

SPROUT



STUDENTS PLANTING SEEDS OF TOMORROW.

INFORMATION DROP
EXPERTS/JUDGES

FEBRUARY 18-21 2025

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LAND ACKNOWLEDGEMENTS

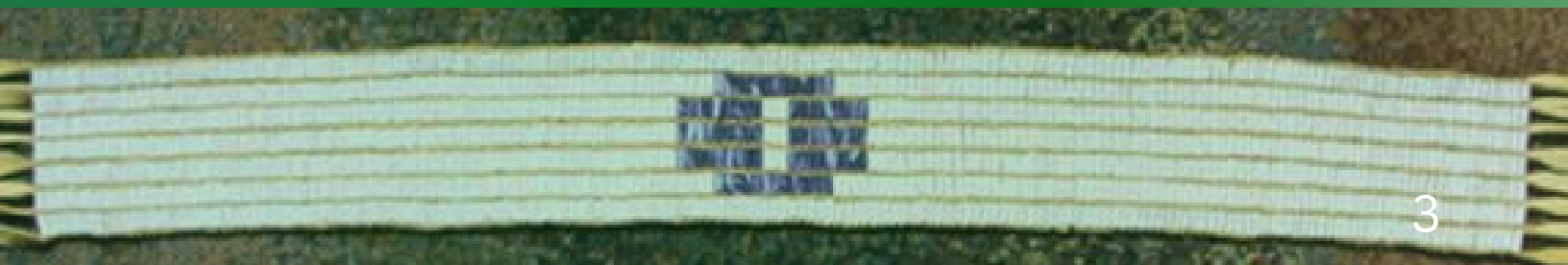
Toronto is in the 'Dish With One Spoon Territory'. The Dish With One Spoon is a treaty between the Anishinaabe, Mississaugas and Haudenosaunee that bound them to share the territory and protect the land. Subsequent Indigenous Nations and peoples, Europeans and all newcomers have been invited into this treaty in the spirit of peace, friendship and respect.

The "Dish", or sometimes it is called the "Bowl", represents what is now southern Ontario, from the Great Lakes to Quebec and from Lake Simcoe into the United States.

We all eat out of the Dish, all of us that share this territory, with only one spoon. That means we have to share the responsibility of ensuring the dish is never empty, which includes taking care of the land and the creatures we share it with. Importantly, there are no knives at the table, representing that we must keep the peace.

This was a treaty made between the Anishinaabe and Haudenosaunee after the French and Indian War. Newcomers were then incorporated into it over the years, notably in 1764 with The Royal Proclamation/The Treaty of Niagara.

The land acknowledgement started in British Columbia, where there are no treaties at all. Its popularity has spread as an acknowledgment of Indigenous presence and assertion of sovereignty. It is used in a variety of ways, such as at opening events and meetings.



INCLUSIVITY STATEMENT

Toronto Metropolitan University as well as The Society of Arts, Social Sciences and Humanities (SASSH) is committed to maintaining and upholding the values of equity, diversity, and inclusion in all areas of life, including study, work and living environments, for both the campus and the wider community. We firmly believe that fostering a diverse, inclusive, and equitable environment will allow us to effectively meet the needs of the students, staff, faculty, and community partners.

As part of SPROUT, all committee members, experts, speakers and participants are held to the expectation of inclusivity. There will be no tolerance for discrimination, harassment or exclusion of any kind during the competition. If you experience any of this or witness someone else experiencing it, please report it to the organizing committee immediately.





ABOUT SPROUT



WHAT IS SPROUT?

Welcome to the 7th-annual SPROUT Case Competition! We are excited to have you join in on our four-day professional and collaborative competition hosted by the Society of Arts, Social Sciences and Humanities (SASSH). This year, SASSH has collaborated with IKEA Toronto Downtown to provide you with an exciting competition experience. We proudly announce that this year's topic is Community Development and Environmental Sustainability.

This event also offers networking opportunities to gain valuable experience that will aid the participants' future endeavours! SPROUT is an interdisciplinary case competition that allows participants from various academic backgrounds to collaborate to create solutions for real-world issues.

The competition is a four-day long event beginning on Tuesday, February 18th, 2025, and ending on Friday, February 21st, 2025. This provides the opportunity to build collaborative skills, create and form new relationships and have the participants' ideas seen by professionals in the field. For a more in-depth breakdown, visit the section entitled "Schedule." Any further communication will be emailed to you from sprout@sassh.ca and available on tmusprout.ca

SOCIETY OF ARTS, SOCIAL SCIENCES, AND HUMANITIES' CASE COMPETITION: SPROUT

- An interdisciplinary case competition
- Established in order to facilitate inter-faculty collaboration for undergraduate students at TMU
- Students are tasked with solving a real-world case by liaising with professionals and academic experts. They are able to showcase collaboration and critical thinking skills and receive valuable coaching throughout their case competition experience
- At the end of the case competition, groups present their projects to a panel of judges and compete for a cash prize and an opportunity to further explore their solution with the support of the participating partner.

