: economy, environment, health, and education. Each stream offered a small window on the vast world of innovation, and each activity adopted a different approach. A number of cross-cutting events delved into the concept of innovation from a broader perspective.

The Summit aimed to raise awareness, generate discussion, and address the dynamic tension presented by innovation. The rate of change in our world is accelerating faster than ever, allowing for greater possibility but also greater disruption. Important questions are being raised for which we must work together to find answers.

The Community Summit hosted 10 events during the week of October 19 – 23, in Vancouver, Burnaby, and Surrey, which included a diverse range of activities. Over 4,000 individuals participated in Summit events and thousands more engaged with the Summit through digital and traditional media, including the *Vancouver Sun*, the *Georgia Straight*, the *TYEE*, and CBC radio. On Twitter #SFUPS trended nationally during *Will Innovation Save Us?*, and the SFU Public Square website recorded peak traffic on the day of the *Young Innovators Crawl* when almost 6,000 people accessed the event’s interactive map. The Community Summit benefitted immensely from the efforts of an impressive team of volunteers who contributed over 1,100 hours of their time and energy over three months.

We hope you found a way to engage with SFU during this year’s Community Summit. You can find recordings of many of the Summit’s events on our website, as well as reports we’ve generated for a number of the activities. Please sign up for our mailing list to receive information about our events and volunteer opportunities. We look forward to seeing you at an SFU Public Square event over the year and at the next Community Summit taking place in fall 2015!
2014 COMMUNITY SUMMIT
OCT 19-23
KEY STATS

- Summit Overall
- Young Innovators Crawl
- RISE Ideas Competition
- Will Innovation Save Us?

43,000+
UNIQUE PAGE VISITS

600,000
IMPRESSIONS

5,900+
UNIQUE VISITS TO
INTERACTIVE MAP

80
YOUNG INNOVATORS
30
CRAWL SITES

30teams
COMPLETED SUBMISSION

CLOSE TO
4,400
VOTES ONLINE

WILL INNOVATION SAVE US?
@QUEEN ELIZABETH THEATRE

#SFUPS
TRENDED NATIONWIDE

SOLD OUT!
SFU Public Square created the RISE ideas competition in partnership with Vancouver Foundation, to raise public awareness about the issue of sea level rise, to promote dialogue on related social, economic, and environmental issues, and to create the space for innovative citizen solutions to emerge.

During the six-week period leading up to the competition, over 45 teams registered to take part, out of which, 30 teams completed their submission. Teams were asked to provide an answer to the challenge: “How can we design Metro Vancouver communities to adapt and thrive in the context of a 1 metre rise in sea level?” SFU Public Square asked for high-level visionary ideas, but left it open to teams to define the issues on which to focus, how to tackle them, and how to win over the competition judges.

SFU Public Square created a dedicated website with background information on projections about sea level rise and details about the competition, and to accept registrations and idea submissions. To distinguish RISE from other ideas competitions, SFU Public Square introduced online voting for a People’s Choice Award, hosted “Dragon’s Den” style pitch judging, and a public exhibition space in SFU’s Segal Building, Downtown Vancouver.

To reflect the seriousness of the issue, RISE offered a total of $75,000 in cash prizes: $35,000 to the Grand Prize winners and $10,000 to the Runner-Up¹ and Social, Environmental, and People’s Choice Prize winners. The award recipients were announced for the first time, live at the Queen Elizabeth Theatre following the gala evening discussion on the summit theme: Will Innovation Save Us?

¹ In the absence of a strong economic idea, the final judging panel decided to award $10,000 to a runner-up.
AND THE WINNERS ARE....

The entries to RISE were diverse and inspiring. Some teams chose to focus on social, economic, or environmental solutions; others adopted a broader approach. All demonstrated creativity, innovation, and commitment to helping Metro Vancouver adapt and thrive in the context of sea level rise. On judging day, 28 teams made their final pitches to a team of judges who were asked to adjudicate based on their expertise in community building and climate change adaptation.

GRAND PRIZE: LIVING ON A SOFT EDGE

The Grand Prize winner in both the initial and final judging was Living on a Soft Edge, the brainchild of Arthur Leung, MArch (UBC). Projecting to the year 2100, Leung proposed the use of “soft infrastructure” around deltaic landscapes (e.g. Richmond’s Lulu Island) to replace the existing “hard infrastructure” of the dyke. Soft infrastructure strategies, he argued, would respond to sea level rise more effectively by respecting the processes of the river, reviving the estuarine habitat, and reconnecting people to the waterfront.
RUNNER-UP: PERFORATED EDGE

Perforated Edge, the collective idea of Sarah Primeau, Neda Roohnia, and Jeff Cutler, demonstrated a model of “flood-adapted urban development” using multiple strategies (e.g. elevated grades, flood gate, new water channels, wetlands) to safely bring water into the city for ecological enhancements, recreational opportunities, and waterfront development. Through these measures, sea level rise could become an opportunity for coastal communities to increase their livability, ecological richness, and resilience.

