

Design for Change - Wilfrid Laurier University

Official Challenge Rules and Regulations

The Design for Change (the “**Challenge**”) is administered by Hackworks Inc. on behalf of Wilfrid Laurier University (the “**Client**” or “**Laurier**”) (Hackworks Inc. and Wilfrid Laurier University collectively the “**Organizer(s)**”) and its Challenge partners and Challenge sponsors Scotiabank collectively the “**Sponsor(s)**”). By entering the Challenge, participants agree to abide by these Rules and decisions of the Organizers and the Challenge judges, as further defined below. You also agree to comply with all applicable laws. The Challenge is void to the extent prohibited or restricted by law. NO PURCHASE NECESSARY TO ENTER OR WIN.

1. PURPOSE:

The Challenge is an opportunity for individuals to submit a Submission (hereinafter defined) that solves a problem for climate change. Participants will be onboarded and educated by subject matter, User Interface/User Experience (UI/UX) and technology experts to get a full understanding of available resources and enable them to develop a truly innovative technology solution. Laurier mentors will be available to inspire participants to imagine the full, unrealized potential of cleverly applied user experience design, support participants throughout the event and validate ideas. At the end of the challenge period, all participants will submit a solution and pitch for where they see opportunities to leverage UX to solve the posed challenge. The top three (3) participants will be recognized, celebrated and awarded prizes.

2. ELIGIBILITY:

The Challenge is open to all legal residents of Canada that are full or part time students who are currently enrolled in a recognized university or college in Canada. Any participants under the age of majority (17 or under) in their province or territory must have a legal guardian or parent agree and/or sign any required permissions. Any exceptions must be approved in advance by emailing yasmeenah@hackworks.com.

Organizers’ employees and their immediate families (i.e. their spouses, siblings, children, parents, spouses’ parents and the spouses of any of those individuals) and their household members (related or not) are not eligible to participate in the Challenge.

Sponsors’ employees and their immediate families (i.e. their spouses, siblings, children, parents, spouses’ parents and the spouses of any of those individuals) and their household members (related or not) (“**Related Persons**”) are not eligible to participate.

Any individual who is eligible to enter the Challenge (whether as an individual or as part of a team – see below) in accordance with these Official Challenge Rules and Regulations (the “**Rules**”), as determined by Hackworks Inc. in their sole and absolute discretion, will hereinafter be referred to as an “**Eligible Entrant(s)**”.

Participants are subject to verification in the sole and absolute discretion of Hackworks Inc. Hackworks Inc. reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to Hackworks Inc. – including, without limitation,

government issued photo identification) to participate in this Challenge. Failure to provide such proof to the satisfaction of Hackworks Inc. in a timely manner may result in disqualification.

3. THE ENTRY PERIOD, Challenge DATES AND PARTICIPATION OPTIONS:

All participants must register for the Challenge by 11:59 PM ET on March 18th , 2021 and participate in a long-form virtual Challenge event being held between March 1st, 2021 and March 27th, 2021. The event website is located at <https://www.hackworks.com/en/design-for-change> (The“Event Website”). Fields indicated as such on the online registration form are mandatory.

Registration to participate in the Challenge begins on January 25th , 2021 at 9am EST and ends on the earlier of: (i) February 18th, 2021 at 11:59 EST; or (ii) when two hundred and fifty (250) individuals have registered.

The Challenge begins on March 1st, 2021 at 7:00 pm EST and ends on March 27th, 2021 at 7:00pm EST or at the conclusion of the judging period, whichever is later (the “**Challenge Period**”). Participants can enter the Challenge by signing up at (<https://www.hackworks.com/en/design-for-change>) (the “**Website**”) All entries will receive a confirmation email.

4. HOW TO PARTICIPATE:

An Eligible Entrant must register for the Challenge during the Entry Period, at (<https://www.hackworks.com/en/design-for-change>). Once registered, Organizers will send a confirmation email to the participants.

5. TEAMS:

Participants must work on a team of one (1) to three (3) people, with each participant meeting the requirements of an Eligible Entrant and being registered to participate in the event. For greater certainty, individuals may not work on multiple teams.

