

C4 Pitch Week 2020

Project Guide



Use this form to take notes and track projects that you're interested in.



Caring for Older Adults

Project #	Challenge Question	Partner	Project Notes
5	How do we use technology to enable a sense of connection between caregivers, family, and the residents of long-term care homes?	YU Centre for Vision Research	
33	How might we redesign Canada's support systems for older adults so that they are grounded in a fundamental valuing of our elders?	Barnes Management Group	
34	How can we collect global experiences on the effectiveness of strategies and mechanisms for supporting elders across a wide variety of cultures and contexts?	Barnes Management Group	
39	How can seniors give up their car keys and maintain their lifestyles and personal freedoms?	Teens Learn 2 Drive (TL2D)	
56	How can we enable care providers, technicians and administrators to work closely to provide a seamless and exceptional patient experience?	From Activate!Vaughan	
57	What communication is important for patients and their families and how can it be conveyed?	From Activate!Vaughan	
61	How can patient care and the working conditions for staff be improved in long term care homes in Ontario?	University Women's Club - North York	
68	How can we make golf carts used in retirement communities cleaner, safer, and easier to maintain?	KPM Power	

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Loop Waste

Project #	Challenge Question	Partner	Project Notes
14	What does closed loop waste management for businesses look like?	Peel Community Climate Council	
49	How can we turn non-recyclable waste into fuel, usable energy, or a usable product?	From BuyandSell.gc.ca	
59	How can the Peel Community Climate Council, a youth-led not-for-profit, work to divert food waste in the Region of Peel?	Peel Community Climate Council	
60	How can the PCCC create and maintain a solid network of Peel Region residents who can connect with municipal leaders and local organizations to provide impact on and feedback around proper waste disposal in public spaces?	Peel Community Climate Council	
67	How can we better detect microplastics in situ in marine environments?	From BuyandSell.gc.ca	
69	How might the ERA develop new, positive engagement among businesses?	Electronic Recycling Organization	
70	In what ways can communication around electronics recycling be made more effective?	Electronic Recycling Organization	

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 Anti-Black/Systemic Racism

Project #	Challenge Question	Partner	Project Notes
1	How can we break down the barriers that impede the success of first generation students in higher education?	Teaching and Learning Research In Action	
7	How can we recognize and mobilize the linguistic heritages of Afro-Diasporic peoples in Canada?	Canadian Language Museum	
21	What kind of basic income policy would counter the effects of systemic racism within the existing welfare system?	University Women's Club - North York	
23	What kind of policy changes would counter the effects of systemic racism within the existing Ontario education system?	University Women's Club - North York	
24	How can under-represented groups transitioning from university into their career be best supported?	TechConnex	
35	In what ways can legal, political and social mechanisms in Ontario be improved to meaningfully address anti-Black racism in this province?	YU - Centre for Human Rights, Equity and Inclusion	
37	How do we tackle the barriers that various communities face around accessing educational and funding resources related to entrepreneurship?	YU - YSPACE/Innovation York	
38	In what way can a martial arts program, that is integrated at the national, provincial, and community level, engage youth in life-long learning opportunities?	Wadoka Community Parents Network	

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Youth Learning and Well-being

Project #	Challenge Question	Partner	Project Notes
3	How can AJM bounce back from COVID-19 school closure, by supporting student learning and mental health through volunteerism?	Anne J. MacArthur Public School	
9	During the pandemic we have witnessed huge inequities in online access, with some students lacking computers or stable wifi. How do we find ways to ensure equitable access outside of the traditional classroom setting for students without technology or full internet access. What other ways can we reach students?	Story Planet	
10	Beyond publishing, how do we send out the oral and written stories created by the kids we work with in grades 3-7 to a global audience?	Story Planet	
12	How do we create a safe digital hub (using one or all of these platforms integrated; website, app, youtube, instagram) that allows kids (grades 3 to 7) to write and share stories, both collaboratively and independently?	Story Planet	
47	How can equitable access to education and childcare be implemented for kids, parents, and educators in a way that abides by local health advice and the longer-term consequences of social distancing?	The Covid Group	
65	What tools are necessary to promote existing/new online socio-emotional youth programming in the hopes of reaching a wider audience and how can we implement them?	Moorelands Kids	

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AI for Good

Project #	Challenge Question	Partner	Project Notes
26	How can we combine linguistic, communication, and social contexts with machine learning to help people understand and improve their conversations?	Nascent	
29	How can implementation of artificial intelligence and machine learning be taken up in ways that genuinely support informed engagement from a broad cross-section of societal stakeholders? How can they better prepare for and avoid ethical challenges? How can they be more capable of acting when unintended consequences arise?	From CSA Group Inc.	
32	What are the benefits and pitfalls of using AI as a tool to help students identify what their "dream job" might be?	Jobster	
51	How can we use AI to better understand pilot attention and fatigue data to reduce commercial aviation fatalities?	From Kaggle	
52	How can LA's job postings and descriptions be changed to remove unconscious biases and provide equitable access for job seekers?	From Kaggle	
53	How can we discern a real tweet with important information from a prank or fake one in the aftermath of a disaster?	From Kaggle	
54	How can we differentiate real videos from deepfake videos?	From Kaggle	

