



## GEW Canada 2012 Summary Impact Report

From November 12-18, 2012, Canadians joined people around the world to celebrate Global Entrepreneurship Week (GEW). Hosted by the Canadian Youth Business Foundation (CYBF), in partnership with entrepreneurial organizations across the country, GEW Canada is a valuable part of the Canadian entrepreneurial ecosystem. Through the recognition, support and celebration of entrepreneurship, we inspired a nation to embrace entrepreneurship, innovation and creativity.

In 2012, Canadian organizations of every type joined hands to host hundreds of events and initiatives and we are pleased to share some of the highlights of this year's campaign below:

### Startup Weekend

CYBF partnered with several Startup Weekends across Canada to stand up and officially announce the start of GEW Canada. On November 11, the eve of GEW, CYBF staff or representatives attended Startup Weekends in:

- Ottawa - <http://ottawa.startupweekend.org/>
- Toronto - <http://toronto.startupweekend.org/>
- Winnipeg - <http://winnipeg.startupweekend.org/>
- Victoria - <http://swvictoria.eventbrite.com/>

Participants were asked to tweet: **@GEWCanada It's On! #GEWCanada #CYBF** and this continued into the next day via new and existing partners and organizations.

### Global Startup Battle

Winners from [Startup Weekend](#) events all over the world went head to head, submitting 60-second video pitches. The public were then invited to vote on the ideas they liked the most. Thanks to an incredible amount of support, Canadians [Groupnotes](#) (from [Startup Weekend Toronto](#)) were awarded first place: <http://startupweekend.org/2012/12/05/groupnotes-the-2012-global-startup-battle-champion/>.

### Canadian Mentorship Challenge

Hosted by Startup Canada in partnership with CYBF and [CATAAlliance](#), this nationwide challenge encouraged organizations and groups across Canada to organize mentorship events in their communities in an effort to collectively mentor more than 10,000 enterprising Canadians over the course of the week. As part of the Canadian Mentorship Challenge, a national callout took place to nominate **Canadian Mentor Rock Stars** — the local leaders and passionate individuals who inspire others in their communities: <http://www.mentorshipchallenge.ca/>.

### Glambition

The Réseau des Carrefours Jeunesse-Emploi du Québec celebrated GEW Canada by highlighting female entrepreneurs in an event entitled *Glambition*. The event brought together 170 female high school students in order to introduce them to entrepreneurship in all its forms: <http://www.glambition.me/>.

### **Dawson College eWeek**

Students at Dawson College in Montreal, Québec, hosted a week of events to celebrate entrepreneurship. This initiative provided a diverse and strong line-up of speakers, networking events, contests and activities for Dawson College students and community members:

<http://www.dawsoncollege.qc.ca/center-for-innovation-and-entrepreneurship-education/eweek>.

### **Trent University Events**

Students competed to build a business with just five dollars as part of “What’s Your \$5 Opportunity?” and also held *The Dragon Slayers’ Den* event as part of Trent Entrepreneurship Week: <http://www.trentu.ca>.

### **The Conseil Économique du Haut-Richelieu Events**

This organization presented various activities, conferences and training sessions on topics of interest for entrepreneurs in order to promote entrepreneurship as a career and to encourage a large number of people to follow their passion and start their own business: <http://www.haut-richelieu.qc.ca/?lang=en>.

### **University of New Brunswick – Speaker Series**

This event featured speakers from New Brunswick’s entrepreneurial ecosystem. The speakers were brought in to act as catalysts to celebrate entrepreneurship and to spark the entrepreneurial spirit in University of New Brunswick students:

<http://www.unb.ca/fredericton/engineering/jhsmith/competitions-events/gew-speakers.html>.

### **Rising to the top: Honouring Entrepreneurial Champions**

CYBF hosted an awards event to celebrate and honour entrepreneurs, community partners and volunteers and included the presentation of the Chairman’s Award for National Best Business to Lauren Friese of [TalentEgg](#) and Queen Elizabeth II Diamond Jubilee Medals to Outstanding Mentors and Volunteers: [http://www.cybf.ca/cybf\\_initiatives/awards/](http://www.cybf.ca/cybf_initiatives/awards/).

