



Media release

INNOVATORS CONVERGE TO ACCELERATE SHIFT TO A LOW-CARBON ONTARIO

The Brookfield Institute at Ryerson University Hosts Climate Hack-to-Action, April 7 to 9, 2016

TORONTO, April 5, 2016 – On April 7, 2016, the Brookfield Institute for Innovation + Entrepreneurship (BII+E) and the Ministry of Environment and Climate Change will kick-start *Climate Hack-to-Action*, a 48-hour hackathon to develop and pitch creative solutions to one of the biggest challenges facing our society, climate change.

Climate Hack-to-Action is the Policy Innovation Platform's second initiative to connect and enable academic, industry, government, not-for-profit and entrepreneurship sectors to collaborate on public policy problems, using new methodologies from the start-up and innovation worlds to influence the direction of government policy.

"*Climate Hack-to-Action* will examine what challenges people face in making low carbon choices and empower them to reduce their carbon footprint," said Sean Mullin, executive director of the Brookfield Institute. "We are very excited to harness the power of young people, out-of-the-box thinking and technology to help devise real solutions that have the ability to influence government policy for this environmental crisis."

The hackathon will engage over 80 participants from different backgrounds, with a diverse range of skillsets, to work in teams to develop actionable solutions to climate change. Teams, comprised of students, businesses, members of the community, entrepreneurs and policymakers, will be led through a series of facilitated sessions with policy experts, design-thinking and business development professionals, community leaders, behavioural economists, communication experts, and entrepreneurs, to accelerate impactful and scalable solutions that can be employed by every Ontarian.

Climate Hack-to-Action culminates on April 9th with a pitch competition whereby teams will present their solutions to their peers and a panel of distinguished judges. Winners will receive \$9,000 in total prizes as well as in-kind support, including a networking lunch with Paul Evans, Deputy Minister, Environment and Climate Change.

Climate Hack-to-action is generously sponsored by TD Bank, The City of Toronto and TransformTO. For more information, visit www.Hack2Action.ca.

The Brookfield Institute for Innovation + Entrepreneurship (BII+E) is a new independent, nonpartisan institute, housed within Ryerson University that is dedicated to studying and strengthening the innovation and entrepreneurship ecosystem within Canada. BII+E supports its mission by developing innovative, forward-thinking and useful policy advice that supports innovation and entrepreneurship; testing and piloting projects that have the potential to support the work of innovators and entrepreneurs; and engaging in advocacy and practicing thought leadership on behalf of innovation and entrepreneurship. For more information, visit www.brookfieldinstitute.ca.

The Policy Innovation Platform is a new initiative that connects and enables academic, industry, government, not-for-profit and entrepreneurship sectors to collaborate on public policy problems; integrates and applies new methodologies from the start-up and innovation worlds, to traditional public policy challenges; and provides a safe space for policy professionals to test, experiment and develop new solutions before broader adoption. For more information, visit www.policyinnovationplatform.ca.

Ryerson University is Canada's leader in innovative, career-oriented education and a university clearly on the move. Ryerson offers more than 100 undergraduate and graduate programs, and is home to more than 41,500 students, including 2,400 master's and PhD students, 3,200 faculty and staff, and nearly 170,000 alumni worldwide. Research at Ryerson is on a trajectory of success and growth: externally funded research has doubled in the past four years. For more information, visit www.ryerson.ca.

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