BEST ENVIRONMENTAL IDEA: GREEN SHORES

The best environmental idea was awarded to Green Shores™ and the team of DG Blair (Stewardship Centre for BC), Deborah Carlson (West Coast Environmental Law), and Cathy LeBlanc (Intergovernmental Relations & Planning, Ministry of Community, Sport & Cultural Development). Green Shores™ is LEED for the shoreline. Its rating system and guidelines promote practices that restore and protect the natural shoreline in developed areas. Green Shores™ benefits ecosystems, maintains beautiful shorelines for communities, and is a cost-effective and resilient way to address the projected 1-metre sea level rise by 2100.
BEST SOCIAL IDEA: REFUGE URBANISM

Judges awarded the best social idea to Matthew Beall’s innovative take on “refuge urbanism.” Metro Vancouver, as a global city and global citizen, has the means and opportunity to help address climate change as it affects people worldwide, Beall argued. By coupling the region’s response to sea level rise with a program of welcoming and integrating climate refugees, Metro Vancouver can help confront a global humanitarian concern and in the process build a more robust, resilient, and vibrant city.

PEOPLE’S CHOICE AWARD: A GREEN RISE TO ENERGY AND FOOD SECURITY

Central to the competition was the online voting for the People’s Choice Award. With 1,270 votes, M Mehdi Naserimojarad, Yaser M Roshan, Farzad Hamidi’s entry was the clear winner. This People’s Choice idea proposed a high-tech action plan to minimize the effects of sea level rise on social life and the economy, as well as provide tools to address energy and food security leading up to the year 2100. The plan included physically adjustable shorelines designed to prevent floods, and conversion of land to intensify and optimize agriculture yield.

A full report on RISE will be available at www.sfu.ca/publicsquare.
Each year the SFU Public Square Community Summit features a youth-focused event. The 2014 theme, *Innovation: The Shock of the Possible* demanded an imaginative approach to planning, especially for events designed for a younger demographic. Accordingly, on October 19 the Community Summit in partnership with the City of Vancouver and SFU RADIUS hosted Vancouver’s first Young Innovators Crawl (YIC). The YIC design was inspired by the success of other festival-like events that make cities come alive.

The objectives of the Crawl were to:

- profile and raise awareness of the growing community and work of young innovators in the Lower Mainland, highlighting their potential and positive impact on our local economy

- bring together and empower an interdisciplinary network to generate opportunities for collaborations and knowledge sharing

- conduct research to discover the challenges and opportunities that impact the innovation ecosystem

These creative young people showcased in the YIC are working to shift the status quo, take Vancouver into the future, and are worthy of discovery and support. Each young innovator was profiled on the SFU Public Square website in advance of the Crawl. Their profiles included a photo and links to relevant information, as well as their responses to a number of questions. We wanted to surface what else could be done to support their efforts, so we asked them to tell us about what they were working on; why they chose to live in Vancouver; how being located here has contributed to both their
successes and challenges; and what excited them most about being part of the Young Innovators Crawl. In addition to these questions, SFU Public Square released an online survey to the public to further research the views and perspectives of all young people whose work is breaking new ground in Metro Vancouver. We also gathered participants’ thoughts on the local innovation ecosystem by conducting video interviews at a number of Crawl sites.

Young Innovators were encouraged to open their doors to the public on October 19 and showcase their work. The Crawl featured over 80 Young Innovators, from diverse backgrounds that included design, technology, social innovation, sustainability, food, arts, and culture. Many sites hosted informal talks, workshops, demonstrations, and other activities. In all over 30 locations and a full schedule of events were featured on a specially designed YIC interactive map housed on the SFU Public Square website. The map was also published in the Georgia Straight newspaper and made available on their website. Public art, food trucks, music, volunteers, and pop-up activities helped animate the route. The day concluded at the HiVE, a unique co-working space, where the Vancouver Design Nerd’s hosted a Jam called the “Innovation Equation,” with the goal to design a supportive Innovation Framework for Vancouver.

“Yes, I definitely found value in participating. It gave me the chance to tell people about what I’m working on, and you don’t get the chance to do that very often; that was really neat.” —Jessica Beketa, Dossier
The Vancouver neighbourhoods of Mount Pleasant, Gastown, The Flats, Railtown, Chinatown, Strathcona, and Yaletown formed the geographical boundaries of the Crawl, and two hub sites were located at the Vancouver Public Library’s Central Branch and the Woodward’s Atrium for innovators who didn’t have accessible workspaces. The Crawl route also included a stop at SFU Vancouver’s Segal Building where RISE Ideas competitors had set up public displays of their submissions and were engaging in live pitching sessions to the juries. Visitors were encouraged to engage with the teams about their ideas and vote for their favourite ideas online.