ACCESSIBILITY

The SPROUT Case Competition aims to provide an equitable, inclusive and accessible experience for all participants and guests. For those with accessibility needs, please contact sprout@sassh.ca so that we can ensure that you have the support you need to be able to fully participate in this experience.



2025 PARTNER: IKEA

TORONTO DOWNTOWN

At IKEA, we want to be a force for good for people, society, and the planet. As a customer meeting point, IKEA Toronto Downtown has an opportunity to be a frontline destination to engage and collaborate with the community on the IKEA sustainability focus areas.



IKEA Toronto Downtown

When formulating your answer, consider some of these ways that the IKEA sustainability focus areas relate to IKEA Toronto Downtown at a store level:

HEALTHY AND SUSTAINABLE LIVING:

Product Offerings: Highlighting products that promote sustainable living such as energy-efficient appliances, LED lighting, and home furnishings made from renewable or recycled materials.

Food Options: Promoting healthy and sustainable food options including plant-based meals and sustainably sourced ingredients.

CIRCULAR & CLIMATE POSITIVE:

Circular practices: Giving home furnishings a second life through our As-is department and buyback program. Encouraging product life extension through spare parts availability and product upkeep practices. Promoting recycling for environmentally hazardous items such as light bulbs and batteries.

Waste reduction: Reducing packaging waste by using recyclable or biodegradable materials. Promoting reusable bags and avoiding single-used plastics.

Energy and water efficiency: Maintaining and improving our facility energy and water conservation practices.

2025 PARTNER: IKEA

TORONTO DOWNTOWN

FAIR AND EQUAL:

Community Engagement: Informing and engaging members of our community on local issues by identifying problem areas and key partner organizations. Providing opportunities for our community to participate in social initiatives.

Social Impact: Informed by our evolving IKEA social impact framework, we are moving away from short-term charity and donations towards creating long-lasting positive changes in our neighborhood and community.

IWAY: The IKEA way for responsibly procuring products, services, and materials. This informs our decisions for the local suppliers and service providers we work with.



IKEA Toronto Downtown

2025 CASE COMPETITION QUESTION

How can IKEA Toronto Downtown better utilize its small-format, urban space (with all its limitations) as a community destination for learning, social collaboration, environmental action and innovation? Consider solutions which align with at least one of IKEA's sustainability focus area.

IKEA's sustainability focus areas are:

- **Healthy and sustainable living:** Inspiring and enabling more than 1 billion people to live a better everyday life within the boundaries of the planet.
- **Circular & Climate Positive:** Becoming circular and climate positive, and regenerating resources while growing the IKEA business.
- **Fair and equal:** Creating a positive social impact for everyone across the IKEA value chain.



ROLE DESCRIPTION:

EXPERTS

Role Description:

- Participate in the experts' roundtable event on Wednesday February 19th in one of the two scheduled sessions:
 - Part I – 3:00-4:00 PM
 - Part II – 4:30-6:00 PM
- Experts are encouraged to arrive 30 minutes prior to the start time to prepare, ask any questions or have any possible concerns addressed.
- Each individual expert will be assigned a table during their scheduled session.
- Students will move to each expert table on a rotation to present their proposal and consult with experts on the development of their solution.
- Experts will use knowledge from their own experience and areas of expertise to suggest changes, identify weak spots, brainstorm new ideas or consult on next steps to help groups improve their finished product.

**Not all experts will have direct experience related to all project solutions. That is expected and ok. Your life experience is also valuable and students will benefit from your thoughts and opinions generally as well.*



EXPECTATIONS: EXPERTS

- A willingness to provide time and energy into the expert role;
- Arrive at all scheduled engagements 30 minutes early for briefings and remain until the end of the session;
- Use personal areas of expertise and experiences to provide feedback and guidance to students' proposed ideas/solutions;
- Maintain a professional presence and provide positive, helpful advice to all groups equally;
- Please keep equity, diversity and inclusion in mind at all times; and
- Bring any concerns or questions to your assigned expert liaison

*Experts are not expected to continue to consult after their scheduled time.

ROLE DESCRIPTION AND EXPECTATIONS: CONSULTANT



Serves as an expert advisor and strategist, helping teams refine their case solution presentations to maximize clarity, persuasiveness, and impact. They guide teams in structuring their pitches, enhancing their delivery, and ensuring their recommendations are compelling, data-driven, and logically sound. Focusing more on the **presentation style** rather than solution content.

The consultant collaborates with teams throughout the consultation period, offering insights on storytelling, slide design, speaking techniques, and Q&A handling. They provide constructive feedback on the presentation style to help teams stand out in the competition.



ROLE

DESCRIPTION:

JUDGES

- Participate in either the first round and/or the second round of presentations for SPROUT.
- Judges will be given criteria to assist and guide them.
- A rubric will also be provided to write down your personal notes. It can be found [here](#).
- The judging panel will be a mix of professionals, student leaders and IKEA Toronto Downtown and Canada representatives.



