Thank you for joining! We will begin shortly

MaRS and CIBC
INCLUSIVE DESIGN CHALLENGE
Future of Work Launch Event

Event Hosts

Harry Ezenibe

CIBC

Shilpa Sharma

MaRS Discovery District

Logistics

- This event is being recorded and will be available on the MaRS Challenges website.

- American Sign Language is spotlighted for this event.

- Captioning in English and French is available at the bottom of your screen for those livestreaming the event.

- You can submit a question anytime during the session.

Agenda

Time (ET)

1:00 - 1:10   **Welcome & Overview**

1:10 - 1:20   **Introductory Remarks**
- Bree Ranieri (MaRS)
- Jennifer Davidson (CIBC)

1:20 - 1:35   **Challenge Launch**

1:35 - 1:40   **Guest Speaker**
- Jon Breen (IDC Runner-up)

1:40 - 1:50   **Live Q&A**

1:50 - 1:55   **Closing**

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Opening Remarks

Bree Ranieri

Vice President, People and Culture

MaRS Discovery District

Jennifer Davidson,
VP Client Expérience & Insights
CIBC

Sponsor Remarks

Inclusive Design Challenge

MaRS-CIBC Inclusive Design Challenge Series

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MaRS and CIBC
INCLUSIVE
DESIGN
CHALLENGE
Creating employment solutions
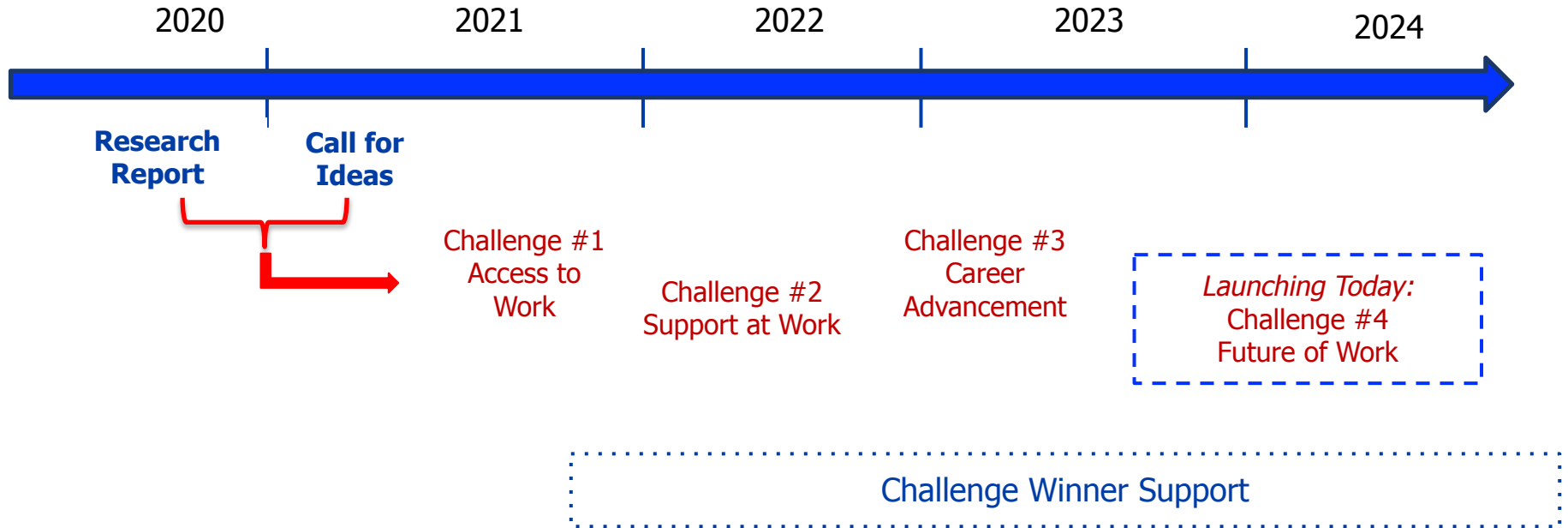for persons with disabilities

Aims to identify and overcome pressing employment barriers faced by people with disabilities.

A succession of national competitions, each "Challenge" invites members of disability and innovation communities to propose and develop solutions to these barriers.

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Inclusive Design Challenge Series: Timeline

2020   2021   2022   2023   2024

Research Report

Call for Ideas

Challenge #1
Access to Work

Challenge #2
Support at Work

Challenge #3
Career Advancement

Launching Today:
Challenge #4
Future of Work

Challenge Winner Support

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What is an Innovation Challenge?

An incentive-based **competition** that aims to encourage new approaches and engage **diverse stakeholders** to address a complex **societal problem**

Innovation Challenge: Process

Discovery

Primary and secondary research

Scoping

Stakeholder & ecosystem engagement

Design

Challenge framework & design

Launch

Challenge delivery, communications and outreach

WE ARE HERE!