If it is discovered that a participant is found to have acted contrary to this rule, then (in the sole and absolute discretion of the Organizers) he/she and his/her team(s) (if applicable) may be disqualified from the Challenge and corresponding Submissions (as set out below) may be subject to disqualification.

6. CHALLENGE DETAILS:

During the Challenge Period, all Eligible Teams are invited to create and demonstrate a submission (“**Submission**”).

Eligible Teams may work on their Submissions at any time throughout the Challenge Period.

All Eligible Teams will be required to provide their own computer and any other equipment required to develop a Submission.

7. SUBMISSION REQUIREMENTS:

BY SUBMITTING A SUBMISSION, EACH PARTICIPANT AGREES THAT THE SUBMISSION (AND EACH INDIVIDUAL COMPONENT THEREOF) COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. NEITHER THE ORGANIZERS NOR SPONSORS WILL BEAR ANY LEGAL LIABILITY ARISING FROM THE PARTICIPATION AND USE OF ANY SUBMISSION BY THE SPONSORS (OR ANY OTHER ENTITY). THE ORGANIZERS AND SPONSORS THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, PARTNERS, REPRESENTATIVES, SUCCESSORS, ASSIGNS, DIRECTORS, OFFICERS, EMPLOYEES AND AGENTS SHALL BE RELEASED AND HELD HARMLESS BY EACH PARTICIPANT IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT HE/SHE HAS DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THESE RULES.

Submitted Submissions must never have been previously published, exhibited publicly, or selected as a winner in any other contest. All proprietary code used in the Submissions submitted must be developed during the Challenge Period.

All participants must submit their solution onto the Event Website (<https://www.hackworks.com/en/design-for-change>) by March 19th, 2021 at 11:59 PM ET to qualify for judging.

In order to be eligible for the Prize (as described above), Teams must submit a complete submission (a "Submission"). A complete Submission shall include each of the following at the times set out in these Rules:

- Submission name
- Short description of solution
- PDF of PowerPoint presentation
- A video submission of the recorded pitch presentation
- A zip file containing supporting documents for your presentation and submission (optional)

By participating in the Challenge, each participant agrees to be legally bound by these Rules and by the interpretation of these Rules by the Organizers, and further warrants and represents that his/her team's Submission:

- is original to at least one of the team members and at least one of the team members has obtained all necessary rights in and to the Submission (and all components thereof) to enter the Challenge;
- does not violate any law, statute, ordinance or regulation;
- does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence (note: if consent cannot be obtained for an individual appearing in the Submission, then his/her face must be blurred out and voice (if applicable) must be altered so as to be unrecognizable);
- will not give rise to any claims of intellectual property infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and
- is not defamatory, trade libellous, pornographic or obscene, and does not violate any laws relating to hate speech, and further that it will not contain, depict, include or involve, without

limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual or religious groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services; any identifiable third party products, trademarks, brands and/or logos (note: if the necessary consents cannot be obtained, then all identifiable third party products, trade-marks, brands and/or logos must be blurred out so as to be unrecognizable); conduct or other activities in violation of these Rules; and/or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Organizers in their sole and absolute discretion.

Submissions must be submitted in English.

8. INTELLECTUAL PROPERTY:

By providing the Applications to the Sponsors in connection with the Challenge, each Eligible Entrant shall retain all right, title and interest (including copyright) in and to the Application, and shall grant to the Sponsors a worldwide, gratuitous, irrevocable, and non-exclusive licence to copy, use, modify, reproduce, display, adapt and transmit the Application for use in all media now known or hereafter devised in perpetuity beginning on the date of submission, in connection with the administration, promotion and exploitation of the Challenge, and for the purposes of marketing, advertising or promoting any of the Sponsors, their products or services. The Eligible Entrant hereby confirms that the Application is an original work, solely created by the Eligible Entrant (or the Team, if applicable), and that no third party participated as an author, co-author, photographer or otherwise in the creation of the Application or any part thereof. Sponsors assume no responsibility for any claims of infringement of rights to copyright, privacy and/or personality, and all such liability shall remain with the Eligible Entrant and/or Team. Sponsors reserve the right to exclude any Application on the basis of concerns relating to the rights of third parties, including but not limited to privacy, copyright, defamation, rights of personality, obscenity or hate speech, as determined by Sponsors in their sole discretion.

