

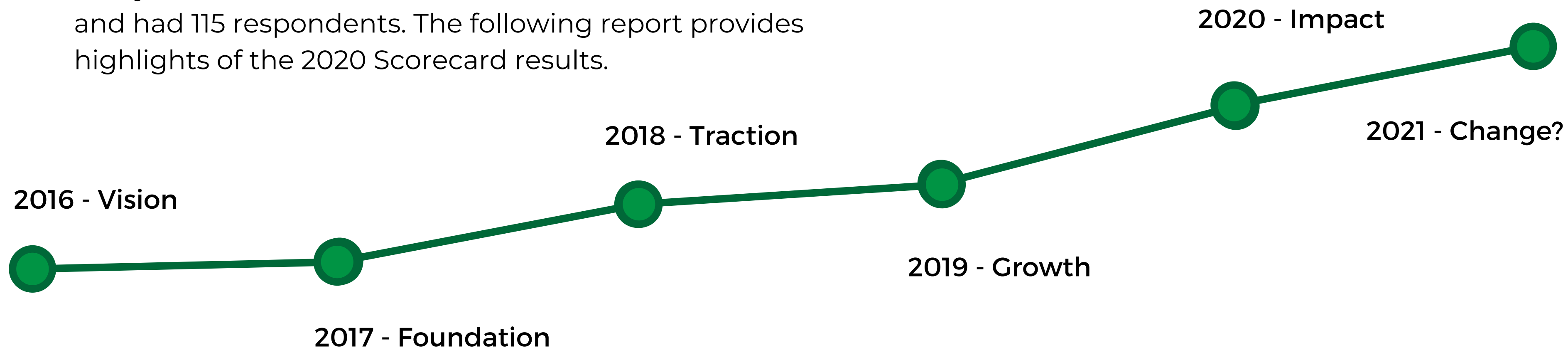


**RAINFOREST  
ALBERTA  
SCORECARD  
2020  
RESULTS**

# OVERVIEW

The Rainforest Alberta Scorecard assessment is a tool used to capture the state of Calgary's innovation ecosystem. Originally, the assessment was created by Rainforest LLP and has been used by Rainforest Alberta since the Alberta movement's inception in 2016. The assessment was adapted in 2019 by members of Calgary's innovation community to better reflect the changing ecosystem.

The Scorecard assessment survey was open to everyone in the ecosystem for two weeks over October and November of 2020 and had 115 respondents. The following report provides highlights of the 2020 Scorecard results.



