



**AQUA HACKING**  
**CHALLENGE • SUMMIT**  
**2015-2016 REPORT**



de Gaspé Beaubien  
Foundation



# **AQUAHACKING CHALLENGE • SUMMIT 2015-2016 REPORT**

# REPORT AQUAHACKING CHALLENGE

2015 | 2016

## REGISTERED HACKERS



## FORMED TEAMS



## DEVELOPPED SOLUTIONS



## MEET-UP DAYS



## CODING/HACKING DAYS



## CHALLENGE DURATION



## FINALIST TEAMS



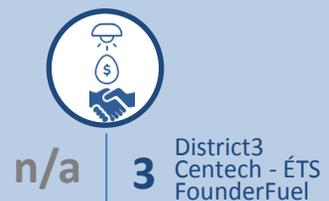
## PRIZES



## TECHNOLOGICAL PARTNERS



## PARTNERSHIPS WITH INCUBATORS



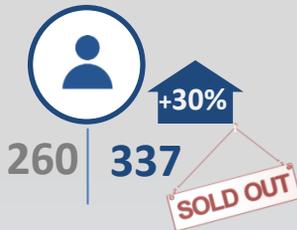
# THE VENUE



# REPORT AQUAHACKING SUMMIT

2015 | 2016

## REGISTERED PARTICIPANTS



## THEMES & PANELS

- 1- Integrated water management across diverse jurisdictions
- 2- What does success look like in the Ottawa River Watershed?
- 3- How can the IT and water converge?



- 1- Climate change adaptation
- 2- Spills and overflows
- 3 - Access to the St. Lawrence River
- 4- How innovation, technology and creativity can contribute to water conservation

## KEYNOTE SPEAKERS



William Rees  
Robert Hausler  
The Water Brothers  
Mylène Paquette  
Anthony Townsend

n/a | 5

## PANELISTS



15 | 16

## DIGNITARIES – GUEST SPEAKERS



Quebec Environment Minister  
Ontario Environment Minister  
Mayor of Ottawa  
Mayor of Gatineau

4 | 8

Chief G. Picard  
Mayor of Montreal  
Mayor of Quebec  
P. Wennubst  
Quebec Environment Minister  
MP A. Dhillon  
MP M. H Plante  
Environment Canada Official

## YOUTH DELEGATION



Gatineau Declaration  
Supported by Ottawa Riverkeeper

"Vision St. Lawrence 2030"  
Supported by SSL

## FINANCIAL PARTNERS



Stingray • IBM • City of Gatineau

3 | 10

IBM • Quebec Gov. • Canada Gov. • City of Montreal • J.W. McConnell Foundation • RBC • Stingray • City of Quebec • Keurig Canada • Cascades

## BOOTHS



OTTAWA RIVERKEEPER  
IBM

2 | 4

SSL  
OGSL  
KEURIG  
IBM

## FINANCIAL CONTRIBUTIONS



\$37,000

\$392,500

x10,6

1 | 5

OTTAWA RIVERKEEPER



SSL  
OGSL  
TCR  
ZIP  
ROBVQ

## FIELD PARTNERS

# DIGNITARIES



Chief Ghislain Picard



Mr. David Heurtel



Mr. Marc H. Plante



Mayor Denis Coderre



Mayors D. Coderre and R. Labeaume  
with the AquaHacking Youth Delegation



Mayor Régis Labeaume



AquaHacking's co-founders



Mrs Anju Dhillon

# MEDIA COVERAGE

## 2015 | 2016

### MEDIA REACH



### ARTICLES & STORIES



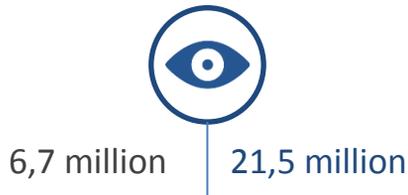
## TWITTER



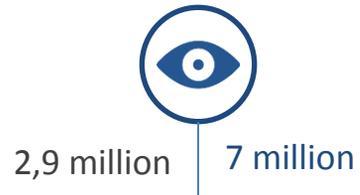
### 6-month Campaign

### 2-day event coverage

#### IMPRESSIONS



#### IMPRESSIONS



#### MENTIONS



#### TWEETS



#### FOLLOWERS



#### TRENDING



# KEYNOTE SPEAKERS



Carole St-Denis (the MC)



Mylène Paquette



Robert Hausler



Prof. William Rees



Anthony Townsend



Alex and Tyler Mifflin (The Water Brothers)



High profile panelists



High profile jury members

# REPORT

## MAIN OUTCOMES

2015



- Creation of a **JOINT ONTARIO-QUEBEC COMMITTEE ON WATER MANAGEMENT**.