A wide range of visitors came out to engage with the studios, workshops, installations, and exhibits of an impressive line up of YVR’s creative young people. Special #YIC2014 Passports were provided at all of the Crawl sites and were made available in advance at various cafes and retailers around town. Guests’ passports were stamped at each new site, and if participants visited at least 10 sites along the route they were entered into a draw for exciting prizes such as free tickets to the Community Summit’s signature event: Will Innovation Save Us? featuring Ray Kurzweil, Richard Florida and Amanda Lang. From young to old, each of the various sites hosted 30–200 guests, and nearly 1,000 people took part in the day.

“The conversations that I engaged in with the public were high quality. It actually made outreach fun.” — Kyle Empringham, Starfish

A full report on Young Innovators Crawl will be available at www.sfu.ca/publicsquare.
WHAT IS #YIC2014?
Bring your friends and family to explore the studios, workspaces and open houses of an amazing line up of innovators. Enjoy lively conversation, food trucks, breweries, idea jams, demos, pop-up exhibits, performances and more.

The Crawl is free and open to everyone. Sunday, Oct 19, 12-5pm. Get your crawl on!

FOOD & ART ON THE CRAWL
Tarah Talking Tech | Free Style Focus Group The Sound Bike | Tin Can Studio | eatArt | Transformation Projects Bus Brunch | Tacofino | Mom’s Grilled Cheese | Vancityce Palora | and more!

Vancouver Design Nerd Jam, 5-6:30pm
The Hive, 123 W Hastings
After Party (19+) $10, 7-11pm
Fortune Sound Club

WHERE CAN I GO?
FOR AN UP-TO-DATE LIST OF WHAT’S HAPPENING & WHO’S AT EACH SITE VISIT WWW.SFU.CA/CRAWL

1. Thisopenspace
434 Columbia St
2. 33 Acres Brewing
15 W 8th Ave
3. CityStudio
1000 Seymour St
4. Cranium | Tangoo
Cranium, 308 E 5th Ave
5. Discovery Parks
887 Great Northern Way
6. Groundswell | The Agorian
Groundswell, 566 E Powell St
7. Launch Academy | Spark!CRM
Launch Academy, 300-328 W Hastings St
8. Lululemon Lab
511 W Broadway
9. Main Street Brewing
261 17th Ave
10. MakerLabs
196 Kingsway
11. Mobily
3rd Floor, 948 Homer St
12. Nimbus School of Recording Arts | NYC Productions | FullerMountain Sound Studios
Nimbus School of Recording Arts, 200-238 E 2nd Ave
13. Go2Gether | Riipen | RADIUS | Sustainable SFU | Futurpreneur
RADIUS, 23 W Pender St
14. Future Science Leaders (3-5pm only)
Science World, The Exploration Lab, 1455 Quebec St
15. XYBOOM | Trout & Co. | Bolt
Vancouver Design Company | with performances by Harbour Dance | Sophia Wolfe | and more
Woodwards Atrium, 149 W Hastings St
16. The Hive | Mighty West | Access to Media Education Society | LOCO | Vancouver Design Nerd Jam, 5-6:30pm
The Hive, 500-128 W Hastings St
17. Ballard | BMS
402-611 Alexander St
18. RISE Ideas Competition Public Pitchers
SFU’s Segal Building, 500 Granville St
19. Share Shed | Early Entrepreneurs | Greenlight | Just Made Your Day | WP Plastic | Nerd Jam @ Hootsuite | Easy Legacy
The Next Big Thing @ Hootsuite
5 E 8th Ave
20. Sole Food Street Farms
811 Carrall St
21. Starfish | Dollar Collective | Sharp Solutions | MauiSub | Simon Fraser Student Society | ArtTech
TSD Inc | City Beets Farm | WORISO Vancouver Public Library Central Branch, 350 W Georgia St
22. Strikz MVMT
299 Columbia St
23. The Wood Shop
Corner of Princess at Pender
24. Futurpreneur
580-425 Carrall St
25. AFTER PARTY (7-11pm)
Fortune Sound Club, 147 E Pender St

AND MORE!

Full-page advertisement printed in the October 16-23 issue of the Georgia Straight

A full report on Young Innovators Crawl will be available at www.sfu.ca/publicsquare.
On October 20th, the SFU Sustainability Office in partnership with SFU Public Square held Zero Waste: Innovations to Drive the Circular Economy. This dialogue convened over 80 individuals working on zero waste issues in Metro Vancouver. Attendees were experts from local, regional and federal governments, businesses, not-for-profits, business improvement associations, financial institutions, retail, consulting firms, waste management companies, and boards of trade.