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Accessibility and Inclusiveness

Project #	Challenge Question	Partner	Project Notes
11	How do we collect, curate and make accessible stories that are non-colonial in form (don't follow beginning, middle and end, hero journey, or conflict-based arcs), so that we can share those other structures in our workshops with students in grades 3 to 7?	Story Planet	
15	How might international student graduates be better supported on their journey to employment and permanent residency in Canada?	TRIEC - Toronto Region Immigration Employment Council	
16	How can we develop a strategy to increase awareness of FYI services for Newcomer youth?	FYI - For Youth Initiative	
30	In a Canadian context, how can existing community disaster /emergency management strategies be redesigned to be more inclusive, well in advance of when they are needed?	From CSA Group Inc.	
31	Which technological resources in the communities local to York fail to bridge, or even create, gaps in accessibility, and what can be done to improve this?	From CSA Group Inc.	
42	How can international students and students on exchange better integrate into the academic and work ecology of their host country?	Glendon - Globally Networked Learning	
43	How can an online UN debate simulation platform improve cross-cultural communication and be made truly plurilingual?	Glendon - Globally Networked Learning	
44	How can bilingual and multilingual community members leverage their linguistic skills to support research across language barriers?	Glendon - Globally Networked Learning	

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Health, Wellness, Medicine, and Healing

Project #	Challenge Question	Partner	Project Notes
4	How might greater (and true) interdisciplinarity enhance the effectiveness and speed up the development of medical research into future cancer treatments?	YU - Centre for Research on Biomolecular Interactions	
22	How would community-driven engagement in mental health align with and diverge from current mental health programs being directed to the North York communities?	University Women's Club - North York	
27	How can we develop affordable dialysis machines that work with renewable power and water sources for developing regions?	Lassonde	
28	How can Canadian employee wellness programs be better connected to best practices and research in health sectors?	From CSA Group Inc.	
45	How can new arts and culture spaces help repair some of the cracks and tears in society that have been created and exposed through the pandemic?	Markham Arts Council	
48	Considering current local health measures (e.g. social distancing, etc.), how can awareness/education about domestic violence and support systems be improved to better support victims, and/or how can families and organizations supporting these be helped?	The Covid Group	
55	How can we design instrumented knee braces to improve patient healing times?	Lassonde	
65	What tools are necessary to promote existing/new online socio-emotional youth programming in the hopes of reaching a wider audience and how can we implement them?	Moorelands Kids	

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Future Business

Project #	Challenge Question	Partner	Project Notes
20	Can a ride share service alongside public transportation options for the York University community be implemented in a way that can reduce transportation costs and environmental footprints?	YURide	
25	How might social enterprise help youth gain much-needed skills and work experience?	Moorelands Kids	
36	How can we strengthen the alumni-student mentorship experience?	YU - Alumni Engagement Team	
46	How can we create a global marketplace that can economically benefit local small and medium self employed artists and artisans?	Markham Arts Council	
63	How can we develop tools and frameworks to help technology businesses that rely on face-to-face interactions to pivot in the current social-distancing environment?	TechConnex	
64	What do small- to medium-sized technology businesses need in order to scale while integrating sustainability/efficiency into their growth?	TechConnex	

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Sustainable Development

Project #	Challenge Question	Partner	Project Notes
8	How might students take the lead on York's contributions to the United Nations' Sustainable Development Goals (SDGs)?	YU - Office of Sustainability	
13	How can the local food growing ecosystem enhance or help support sustainable food security?	Peel Community Climate Council	
17	How might corporate leaders effectively incorporate the SDGs into their business models?	MaRS	
40	What would a common university community kitchen space look like that addresses community needs, wellbeing and sustainability?	Regenesis	
58	How can we make solar energy more accessible and sustainable for remote, off-grid communities?	CooperLab	
66	Can solar thermal desalination address global challenges around access to clean water?	CooperLab	

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Smarter/Safer Living

Project #	Challenge Question	Partner	Project Notes
2	How can we change public perceptions around whistleblowers so that their critical messages can be heard and acted upon without the messengers becoming the target?	Centre for Free Expression	
6	From grass-roots initiatives to influencing social and economic policy, how can we work together to shape a 'new normal' in the Canadian labour market post-COVID-19?	YU - Global Labour Research Centre	
18	How should the curb be redesigned to handle its growing number of competing interests?	MaRS	
19	How might we leverage technology in our cities' laneways to create more accessible and inclusive spaces?	MaRS	
41	What does a smart city/15-minute neighbourhood plan look like for a growing municipality like Whitchurch-Stouffville, and how can we use technology?	Town of Whitchurch-Stouffville	
50	Is it possible to build a low-cost system to monitor ocean sediment near sea disposal sites, to ensure the environment is protected?	From BuyandSell.gc.ca	
62	What is the public perception of gun ownership? How do we detect trends in public perceptions of gun ownership? What factors impact those trends?	University Women's Club - North York	

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