

JOIN US FOR CANADIAN INNOVATION WEEK

May 21-31 2019
CanadianInnovationSpace.ca

CANADIAN
INNOVATION
WEEK
SEMAINE DE
L'INNOVATION
CANADIENNE



What is Canadian Innovation Week?

Powered by the Rideau Hall Foundation, the annual Canadian Innovation Week brings together partners and stakeholders from the innovation ecosystem to connect, cultivate and celebrate Canadian innovation.

The inaugural Canadian Innovation Week was held in May 2018 with 18 events across Canada and over 10,000 participants. The innovation conversation grew online as [#CanadianInnovationWeek](#) generated nearly 2,000 tweets by 150 organizations.

How can my organization get involved?

CONNECT

Share your organization's events during Canadian Innovation Week and make use of the shared brand platform at CanadianInnovationSpace.ca.

CULTIVATE

Inspire the next generation of innovators by using our free teacher resources to create innovation projects in the classroom. Share your stories on our virtual innovation showcase.

CELEBRATE

Recognize innovators who are having an impact and inspiring the next generation. Profile them in your community, organization or online.

How do I use the Canadian Innovation Week brand?

The shared brand for Canadian Innovation Week helps raise the profile of outstanding Canadian innovators and provides a unique partnership platform for connecting, celebrating and cultivating innovation in Canada. Below are sample graphics to provide the look and feel of the Canadian Innovation Week brand.

A Canadian Innovation Week partner toolkit is also available for download from CanadianInnovationSpace.ca and includes graphics and social media assets, as well as print and online creatives.



WEB BANNER



WEB BANNER



Why should my organization get involved in Canadian Innovation Week?

Join us for the annual Canadian Innovation Week and become part of a network with a common goal – strengthening Canada's culture of innovation. By adding the Canadian Innovation Week logo to your event, your organization will receive:

- Recognition on CanadianInnovationSpace.ca
- Promotion via the Canadian Innovation Week national social media campaign.



What types of events or activities could be co-branded with Canadian Innovation Week?



STAND-ALONE INNOVATION EVENT DURING CANADIAN INNOVATION WEEK

If your organization already has an event planned during Canadian Innovation Week and you are interested in co-branding, please contact us.



YOUTH INNOVATION DAY OR SHOWCASE EVENT

If your school or community-based organization is involved in inspiring young people to become innovators or entrepreneurs and you are planning innovation celebrations, please use the Canadian Innovation Week toolkit for event materials.

Also, please share information about your event with us via social media (@CDN_Innovation) or via email: info@canadianinnovationspace.ca.



SIGNATURE EVENTS

RHF works with several partner organizations on innovation-related conferences and youth innovation days, as well as the Governor General's Innovation Awards (GGIA). Visit CanadianInnovationSpace.ca to find out more about our events.



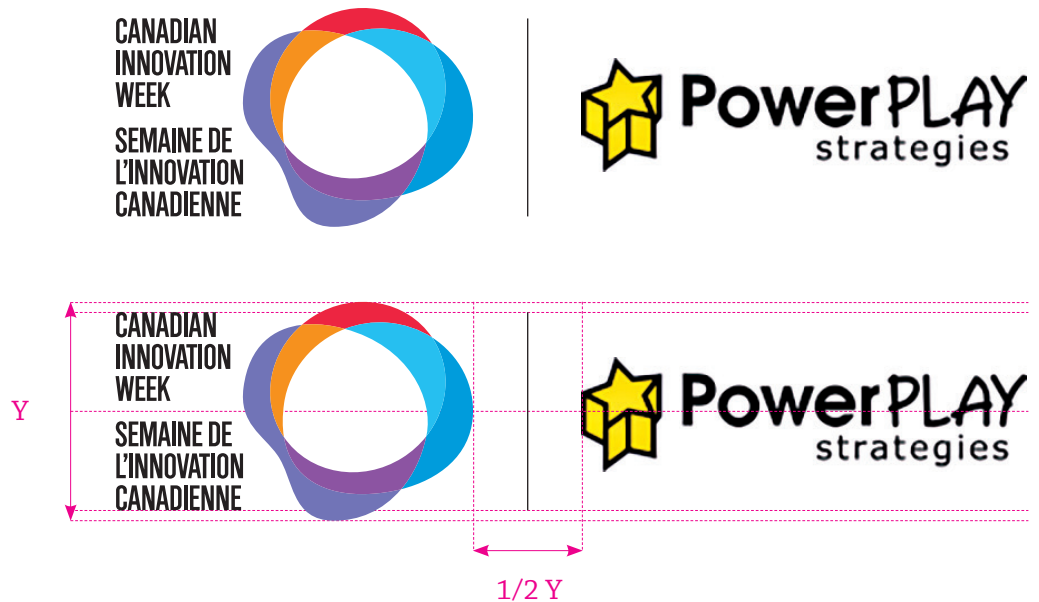
Co-branding Guidelines

The following co-branding standards have been developed to graphically represent the relationship between Canadian Innovation Week and your organization.

Co-branding logos are positioned centre-adjacent to the Canadian Innovation Week logo, separated by a vertical keyline.

Y is equal to the height of the Canadian Innovation Week icon. The space between logos is equal to $1/2 Y$.

Innovation Week logo lockup files are available as part of the Innovation Week Toolkit.



Here are examples of co-branded events:



WESTERN CANADA YOUNG ENTREPRENEUR SHOWCASE



SAVE THE DATE

Make history with us as we celebrate, inspire, and showcase Western Canada's brightest and most engaged young entrepreneurs and innovators aged 10-18. Interactive activities for all ages.



VANCOUVER CONVENTION CENTRE
West Building
1055 Canada Place

MAY 14TH 2018 • 8AM - 6PM

More details and a formal invitation to come

For more information about Canadian Innovation Week events and current partnerships, please visit CanadianInnovationSpace.ca or contact:

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Social Media

During the inaugural [#CanadianInnovationWeek](https://twitter.com/Cdn_Innovation), 150 organizations shared innovation stories and events online, and helped build momentum for the innovation week movement. Canadian Innovation Week 2018 featured:



Join the conversation online and post about [#CanadianInnovationWeek](https://twitter.com/Cdn_Innovation) 2019. The downloadable toolkit includes sample social media messaging to optimize engagement around Canadian Innovation Week.

Tech for Good



Powered by Communitech and the Rideau Hall Foundation, the [Tech for Good Declaration](https://www.techforgood.ca/) is a set of guiding principles that all aspiring organizations can follow to create and use technology for the good of humanity. It is a living declaration that can be updated to reflect the input of participants. Learn more at [TechforGood.ca](https://www.techforgood.ca/).

How can my organization promote Tech for Good?

- During Canadian Innovation Week, provide comments on the declaration and join the conversation online [#TechForGood](https://twitter.com/Cdn_Innovation)
- Host a Tech for Good event during [Canadian Innovation Week](https://twitter.com/Cdn_Innovation).

Innovation Champions:



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OF CANADA

Here is an example of a tweet from [#CanadianInnovationWeek](https://twitter.com/Cdn_Innovation):



FOLLOW US ONLINE AT:

[@Cdn_Innovation](https://twitter.com/Cdn_Innovation)

[@CanadianInnovationSpace](https://www.facebook.com/CanadianInnovationSpace)

[@CanadianInnovationSpace](https://www.instagram.com/CanadianInnovationSpace)