This highly interactive day had people moving between keynote speaker presentations, plenary dialogues and a variety of engaging and invigorating breakout sessions. Lisa Papania, Lecturer, Marketing and Entrepreneurship, SFU Beedie School of Business acted as the event’s moderator.

Keynote presentations included: Waste Management and Innovations in Metro Vancouver by Malcolm Brodie, Chair, National Zero Waste Council; Chair, Metro Vancouver Zero Waste Committee; Mayor, City of Richmond; The Circular Economy and Real Life Applications in BC by Brock Macdonald, CEO, Recycling Council of British Columbia; Co-Chair, National Zero Waste Council Circular Economy Working Group; and SFU’s Zero Waste Initiative by Candace Le Roy, Director, SFU Sustainability Office. All of these presentations can be found online at www.sfu.ca/sustainability/zwdialogue/.

The day began with a visioning exercise that asked the participants to consider what, in the year 2030, the Circular Economy would look like in Metro Vancouver. From this work, the dialogue organizers drafted the following vision statement: “Through this shift, Metro Vancouver boasts a well-integrated, local service and sharing economy, in which citizens, businesses, and organizations are educated, engaged, and enthusiastic participants. All products and processes are designed for longevity, to eliminate waste and further material extraction and to facilitate repeated re-use.”
When asked "How can we work to achieve this vision of a vibrant circular economy in Metro Vancouver?", three main themes emerged in participant responses: leveraging and improving existing personal and professional relationships; altering the design, production and communication of products; and using governance/governmental tools to expedite and manage these types of changes (i.e. policy, incentives and public investment).

The participants then engaged in an asset mapping exercise. Throughout, they were encouraged to think about the constructive and innovative foundation of people, and work and knowledge that already exists in Metro Vancouver, and what can be leveraged to move towards the vision of a regional circular economy. These assets could include people, processes, tools, innovations and connections. Participants created a physical ‘Asset Map’, grouping the assets into themes to show the clear linkages to be made between sectors and programs.

In response to the question “What principles can we use to guide our decision-making as individuals and decision makers, in our personal and professional lives?” participants developed 10 guiding principles that consisted of key values and principles that everyone can apply in their daily lives and work.

And finally, participants were asked to identify the top priorities that need to be addressed to work towards a circular economy in Metro Vancouver. These included planning, governance, legislation, communication and engagement, economy, purchasing, manufacturing, connections and collaboration, and design. Out of these, the group identified a selection of key actions that should be carried forward and used to connect people and catalyze action. The necessity of generating an inventory of organizations and efforts that support a circular economy in the region, and to document their successes was highlighted as being of particular importance.

One of the key goals mentioned during the dialogue was the need for and interest in collaboration to build on current assets and knowledge. As a result, during the event a “collaboration wall” was set up to connect participants with each other and with available resources. Some participants posted what they needed help with and others outlined ways in which they could contribute. This information can be found in the final report.

To access the full event report and see the list of participants visit: www.sfu.ca/sustainability/zwdialogue/outcomes.html
In partnership with the City of Surrey and Innovation Boulevard, SFU Public Square hosted a roundtable on October 21 entitled *Innovations in Patient Care: Improving Connectivity*. This invitational discussion was an integral part of the 2014 Community Summit that was held in the Neurotech Lab of the Surrey Memorial Hospital. A group of 60 thought leaders, practitioners, and health industry innovators came together for an intimate discussion on emerging issues related to technology, big data and social connectivity, and their potential impact on patient health in BC.

The Innovation Boulevard’s second annual industry gathering took place the same day, bringing together health technology and innovation leaders from across the region to learn more about Innovation Boulevard’s rapid success, to hear from industry experts, and to experience first-hand some of the technologies that have been developed by this unique collaboration.

SFU President Andrew Petter and City of Surrey Councillor Bruce Hayne welcomed the group and provided the context for the proceedings. SFU Professor and Innovation Boulevard Co-Chair Ryan D’Arcy primed the group for an intense and fruitful conversation.

Through small group work and plenary dialogue, participants considered the impact of increased connectivity on patient health outcomes. Some of the key issues included:

- Understanding the sheer velocity of new health innovation and the opportunity to create new working relationships among health deliverers and patients;
- Identifying the benefits and shortcomings that new health innovations bring to the medical community;
- Recognizing that some new innovations substantially increase health costs and require shifting priorities;
- The desire to implement new health technologies that have been developed in partnership with health deliverers (rather than “for” them); and,
- Acknowledging the vital importance of social connectivity in improving patient outcomes.
Participants enthusiastically shared examples of successful domestic and international innovations in health care technology. They recommended finding ways to improve the virtual connectedness between health care deliverers, academics, health innovators in the public and private sector and policy makers to enable greater collaboration. They suggested that through dialogue, better networking opportunities and more cross-sector engagement, they could cultivate a stronger health ecosystem that could support effective and enduring health innovations. They pointed to the efforts being made by the City of Surrey and its Innovation Boulevard partners, in promoting such cross-sector collaboration.