EXPECTATIONS: JUDGES

- A willingness to provide time and energy into the judge role;
- Use the judges criteria and relevant expertise to judge and assess groups;
- Assessing and judging each group in a fair and equitable manner;
- Arrive at all scheduled engagements 15 minutes early for briefings and remain until the end of the session;
- Maintain a professional presence and provide positive, helpful feedback to groups;
- Please keep equity, diversity and inclusion in mind at all times; and
- Bring any concerns or questions to your assigned expert liaison.

FIRST-ROUND JUDGES

- First round of presentations will occur on Friday, February 21st from 1:00 - 2:00 PM.
- First-round judges are encouraged to arrive at 12:45 PM for a briefing.
- They will be placed on a judging panel of three; one external professional, one TMU Alumni and one TMU staff person.
- First-round judges deliberation period is from 2:00 - 3:00 PM, they will decide which teams will move on to the final round of presentations.



SECOND-ROUND JUDGES

- Second (final) round of presentations will occur on Friday, February 21st from 3:00 - 4:00 PM.
- Second-round judges are encouraged to arrive at 2:45 PM for a briefing.
- Second round judges will hear the final round of presentations from SPROUT participants and determine the winner of the case competition.
- Second-round judges deliberation period is from 4:00 - 4:30 PM, they will determine the winner of the case competition.



EXPERTS AND JUDGES

SPROUT will be taking place in-person at the Toronto Metropolitan University campus from February 18th to 21st, 2025.

The Experts Roundtable, Group Consultations, First-Round, Second-Round presentations and all briefings will take place at the Sheldon & Tracy Levy Student Learning Centre (SLC), 341 Yonge St, Toronto, ON M5B 1S1245.

ALL participating, experts and judges are invited to attend the final-round of presentations as audience members as well as the Gala (Feb 21st; Archeo Distillery District, 31 Trinity St.) to watch the announcement of the winners and celebrate the conclusion of SPROUT Case Competition 2025.





LOCATION

SPROUT Case Competition will be held from February 18th to February 21st, and will be conducted exclusively in-person. All participants are to adhere to the public health and safety guidelines for the in-person events. Most of the events are set to be held in the Student Learning Center at 341 Yonge Street, Toronto, Ontario, Canada M5B 1S1. However, there are a number of events taking place at off-campus locations to look out for.

Locations you need to know:

Student Learning Center (SLC)

- Majority of the competition will take place here.
- **Address: 341 Yonge Street, Toronto, Ontario, Canada M5B 1S1**

IKEA Toronto Downtown

- We will be doing an onsite visit to the IKEA Downtown Toronto office for students.
- **Address: 382 Yonge Street (Floor 1), Toronto, Ontario, Canada M5B 1S9**

Dinner Social Venue

- We will be hosting a Dinner Social at Page One Cafe.
- **Address: 106 Mutual Street Unit #8, Toronto, Ontario, Canada M5B 2R7**

Gala Venue

- We will host our final gala on the last day of SPROUT at Archeo Venue at Distillery.
- **Address: 31 Trinity Street, Toronto, Ontario, Canada M5A 3C4**



EVENT PROGRAMMING

SCHEDULE

DAY 1 *SLC 6th Floor*

11:00am - 11:30pm	Registration / Housekeeping
11:30am - 12:30pm	Workshop: How to Succeed in a Case Competition/ Lunch
12:30pm - 1:00 pm	Break
1:00pm - 2:00pm	Workshop: Mastering Public Speaking
2:00pm - 3:00pm	Keynote IKEA Toronto Downtown
3:00pm - 5:00pm	Partner
6:00pm - 8:00pm	Dinner Social Location TBD
8:00pm - 9:00pm	Briefing for Day 2

DAY 2 *SLC 8th floor*

10:30am - 11:00am	Registration / Housekeeping
11:00am - 12:30pm	Work Time / Committee Questions
12:30pm - 1:30pm	Lunch
1:30pm - 3:00pm	Work Time
3:00pm - 4:00pm	Experts Roundtable pt. I
4:00pm - 4:30pm	Work Time
4:30pm - 6:00pm	Experts Roundtable pt. II

DAY 3 *SLC 8th floor*

9:30am - 11:00pm	Work Time
11:00pm - 12:00pm	Lunch
12:00pm - 12:30pm	Registration / Housekeeping /Lunch
12:30pm - 2:30pm	Group Consultations
3:30pm - 5:00pm	Work Time

DAY 4 *SLC 8th floor & 5th Floor*

9:00am - 10:00am	Registration / Housekeeping
10:00am - 12:00pm	Work Time SLC 8th floor
12:00pm - 1:00pm	Lunch
1:00pm - 2:00pm	First Round Presentations
2:00pm - 3:00pm	Deliberations & Round 1 Winners announced
3:00pm - 4:00pm	Final Presentations
4:00pm - 4:30pm	Final Deliberations SLC 5th Floor Seminar Room (Room 514)

CONTACT INFORMATION

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