9. SUBMISSIONS PREVIEWED ON WEBSITE:

Organizers may, in their sole and absolute discretion, choose to display certain Submissions or parts thereof on the Challenge Website (<https://www.hackworks.com/en/design-for-change>), or the Hackworks Inc. website (hackworks.com) once submitted. For greater certainty, the fact that a Submission has (or has not) been displayed on these or other websites will NOT impact the winner selection process (selection process set out below).

10. PRIZES:

- One (1) First Place Prize consisting of \$5,000 CAD
- One (1) Second Place Prize consisting of \$2,500 CAD
- One (1) Third Place Prize consisting of \$1,000 CAD

The Prize awarded to a Team will be divided equally among registered Team Members and each Team Member will receive a cheque for their portion of the total Prize. All Prizes are in Canadian dollars.

Prize must be accepted as described in these Rules and cannot be transferred to another person or substituted for another prize. Any substitution of a Prize, in whole or in part, is at the sole discretion of the Bank.

11. WINNER SELECTION PROCESS:

Judgment and Selection Process

A panel of judges appointed by the Organizers (the "**Judges**") will be in charge of reviewing all Submissions deemed eligible.

Judges' decisions are final and conclusive on all matters without right of appeal. All submissions and presentations will be evaluated by selected stakeholders and guests from a range of business backgrounds, using a set of pre-determined evaluation criteria.

The Organizers reserves the right to change the date and time of any component of this Challenge, including but not limited to, the judging and winner's presentation in the event of unforeseen circumstances of any kind.

IF ALL TEAM MEMBERS ARE NOT IN ATTENDANCE THE TEAM MAY, IN THE ORGANIZER'S SOLE DISCRETION, BE DISQUALIFIED FROM THE COMPETITION.

In order to be declared a winner, a Team must meet all the conditions described in these Rules. The winning Team Member(s), and in the case of minors a parent or legal guardian, agree to complete and sign a release form.

Judging Round 1

- Judging period will take place between March 19th and March 24th
- The Judges will review and score all Submissions through the Hackworks Judging Platform after the challenge Period has ended during the allotted Judging Period.
- Winners of the first round of judging will be announced to the public upon the completion of the Judging Period.
- Each Submission will be judged by at least 3 Judges.
- The top 10 such Submissions, based on criteria under Section 12, will be chosen to move on to Judging Round 2.

Judging Round 2

- Judging period will take place on March 27th.
- Each Team/Individual will present to a panel of judges.
- The top 3 such Submissions, based on criteria under Section 12, will be chosen.

12. JUDGING CRITERIA:

%	Criteria	Expert (8-10 points)	Proficient (4-7 points)	Emerging (0-3 point)
30	Approach and Initial Research	<p>Explains why the selected approach was chosen.</p> <p>AND</p> <p>Frames the problem from a human-centric perspective. Describes research (interviews, surveys, published reports) that informed understanding of the problem.</p> <p>AND</p> <p>Provides graphic depiction of user context through empathy map or persona/s, or journey maps.</p>	<p>Explains why the selected approach was chosen.</p> <p>AND/OR</p> <p>Frames the problem from a human-centric perspective. Describes research (interviews, surveys, published reports) that informed understanding of the problem.</p> <p>AND/OR</p> <p>Provides graphic depiction of user context through empathy map, or persona/s, or journey maps.</p>	<p>Cannot explain why the selected approach was chosen.</p> <p>AND</p> <p>Fails to situate the selected approach from human-centric perspective. No research consulted or conducted.</p> <p>AND</p> <p>No graphic depictions of user context.</p>
30	Effectiveness	<p>The designed solution provides a useful tool for solving the current problem. Great solution that exceeds needs and will have significant impact.</p> <p>The solution will have a significant and meaningful impact to improve lives.</p> <p>The prototype offers an engaging solution that creates a connection with the user.</p> <p>Evidence that the</p>	<p>The design solution provides some potential for meaningful impact.</p> <p>Evidence that the prototype was tested but no improvements were made post-testing.</p>	<p>Solution does not align with challenges.</p> <p>The solution has no potential for impact and is not useful</p> <p>The prototype was never tested.</p>

		prototype was tested and that the design was improved after testing.		
30	Innovation	The degree to which the submission is clever, inventive, and/or skillful in concept and design. The solution is a unique idea that has value.	Clever, inventive and skillful but not game-changing	Concept or solution is not unique.
10	Presentation	The presentation was clear and concise. Students kept to time limit for presentation and were well prepared.	Most aspects of the presentation were clear and concise. Students went over their time limit or did not use all of their time.	The presentation was difficult to understand or sloppy. Students were unprepared.