In their evaluation of the session attendees overwhelmingly agreed that the event was worthwhile and engaged a diversity of thought leaders. 90% agreed that the roundtable helped to simulate their thinking about the relationship between innovations in connectivity and healthcare delivery. The top takeaways noted were: new contacts, new knowledge and insight, and new opportunities for collaboration. The group agreed that there is a critical need to continue to have the type of cross-sector conversation offered by *Innovations in Patient Care: Improving Connectivity*.

A full report on *Innovations in Patient Care: Improving Connectivity* will be available at [www.sfu.ca/publicsquare](http://www.sfu.ca/publicsquare).
Often regarded as one of the best post-secondary education systems in the world, Canadian universities and colleges are facing new and immense challenges in sustaining this reputation. Tightening budgets, demographic shifts, and the breakneck rate of technological change all require the post-secondary system to adapt and seek novel solutions. The increasing dominance of the knowledge economy and the social, environmental, and political challenges placed upon today's students mean vast changes in what undergraduate students expect and need from their educational experiences. To remain viable and relevant, and to continue to provide students with valuable opportunities and learnings, Canadian universities and colleges must find the capacity to adapt and innovate in significant ways.

Participants at Breaking the Mould: Innovations in Undergraduate Learning explored innovation—the theme of Simon Fraser University’s Public Square 2014 Community Summit—through the lens of education. Bringing together leading academics, innovative educators, and policy-makers in a daylong interactive forum sparked conversation on innovation in the Canadian undergraduate classrooms of today and opened up windows into the future.

Held atop Burnaby Mountain on Simon Fraser University’s main campus, the forum generated a number of measurable outcomes and initiated substantial dialogue in an area simultaneously experiencing and necessitating innovation: undergraduate education.

The forum focused on pollinating ideas of over 130 education innovators from across North America, showcasing technological innovations (in usage or pedagogy) and developing practical steps forward for advancing innovation in undergraduate education.
Knowledge and best practices were shared and explored by those who have created, implemented, and experienced innovation in education, first-hand. These lessons were delivered through a variety of keynote addresses featuring Arizona State Provost Robert Page and Simon Fraser University Dean of Education Kris Magnusson, workshops, an Ideas in 5 panel, table dialogues, and an ideas fair, led by education innovators from across Canada. Participants included faculty, administrators, and practitioners seeking ideas and principles for moving forward and students who contributed their wants and needs and practical feedback on education innovations.

Several themes arose throughout the day, including the importance of promoting collaboration; strengthening student-teacher relationships; discovering new methods to introduce and accept experiential learning; and realizing that universities are undergoing tremendous shifts from traditional institutions whose sole purpose is the output of knowledge toward physical and contextual places of learning where students are actively at the forefront of their own learning processes.

These themes reflect the innovative ideas, goals, principles, and documents produced by the 2014 Community Summit forum. The takeaways will contribute to and help build a research agenda, and define basic principles for practitioners looking to move their institutions toward atmospheres that are receptive and adaptive to the innovations of tomorrow.

“With innovation driving today’s knowledge-based economy, it’s increasingly important for universities to develop innovative undergraduate programming that enhances a student’s critical thinking, problem-solving and research skills that will enable them as graduates to be employable, adaptable global citizens.” —Andrew Petter

A full report on Breaking the Mould will be available at www.sfu.ca/publicsquare.
On October 22, SFU Public Square, in partnership with Vancity and the Vancouver Foundation, presented *Will Innovation Save Us?* to a sold-out crowd at the Queen Elizabeth Theatre.

This evening featured Google’s Director of Engineering, Ray Kurzweil, world-renowned urban theorist Richard Florida, and CBC’s senior business correspondent, Amanda Lang in a thought-provoking discussion on the opportunities and challenges new innovations present. From debates surrounding the merging of technology with human biology to the force of creativity in reshaping our social and economic communities, our presenters discussed the realities of innovation in our rapidly changing world.

Florida and Kurzweil gave their presentations and then participated in a discussion with Lang, who posed her own tough questions and drew others from tweets by audience members. Two video questions were pre-recorded by a representative of the Vancouver Public Library, Chief Librarian Sandra Singh, and a Vancity West Vancouver Community Branch Manager, Cherie Devisser.

Vancouver Sun Columnist, Stephen Hume, wrote a compelling advanced article that featured Kurzweil and probed the question of technology innovation and the future of humanity.

In addition to the presentations, the winners of SFU Public Square’s *RISE Ideas Competition*—an ideas challenge designed to address the issue of rising sea levels in Metro Vancouver—were announced and presented with their awards.