### **Celebration of Social Purpose Businesses**

Trico Charitable Foundation and CYBF co-hosted an event to showcase how the two organizations are working together to support social purpose businesses through awareness, education and launching businesses that create a blended value for tackling social issues while remaining profitable: [http://www.cybf.ca/cybf\\_press\\_media/gew-alberta/](http://www.cybf.ca/cybf_press_media/gew-alberta/).

### **GEW in Ottawa, Our Nation’s Capital**

The city was set ablaze with the spirit of entrepreneurship in celebration of GEW. In partnership with Invest Ottawa and the Ottawa entrepreneurship community, a wide variety of events were hosted to engage entrepreneurs of all ages and backgrounds. The city of Ottawa had the highest number of events of all Canadian cities that participated. They also announced **Ottawa’s 100 Rising Stars** list: <http://investottawa.ca/global-entrepreneurship-week-ottawa>.

### **YOU Innovate Canada Tournament**

For the second year, CYBF celebrated GEW through its YOU Innovate Canada Tournament. The Tournament is about creating value out of almost nothing – with the goal being to demonstrate that while a great business idea can come from looking at an ordinary thing in an extraordinary way; a great business comes from creating value from that idea. Participants were asked to take an everyday household object, an egg carton, and use it as raw material to create an innovative and valuable new product, service or experience.

Through this GEW initiative, over 100 teams from across the country demonstrated that we all define value in different ways. For some, value was monetary, for others it was an environmental benefit or creating art, and therefore measured through social impact. Cash awards amounting to \$10,000 in prize plus a trip to the Global Entrepreneurship Congress in Rio de Janeiro, Brazil, as well as honourable mention prize of fifty Olloclip lenses generously donated by TELUS rounded out the competition: [http://www.cybf.ca/cybf\\_initiatives/gew-canada/youinnovate/](http://www.cybf.ca/cybf_initiatives/gew-canada/youinnovate/).

YOU Innovate Canada Tournament grand prize winning video by Team Engage: <http://www.youtube.com/watch?v=e4iOCTgc4Kc&feature=youtu.be>

The winner of the YOU Innovate Tournament 2012 was interviewed by the BBC World Service's World Update Show, reaching an audience of over 180 million listeners globally.

### **National Advertising Campaign**

This campaign featured:

- National Post online digital advertising (679,303 page impressions) and print advertising (3,509,765 audience impressions);
- Other paid print advertising (364,100 audience impressions); and
- A comprehensive digital outreach campaign using Google and Facebook ads (54,829,618 impressions).

### **Government Engagement**

GEW Canada was supported at the highest levels, with an official statement by Prime Minister Stephen Harper, in support of GEW Canada: <http://www.pm.gc.ca/eng/media.asp?id=5166> and an official statement by the Honourable Maxime Bernier, Minister of State (Small Business and Tourism), to mark the start of Global Entrepreneurship Week 2012: <http://www.marketwatch.com/story/minister-of-state-bernier-celebrates-global-entrepreneurship-week-2012-2012-11-12>.

### **The Prince's Youth Business International (YBI) Network: Around the World, Around the Clock Campaign**

YBI members collaborated on this project to show the variety and geographic spread of the entrepreneurs that they support, via Facebook. The aim was to encourage entrepreneurs to post videos of themselves at specific times of day, adding a 'viral' element to the campaign. In addition, a video was created and shared to showcase entrepreneurs around the world. This campaign accounts for 12,363 impressions: <http://www.youthbusiness.org/ybi-and-gew-around-the-world-around-the-clock/>.

These activities, plus hundreds more across the country, resulted in a fantastic showing by Canada in 2012, as summarized below:

### **GEW Canada 2012: The numbers**

Total partners: 407

Total activities: 515

Total Canadians engaged: 29,195

Total marketing impressions: **263,133,222**

1. Advertising impact: **59,382,786** impressions
2. Media impact: **197,143,928** impressions
  - 12 press releases issued by CYBF
  - 13 press releases issued by partners
  - Media pickup: 26 segments
  - Online blogs: 99 external blog posts and 44 CYBF blog posts
3. Online impact (websites, social media, e-newsletters and email communiques):  
6,606,508 impressions