- Official signature of the **GATINEAU DECLARATION** which acknowledges a shared responsibility to preserve the biodiversity, the quality of the water and the well-being of communities within the Ottawa River Watershed.



- Development of **10 MOBILE/WEB APPS – including 3 TOP WINNERS** – aiming the preservation of the Ottawa River.



**River Rangers** // Mobile application that helps citizen scientists explore and collect data about waterways, more specifically the Ottawa river.

MA RIVIÈRE

**Ma Rivière** // Open source platform that facilitates the efficient resolution of important waterway issues by bridging the gap between citizens and municipalities and/or groups responsible for maintaining our waterways.



**Contour** // Web platform centralizing exchanges between residents, officials and waterways organizations into three parts: ecosystem, shoreline protection and general information on waterways.

**Water Rangers** // In 2015, River Rangers became Water Rangers. They have collected over 15,000 observations in 757 locations. They work with groups like the Ottawa Riverkeeper, Rideau Valley Conservation Authority, the City of Ottawa and Mobile Baykeeper in Alabama who have been collecting data for years. The public can access all their information in one spot and learn more about what these tests mean.



November 29, 2016 // The five AquaHacking 2016 Challenge finalists will take part in the **IBM SMARTCAMP** (organised by IBM Canada). SmartCamp is a global pitch competition among rising startups powered by **LAUNCH**.

2016



- Unveiling of the **QUEBEC WATER STRATEGY 2017-2032** by Ministry of Environment of Quebec.
- Launching of the **PUBLIC CONSULTATION** on the water strategy.



- Presentation of the **YOUTH DECLARATION "VISION ST. LAWRENCE 2030"**.
- Official **handover** to both **Mayors** of Montreal and Quebec City.
- **DECLARATION** available **online** allowing citizens sign it and support it.



- Development of **14 TECHNOLOGICAL SOLUTIONS - including 5 TOP WINNERS** - aiming the preservation of the St. Lawrence River.
- **5 WINERS = 5 NEW COMPANIES**



**Info baignade Montréal** // Mobile application that acts as an early warning system, tracking the risk of microbiological contamination (SAP Micro) in the St. Lawrence River to predict the risk of contamination for swimmers.

▶ **WILL BE ACCELERATED BY DISTRICT 3**  
▶ **POSSIBILITY OF INCUBATION BY INNOCITÉ**



**Solutions to Innovate** // Engineering solution of flexible modular piers to help stop the erosion of riverbanks caused by winds and boating activities.

▶ **WILL BE ACCELERATED BY CENTECH**



**eFish** // Mobile application for the fishing community. The app provides extensive information about fish species and current fishing restrictions, as well as information shared by other fishers, maps of waterways and access points, basics for planning a fishing trip and, of course, the option to share it all with friends on social media.



**H2EAU** // Web App called **GO-Explo**, which encourages the exploration, protection and value of the River's many assets, both educational and recreational.

▶ **POSSIBILITY OF INCUBATION BY LE CAMP**



**Dronoflow** // Engineering solution of long-range drones to capture data, take aerial photographs and draw water samples for scientific analysis.

▶ **POSSIBILITY OF INCUBATION BY FOUNDERFUEL**

# OUR PARTNERS





Caliber & quality of Summit



High-quality of presentations/panels & keynote speakers/panelists



Media coverage



Production of multimedia/videos content



Number of **sponsors** and amount of financial contributions secured

Strong points



AQUAHACKING  
**2016**  
 UNITED FOR THE  
 ST. LAWRENCE RIVER

Areas for improvement



Summit's **welcome** process



Registration rate structure



Identify **one main media spokesperson**

► *Ensure a better knowledge of the key messages*

NOVEMBER 7, 2016



INSIGHTS

### SUMMER SEASON

The summer season has a **negative impact** on the hacking teams **resiliency**.



### AQUAHACKING POSITIONING

Prepare clear & consistent **key messages + marketing** planning/thinking + develop a **storytelling**



### MAXIMISE REGISTRATIONS

Review **strategy** (target audience & tickets rate) + create **scarcity**



### HIGH PROFILE KEYNOTE SPEAKER

Think about booking a **high profile well-known** keynote speaker:  
*Al Gore,*  
*L. DiCaprio, M. Damon*



### FINALISTS

Have more finalists than prizes + Improve announcement of winners



### EVENT PARTNERSHIPS

Consider merging connected events (water or Demoday)  
▶ Increase impact and make event + appealing



### SURVEY

Carry out a **satisfaction survey** with the **hackers** that took part in the Challenge



### VENUE CONFIGURATION

Adjust venue **lightning** allowing participants to take notes + consider **venue setup a day earlier**