The event was live webcast on the SFU Public Square and Vancouver Sun websites enabling an additional 700 people to join the audience virtually. A major media highlight of the 2014 Summit occurred during the evening when #SFUPS began trending on Twitter across Canada, and some reports indicated it was trending in San Francisco, Kurzweil’s city of residency. A
refined version of the evening’s proceedings has been produced and posted on the SFU Public Square YouTube channel (www.youtube.com/sfupublicsquare).

“When [solar power] doubles six more times and is meeting all of our energy needs we will be using one part in ten thousand of the sunlight that falls on this earth. We are awash in these resources and it will take the 21st century technologies to tap them.” — Ray Kurzweil

The event feedback indicates 90% of audience members considered the subject matter relevant and interesting, and knowledge of innovation increased by 72% as a result of attending. Survey results showed that the two age ranges with the largest number of attendees were between the ages of 25–29 and 50–59.

SPEAKERS

Ray Kurzweil is one of the world’s leading inventors, thinkers, and futurists, with a thirty-year track record of accurate predictions. Called “the restless genius” by The Wall Street Journal and “the ultimate thinking machine” by Forbes magazine, Kurzweil was selected as one of the top entrepreneurs by Inc. magazine, which described him as the “rightful heir to Thomas Edison.” PBS selected him as one of the “sixteen revolutionaries who made America.”

Richard Florida is “as close to a household name as it is possible for an urban theorist to be in America,” according to The Economist, while MIT Technology Review recently named him one of the world’s most influential thinkers. He is author of several global best sellers, including the award-winning The Rise of the Creative Class. TIME magazine recognized his Twitter feed as one of the 140 most influential in the world. Florida is currently the Director of the Martin Prosperity Institute at the University of Toronto’s Rotman School of Management, Global Research Professor at New York University, and founder of the Creative Class Group.

Amanda Lang is the senior business correspondent for CBC News and co-host of CBC TV’s Lang and O’Leary Exchange, with a front-row seat to the world’s daily top stories in business, politics, and economics. Amanda is a veteran moderator, and author of the bestseller The Power of Why: Simple Questions That Lead to Success, a book that shows readers how to reignite curiosity at any age to become more innovative and productive.
During the Community Summit, SFU Public Square partnered with Vancity for the presentation of Business Innovation in the Local Economy. This morning event was designed to create dialogue around people-centered innovation in Metro Vancouver’s local economy, and to demonstrate the viability of values-based business.

Business Innovation in the Local Economy acknowledged the powerful role Vancity business members and other local businesses play in creating positive economic, social, and environmental impacts in our communities. The event was fast paced and highly interactive with the aim of unlocking potential networks, and learning from the insights local businesses and partners shared.

The event featured insights on the Power of the Local Economy by visionary Michael Shuman, peer-to-peer presentations on Growing your Business through a values-based approach and “how to” sessions on avoiding trade-offs when you Build your Bottom Line while Building your Community and the Local Economy.

This event contributed to a global series of engagement initiatives and social media conversations focusing on the theme #BankingOnValues, a part of the first international awareness campaign of the Global Alliance for Banking on Values (GABV). Vancity was the first Canadian financial institution invited to join the GABV. On October 23, #BankingOnValues became a hot topic when it trended in Canada’s twittersphere during the Business Innovation in the Local Economy event.
At over 230 Vancity business members, local businesses, guest speakers, co-hosts, partners, and volunteers (including 31 Vancity employees) in attendance, the event was sold out. The event was livestreamed on the SFU Public Square website and was also distributed to six of Vancity’s most remote branch locations. As a result, The Dock in Victoria on Vancouver Island hosted a small gathering where people could watch the webcast.

As part of the SFU Public Square Community Summit’s opinion editorial series, Chris Dobrzanski, Vancity’s Chief Economist, contributed an article to the Vancouver Sun, published October 10 on striking the right economic balance. He spoke to the ways social capital brings creativity, innovation, and trust to economic activity.

On the day Vancity hosted an exhibition on the business impacts its members have experienced by #BankingOnValues, and participants took the “selfie board” challenge. After the event, Vancity launched its first eBook: Growing your values-based business, based on content generated for and during the session. [To download a copy of this ebook, see vancity.com/businessbook].

Feedback on this joint SFU Community Summit Vancity event was positive. Most participants participated in the event because they had an “interest in the topic”, and a number of respondents voiced greater optimism that a values-based approach would help them grow their businesses.

Vancity walked the talk at Business Innovation in the Local Economy by ensuring that all staff directly employed at the event were paid a living wage.
In celebration of Open Access Week (October 20-26), SFU Library partnered with Kwantlen Polytechnic University and SFU Public Square to discuss the ways open textbooks are innovating and disrupting the traditional model of textbook publication—open textbooks can be read online and downloaded for free. This interactive session featured three speakers who are actively engaged in the production, adoption, and use of open textbooks.

