

# WANTED

## CANADA IN THE DIGITAL WORLD THE GOOD, THE BAD, THE UGLY

### ***Policy Ignite! Call for Proposals***

## Canada in the Digital World: the good, the bad and the ugly

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From self-driving cars and their potential impact on public transportation and infrastructure, to automated batteries revolutionizing energy consumption and cleantech, to the new Canadian Digital Service, it's clear that digital tools are creating new challenges as well as potential policy solutions for persistent issues that affect the public good. Digital can minimize great distances and time, and it can also amplify your reach - but at the same time, it has changed how citizens expect to receive services and talk to their governments. Digital has had and will continue to have a lasting impact on all of government. We want you to think about how it can be used in ways that make your work better - no matter what department you are from or your level of expertise with digital issues.

**We want to hear your creative – and implementable – ideas for new policy solutions, processes, and technologies that exist at the nexus of policy and digital – or ideas of how and when they should NOT be used. Pitches are due August 28, 2017 to [policyignite@gmail.com](mailto:policyignite@gmail.com).**

Past Policy Ignite! events have already inspired some investigations into the realm of open government, digital citizen schemes, and big data's potentials and pitfalls, and now we're asking you to think of how digital can connect to existing and future policies and practices. What are the opportunities and promises of digital tools and approaches? What are the macro and micro downsides and risks of certain tools and approaches? And finally, what important lessons can we learn from our – and other jurisdictions – failures in these areas?

For the fall event, we are seeking presenters to pitch a (1) new or improved policy, (2) process/methodology or (3) program OR (4) revisit relevant past Ignites! or lessons.

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### Guiding Questions

The following dimensions are guiding questions:

#### The Good

- **Improving the Public Good (Service Delivery, Open Government, Accessibility and Usability)**
- How can we leverage digital and “[civic tech](#)” to improve a specific policy or program (e.g. health, education, infrastructure, housing, etc)?
- How can we use new digital tools to improve service delivery?
- How can service delivery improve technology?
- How can you support appropriate skillsets for policy analysts, policy decision-makers, and all Canadians to leverage tech for good? What do people need to know for success in using, creating, and benefiting from digital?
- What are the macro opportunities of digital that policy analysts can work around (e.g. online employment, start-ups, entrepreneurship) to achieve outcomes like more jobs?

#### The Bad

- The lack of accessibility might limit digital governance and innovation to only those people who can access the latest technology and who are digitally literate. How can government overcome accessibility and usability challenges? As we innovate for the public good, how can we ensure it’s open to everyone? How (or should) we include all citizens – particularly those who have limited access to the internet due to geographic, language, health, economic and other barriers?
- How to overcome hype cycles? What criteria can we use to assess the sustainability of a new technology in the long term?
- How to manage appropriate policy responses to disruptive technology? Who needs to do it? How can you balance innovation and consumer and/or business demand with past legislation?
- What policies and processes need to be revisited for an inclusive digital world?

#### The Ugly

- How to mitigate the concerns around digital technologies: privacy rights & human rights?
- Cybersecurity and cyber-crime: what do policy makers need to be conscious of in a post-“wanna cry” world?
- Online and offline security threats: violence & safety online while maintaining rights?
- How to balance freedom of expression with safe digital spaces for all citizens? Do we need new laws?

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### Submission Details: How to Apply

**Pitches are due August 28, 2017.** We recommend attending our open house with Policy Ignite! Volunteers and members of Canada's digital community on August 23, 2017 to help you workshop your ideas and gain valuable feedback on your submission. It is not mandatory to attend the open house however, and we welcome submissions from anyone with a good idea.

Interested presenters should submit a proposal of **no more than 200 words** or a **draft slide deck on your ideas for an Ignite talk** (5 minutes, 20 slides, 15 seconds per slide on auto-advance), in either official language or bilingual -in either official language by **11:59 p.m. Pacific Time on Monday, August 28, 2017.**

Don't forget to also include:

- The name(s) and affiliations of the presenter or team
- Contact information (preferred email and phone number)
- If available, Twitter Handles
- The presentation title

Successful pitches will be notified of their acceptance to the process by Wednesday, September 6

Policy Ignite!'s tagline is "Enlighten us, but make it quick." In keeping with this tag line, the Ignite presentation format consists of 20 PowerPoint slides set to auto-advance every 15 seconds. That means each presentation lasts exactly five minutes. Selected presentations may be paired with relevant external speakers with expertise in the area. This event will bring together Canadian policy analysts, civil society and the private sector for an evening focused on inspiring and enabling brilliant policy in Canada and beyond.

### Pitch Evaluation

*Pitches will be evaluated on the basis of:*

1. *Creativity:* framing why this is different from existing initiatives, and why it is important
2. *Impact:* your pitch could be meant for millions or a small scale of thousands, but you need to convince us of why it matters
3. Ability to be implemented or adopted
4. Clarity and quality of the pitch
5. Logical flow

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### What to expect if you've been accepted

We're following a new process for working with speakers that involves a longer preparation period. If you are accepted, you will be expected to participate in a number of review periods to help refine your presentation and proposal. Below is a rough outline of the planned key dates that speakers will be expected to attend.

Pitch Workshopping Evening (presenters bring draft presentation)	Wednesday, September 13, 2017
Review Round 1 evening 1	Tuesday, September 26, 2017
Review Round 1 evening 2	Wednesday, September 27, 2017
Review Round 2 Evening	Wednesday, October 18, 2017
Practice time with final presentations	October 25 - Nov 1
Event	Wednesday, November 01, 2017 (date to be confirmed)