13. GENERAL CONDITIONS:

By entering the Challenge, each participant agrees to the use of his/her Submission, along with his/her name, address, voice, statements about the Challenge and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Organizers in any manner whatsoever, including print, broadcast or the internet.

Each participant further grants to the Organizers the right to record and/or photograph the participant during the Challenge Period and the right to use any such recordings and photographs, without further notice or compensation in any publicity or advertisement carried out by the Organizers in any manner whatsoever, including print, broadcast or the internet.

The Organizers will not be liable for: (i) any failure of the Website before, during or after the Challenge Period; (ii) for any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any entry to be received for any reason, including, but not limited to, technical problems or traffic congestion on the internet or at any website or for any entry to be deemed inadmissible during Phase 1; (iv) any injury or damage to a participant's or any other person's computer related to or resulting from participating or downloading any material in the Challenge; (v) any illness, injury, sleep deprivation, stress related illness/injury or any other illness/injury of any kind claimed to be caused by or related to a participant's entry or participation in this Challenge; and/or (vi) any combination of the above.

BY PARTICIPATING IN THE CHALLENGE EACH PARTICIPANT HEREBY RELEASES AND AGREES TO INDEMNIFY AND HOLD HARMLESS THE ORGANIZERS FROM ANY AND ALL DAMAGES, INJURIES, CLAIMS, CAUSES OF ACTIONS, LIABILITY OR LOSSES OF ANY KIND (INCLUDING ACTUAL LEGAL FEES AND EXPENSES), KNOWN OR UNKNOWN, ABSOLUTE OR CONTINGENT, NOW OR IN THE FUTURE ARISING FROM OR RELATED TO: (A) FAILURE BY THE PARTICIPANT TO COMPLY WITH

ANY OF THESE RULES; (B) ANY MISREPRESENTATION MADE BY A PARTICIPANT UNDER THESE RULES OR OTHERWISE TO AN ORGANIZER IN REGARDS TO THE CHALLENGE; (C) PARTICIPATION BY THE PARTICIPANT IN THE CHALLENGE; (D) RECEIPT, USE OR REDEMPTION OF ANY PRIZE BY THE PARTICIPANT , OR HIS/HER INABILITY TO RECEIVE, USE OR REDEEM ANY PRIZE; (E) ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, INVASION OF PRIVACY, COPYRIGHT INFRINGEMENT, TRADEMARK INFRINGEMENT OR ANY OTHER INTELLECTUAL PROPERTY RELATED CAUSE OF ACTION.

The Organizers reserve the right to withdraw, suspend or amend this Challenge in any way, in the event of any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Organizers that interferes with the proper conduct of this Challenge as contemplated by these Rules. Any attempt to deliberately damage the Website or any website or to undermine the legitimate operation of this Challenge is a violation of criminal and civil laws and should such an attempt be made, the Organizers reserve the right to seek remedies and damages to the fullest extent permitted by law. The Organizers reserve the right to cancel, amend or suspend this Challenge, or to amend these Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason.

This Challenge is subject to all applicable federal, provincial and municipal laws. The decisions of the Organizers with respect to all aspects of this Challenge are final and binding on all participants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of participants and/or Submissions. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations as between the participant and the Organizers in connection with the Challenge shall be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the Submission of any other jurisdiction's laws.

The Organizers reserve the right, in their sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any participant or Submission with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Organizers, in their sole and absolute discretion, affect the proper administration of the Challenge as contemplated in these Rules. The Organizers further reserve the right, in their sole and absolute discretion, and without prior notice, to terminate or cancel the Challenge or any part thereof.