Mary Burgess, Acting Executive Director at BCcampus, outlined the BC Open Textbook Project, an initiative funded by the Ministry of Advanced Education to develop open textbooks for the province’s 40 most popular post-secondary education courses. Recently, BCcampus received funding to develop an additional 20 textbooks that will focus on skills training and technical programs. Burgess argued that open educational resources allow educators to be increasingly innovative in the ways they engage students. Many of these innovations (e.g. adapting a textbook to reflect local content) are based on the 5R principles of open education: Retain, Reuse, Revise, Remix, and Redistribute. In response to questions from the audience about the quality of open textbooks and author compensation, Burgess assured the audience the authors are paid, the titles are professionally edited, and the textbooks are peer-reviewed by faculty members in BC.

“open educational resources such as open textbooks allow educators to be increasingly innovative in the way they teach content”
Dr. Rajiv Jhangiani, a faculty member in psychology at Kwantlen Polytechnic University, has revised two open textbooks for Research Methods in Psychology and Social Psychology. He advocates adoption of open textbooks and argues the exponential increase in textbook costs over the last 30 years has resulted in fewer students purchasing textbooks, which in turn negatively affects performance in these courses. Through his research, Dr. Jhangiani has found that in addition to access, cost savings, and portability for students, adoption of open textbooks has been connected to better student retention and higher program completion rates.

“The exponential increase in textbook costs over the last 30 years, [Dr. Jhangiani] argued, results in fewer students purchasing textbooks, which tends to negatively affect their performance and grades.”

Representing the perspective of students, Chardaye Bueckert, an SFU political science undergraduate student and President of the Simon Fraser Student Society (SFSS), described the open textbook advocacy work being done by SFSS, including its Open Textbook Program Petition. She explained that SFSS is working to remove the barriers to adopting open textbooks and has advocated for more government resources to support faculty who are interested in using them. She emphasized the financial burden that students experience in post-secondary education and identified a successful initiative in Washington State where open textbooks were adopted and saved students $5.5 million in just two years.

“SFSS recognizes that there are barriers to adopting open textbooks and has advocated for more government resources to support faculty interested in using open educational resources”
It was standing room only at the special edition of City Conversation on innovation in city planning. The session was guiding by the question: Can Vancouver create a new neighbourhood that is beautiful, interesting, and joyful, which also produces its own energy, reuses its own water, and eliminates waste? Could the Jericho Lands—the current military base opposite Jericho Beach Park—become that neighbourhood?

Presenters Maged Senbel, Associate Professor, UBC School of Community and Regional Planning, who focuses on engaging the public in long-term neighbourhood planning, and Trevor Boddy, architectural critic, curator, and consulting urban designer led the discussion.

The presentations were based on University of California Dean Harrison Fraker’s study of successful sustainable neighbourhoods in Europe and California. Fraker showed that neighbourhood scale offered the greatest opportunities to create highly sustainable and resilient cities.

The presentations briefly framed the topic and the conversation moved to include a dynamic exchange among participants. Seventy people with a mix of expertise filled the room including planners, urbanists, architects, and engineers. Recognition of the complexity of rights to the site were identified and the benefits of neighbourhood-scale infrastructure and quality of life emphasized.

One aspect of the dialogue that was uncharacteristic of discussions of development in Vancouver was that although a number of the
participants live near the Jericho Lands, few if any, expressed fear of change. This is in sharp contrast to a number of Vancouver neighbourhoods whose changing character has been fiercely resisted. One participant pointed out that, with the exception of a couple of blocks of single-family houses along W. Eighth St., the surrounding neighbourhood character is very mixed, with residences ranging from 2 to 13 stories. Others mentioned that the Jericho Lands are adjacent to two major transit corridors, W. Fourth Ave. and W. Tenth Ave., the extension of W. Broadway, and the transit route to UBC. The conversation was lively, varied, and respectful, and the calibre of the participants’ comments and insights were very high.

“This is an incredible opportunity in terms of the piece of land that is at stake here.” —Maged Senbel, UBC School of Community and Regional Planning
Building from the communications and marketing success of our first two SFU Public Square Community Summits, this year’s approach borrowed from its own theme: Innovation. We expanded our established partnerships, extended our digital media reach, and developed new streams for our owned content. The result: Our most engaged summit audience to date.

In terms of traditional media, partnerships with the Vancouver Sun, the Georgia Straight, and the Tyee yielded multiple articles and profiles in each publication.

