



GLOBAL ENTERPRISE CHALLENGE @ IEBPN 2010

Monday, April 26, 2010

Background

The origins of the Global Enterprise Challenge (GEC) can be traced back to the 5th IEBPN Conference in 2000, when teams of high school students in Edinburgh, Scotland, and Dunedin, New Zealand took part, in real time, in an enterprise challenge as an integral event within the conference.

Two years later GEC began life as the Enterprise Olympics with nine countries competing remotely in a 24 hour challenge, launched by the astronauts on the International Space Station. In 2004, rebranded as GEC, the event was the centrepiece of the 7th IEBPN in London, this time with 15 participating countries, and it is now firmly established as an annual international enterprise event supported by NASA and the World Intellectual Property Organisation (WIPO).

GEC @ IEBPN 2010

To celebrate the 10th anniversary of the provenance of GEC it is proposed to reprise the format used in Edinburgh during EBP 2000, using the latest communications technology to enable as many countries as possible to take part **in real time** during the Conference.

The Challenge

The Challenge will be launched via a live web stream at 10 a.m. (EST) on Monday, April 26, 2010 after which each team of 6-8 students will have eight (8) hours to complete the Challenge. The winners will be announced via a live web stream at the Conference Lunch on Tuesday, April 27th.

There are no rules with regard to how a team responds to the Challenge.

The Teams

Each team should have a minimum of 6 and a maximum of 10 students:

- Students must currently be attending high school or community college
- Students must be aged 19 years OR UNDER on the date of the event
- Ideally the team should possess a broad range of complementary skills and knowledge (science and technology, business, marketing and communication)

Teams can complete the Challenge either at the Conference or remotely, and should be supported by a mentor or facilitator. Access to the internet is a prerequisite as is the facility to record a presentation onto YouTube.

The Judges

The international judging panel will consist of three to five people who will review each response to the Challenge and following their deliberations the winning team will be selected. The chair will provide the judges' summary and comments before announcing the winners in a live web stream during the Conference on Tuesday 27th April.

How to Enter

It is the responsibility of the team facilitator to submit a registration for their team. This can be done by sending an e-mail to Linda Scott at The Conference Board of Canada (scott@conferenceboard.ca) indicating your participation. Please include the name of the school, the facilitator's name and e-mail address, as well as a list of all participating team members. A registration fee will be required for teams attending the conference.

For details, contact:

Linda Scott
Senior Program Manager
The Conference Board of Canada
255 Smyth Road
Ottawa, ON K1H 8M7
Tel: 613-526-3280 x 277
Fax: 613-526-4857
e-mail: scott@conferenceboard.ca