Judging

Winner selection & announcement

Post Challenge Support

Tailored support to winner(s) as they implement or scale their solution

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Future of Work Challenge

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The Problem

People with disabilities have higher rates of both underemployment and unemployment. Even though there is significant evidence that companies benefit from the inclusion of people with disabilities in the workforce, they face more barriers to securing meaningful, high-quality employment opportunities that appropriately utilize their skill sets.

The result? A large, untapped talent pool in the Canadian labour market.

Additionally, the number of people who have a disability is increasing, which poses challenges to the future of work for people with disabilities, if not addressed now.

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What is Future of Work?

The 'future of work' is frequently described as the way in which various forces of 'change' (social, economic, environmental, tech, political, etc.) affect three dimensions of work: <u>where</u> we work, <u>who</u> does the work and <u>what</u> type of work is done*.

Key themes of the future of work include:
- The impact of emerging technologies like AI and Automation
- Remote/flexible work arrangements
- Shifting workplace priorities (importance of Mental health, DEI)
- Skill evolution (the need for continuous learning)

"Future of Work" continued

But a glaring omission is disability and the ways in which people with disabilities are impacted by these changes.

These are not new problems, and will only grow if they're not addressed now. As momentum builds around new opportunities in the three dimensions of work, it's clear that we can't separate the 'new' from older biases and attitudes that pose fundamental barriers for people with disabilities.

Challenge Statement: Context

The rapid growth and adoption of emerging technologies are reshaping the future of work. This creates unique and complex challenges for people with disabilities. In particular, Artificial Intelligence (AI) is woven into recruitment practices, serving as a gatekeeper for every step of employment. But bias in AI systems can lead to discriminatory practices that disproportionately affect people with disabilities.

The impacts include (but are not limited to) exclusion from job opportunities, algorithms that stereotype (unfairly screening out candidates), inaccessible technologies and lack of representation on teams developing AI tools.

Challenge Statement: Call to Action

For this reason, MaRS and CIBC are seeking solutions that **prevent and/or reduce** AI Bias and the impacts it has on the recruitment of people with disabilities.

Solutions will need to:
- Address AI Bias in recruitment, and
- Be led by or developed in direct partnership with people with disabilities

Solution Streams

Stream A: "Idea Generation"

Non-technological Idea Generation

Examples of non-technological ideas that prevent and/or reduce AI bias in recruitment for people with disabilities include, but are not limited to:

- Policies guiding AI usage/development;
- Initiatives promoting more responsible AI practices;
- Educational campaigns promoting inclusive AI;
- Data transparency standards;
- New collaboration/partnership models between experts and practitioners

Stream B: "Developed"

Developed (Technological or Non-Technological)

Examples of such solutions include, but are not limited to:

- Specific software applications;
- Innovative modifications (plug-ins or add-ons) to existing AI technologies;
- Tools, inclusive databases, methodologies, policies, or recognized best practices currently effective in preventing and/or reducing AI bias in recruitment for people with disabilities. Crucially, these solutions should have demonstrable evidence of their impact.

Prizing Structure

Total Prize Amount: $100K

Stream A | Up to $25K

Stream B | Up to $75K

All winners will receive post-challenge support to help expand impact of solution

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Key Dates

- **Challenge Launch:** December 4, 2023 at 1:00 p.m. ET

- **Informational Webinar #1:** January 23, 2024 12:00-12:45 p.m. ET

- **Informational Webinar #2:** February 7, 2024 3:00-3:45 p.m. ET

- **Submission Deadline:** March 4, 2024 at 5:00 p.m. ET

- **Winners' Announcement:** May 2024

Dr. Jonathon Breen
Postdoctoral Fellow - UBC
IDC Runner-up

Speaker

Questions and Answers

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Who is eligible?

1. For **<u>individuals</u>**:
   - You are a legal resident of Canada and either
     - At least the age of majority in your resident province or territory, or
     - Between 13 years old and the age of majority, with your parent/guardian agreeing to these Official Rules on your behalf.

2. For **<u>groups</u>**:
   - Each member of the team, at the time of entry, is a legal resident of Canada and either
     - At least the age of majority in their resident province or territory, or
     - Between 13 years old and the age of majority, with your parent/guardian agreeing to these Official Rules on your behalf.

3. For **<u>companies or organizations</u>**:
   - At the time of entry, the company or organization is either
     - Incorporated under the laws of Canada, or
     - Legally operating in Canada.

Is there a different application process for each stream?

Reminder:
Stream A: "Idea Generation"
Stream B: "Developed"

Although we are inviting different stages of solutions in two distinct streams, <u>there is only one application process</u>. Specifically, each stream will apply using the same submission form, and will be evaluated against same evaluation criteria.

Live Q&A

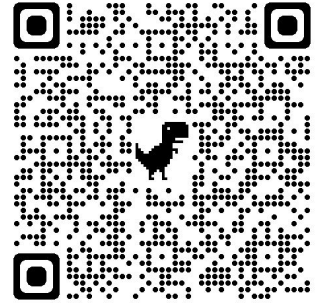# Next Steps

Sign up for the Challenge on the challenge website

Register for an informational webinar (Jan 23 or Feb 7)

Follow us on social media to stay updated

Email challenges@marsdd.com with questions

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Thank you for joining!