The Vancouver Sun featured six op-eds written by some of British Columbia’s most influential thinkers. The Vancouver Sun also produced multiple articles profiling the underlying issues within the four themes of the 2014 Summit (economy, education, environment, and health). A microsite on the Vancouver Sun’s website showcased an SFU video series seen by over 1,000 unique viewers, while nearly 500 people accessed the live webcast of Will Innovation Save Us? on its website.

With SFU’s Ryan D’Arcy on the cover and Innovation Boulevard profiled at length inside, the October 15 edition of the Georgia Straight featured a new innovation for SFU Public Square: an interactive map detailing locations for the Young Innovators Crawl. The map was utilized by Crawl participants and distributed at each Crawl location. The Straight also profiled Vancouver’s young innovators in the lead-up to the event, discussed the RISE Ideas Competition, and provided a recap of the Queen Elizabeth event for the benefit of its readers.
The Tyee is an online publication that dove deep into multiple issues being discussed during the 2014 Summit, asking important questions on innovation. Following the summit, the Tyee published a detailed interview with speaker Richard Florida.

Florida also appeared on CBC Radio’s Early Edition with Rick Cluff, one of a number of SFU Public Square related appearances on Metro Vancouver radio stations (CBC, CKNW, News 1130, Evolution 107.9).

With respect to online engagement, the 2014 Summit highlight took place October 22 during Will Innovation Save Us? when #SFUPS began trending not only across Canada, but also in San Francisco. According to TweetReach, #SFUPS reached over 350,000 Twitter users and made upwards of 600,000 impressions during the week of the Summit.

That online engagement extended to a new partnership with Vancouver is Awesome, which featured two articles on its website: one profiling 5 must-see summit events, the other featuring 7 videos developed by SFU’s Creative Services that showcase BC innovators.

The combination of traditional and social media attracted more than 43,000 unique page visits to the SFU Public Square website during the period of September 1-October 31, with nearly 10,000 unique visitors accessing the event page for Will Innovation Save Us? Daily traffic peaked October 19, during the Young Innovators Crawl, when over 5,900 unique visitors accessed the interactive map.

As SFU Public Square continues to build its presence as a convener of serious and productive conversations about public issues, we look to expand our multi-platform communications approach in 2015 to engage an even larger audience, both within British Columbia and beyond.
Volunteers play a crucial role in the preparation and delivery of SFU Public Square’s annual Community Summit. Not only do they donate hours of support in the office and put in long days at Summit events, they also bring fresh eyes and new ideas, but it is their energy and enthusiasm overall that help fuel our events. This year, our volunteer team for Innovation: The Shock of the Possible exceeded our expectations!

By accommodating varying schedules, experience levels, and desired learning outcomes (defined by each volunteer), we were able to engage more volunteers than ever before. New this year, we introduced our Engagement Lead Mentorship Program, which is designed to mentor volunteers in the preparation of a community driven week of large-scale events. A select group of volunteers committed to 8 hours in the office every week of September and October, and each took on a leadership role during the Summit. This small and invaluable team of six was comprised of 3 current SFU students, 1 SFU alumnus, 1 UBC alumnus, and one external professional.

“Coming back into an office environment, meeting professionals, being a part of the team after being out the workforce for 2 years...everyone was friendly, everyone was supportive, there was such good spirit.” — Engagement Lead on her experience with SFU Public Square.

In addition, our In-office Volunteer Team helped out with all aspects of Summit preparation, promotion, and organization. Comprised of 12 SFU undergraduate students, this team donated an impressive 195 volunteer hours throughout the month of October!

And, our ‘Event Volunteer Team’ invested 600 hours of time towards preparation of the 2014 Community Summit, 500 of which were volunteered during the week of the Summit. October 19, 20 volunteers supported the RISE Ideas Competition, while 25 more helped out at the
25 sites of Vancouver’s first Young Innovators Crawl. Our signature event, Will Innovation Save Us?, which took place October 22 at the Queen Elizabeth Theatre, benefited from the efforts of more than 30 volunteers from SFU Public Square and Vancity. This team demonstrated exceptional professionalism as they helped greet, inform, and direct attendees to this sold-out show. Over the course of the 2014 Community Summit, volunteers were instrumental in making more than 4000 attendees feel welcome and engaged.

We couldn’t be more thankful for the time and energy our volunteers gave to make this year’s Community Summit our best yet! Their positive attitudes invigorated SFU Public Square staff, and their presence had our partners and participants raving about the team. We wholeheartedly appreciate their dedication to, and support for, community engagement, work that is integral to SFU. We are so proud to have had the opportunity to work with these individuals, and we couldn’t have hosted—and wouldn’t have wanted to—host the Summit without them. THANK YOU VOLUNTEERS!!!

“Being able to meet new people, experience a different kind of working environment than the one I was used to, and to be more engaged with the university through SFU Public Square.” – SFU Student on their volunteering highlights
The SFU Public Square team would like to express our thanks and gratitude to all of our partners.

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