# A COMMUNITY MOVEMENT SUPPORTING THE INNOVATION ECONOMY

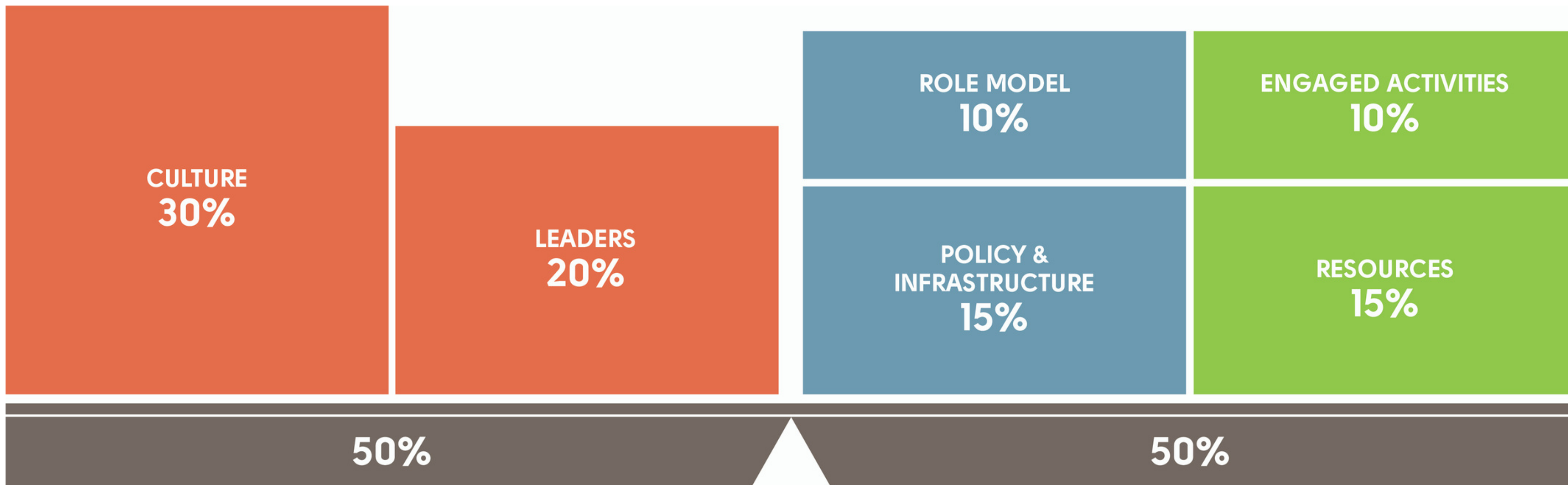
## MISSION

Connect the innovation ecosystem by strengthening the movement behind the Alberta tech industry around a framework of shared values of collaboration, community, and trust through storytelling.

## VISION

A world-class community of dreamers and doers, connected by a common goal of making Alberta fertile ground for building, developing, and growing innovative ideas into sustainable ventures.

## THE PILLARS



There are six pillars that that make up the ecosystem. Like any natural ecosystem, having the right balance is crucial. The scorecard is a snapshot of the ecosystem in time, describing its strengths, weaknesses, and general condition. An honest examination of the ecosystem's assets, through the scorecard assessment, works to identify opportunities to improve the culture of innovation.

## PILLAR DESCRIPTIONS

30%

CULTURE

Culture is the foundation of any innovation ecosystem. It is the shared values and actions of members in the community which ultimately determine the success of new initiatives. In the Rainforest, our culture is defined by the Social Contract. The contract sets the expectations for behaviour and is reinforced when each member acts accordingly. Each person signs the Social Contract as an individual, not on behalf of an organization.

20%

LEADERS

Leadership roles are both assigned and assumed, formal and informal. Leaders must have a clear understanding of the motivations, experiences, and perspectives of all participants for the collective potential within the innovation ecosystem. “Big L” leaders are decision-makers typically in positions to realize the potential, convey perspectives, and rally groups to influence outcomes for innovation. “Little l” leaders are the ones who, without title or explicit authority, take initiative and make things happen at a grassroots level.

15%

**RESOURCES**

Resources are foundational elements and can include tangible elements (physical) and intangible factors (including knowledge and human talent). A balance of resources available in quality, quantity, and origins can support innovative potential through both generation and implementation.

10%

**ENGAGED ACTIVITIES**

Activities that promote innovation and actively encourage engagement across a diverse array of participants are an essential part of a thriving innovation ecosystem. Activities and engagement are often used as an element in considering ecosystem vibrancy and connectedness. Ecosystem activities should be balanced between organizational drive (top down) and grassroots led (bottom up).

15%

**POLICY & INFRASTRUCTURE**

Policy and Infrastructure is the structural landscape the ecosystem exists within, though it may change over time. Actions and interactions between organizations, departments, physical spaces, and policies play a role in enabling and supporting innovation. Policy creates the boundaries that we must both work within, and at times, push against.

10%

**ROLE MODEL**

There are role models across the ecosystem. They embody characteristics that others wish to emulate. They are builders, influencers, and connectors, or they may be emerging changemakers who can transform an ecosystem through inspiration. Role models can be uniquely personal and also general to the community.

# 2020 Scorecard Results

# 686/1000

115 Respondents

+56 pts since September 2019

## HIGHEST AND LOWEST SCORING QUESTIONS

Highest  
Score  
8.03

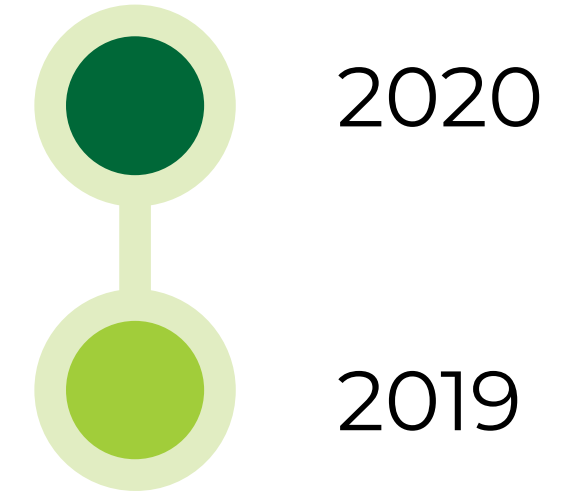
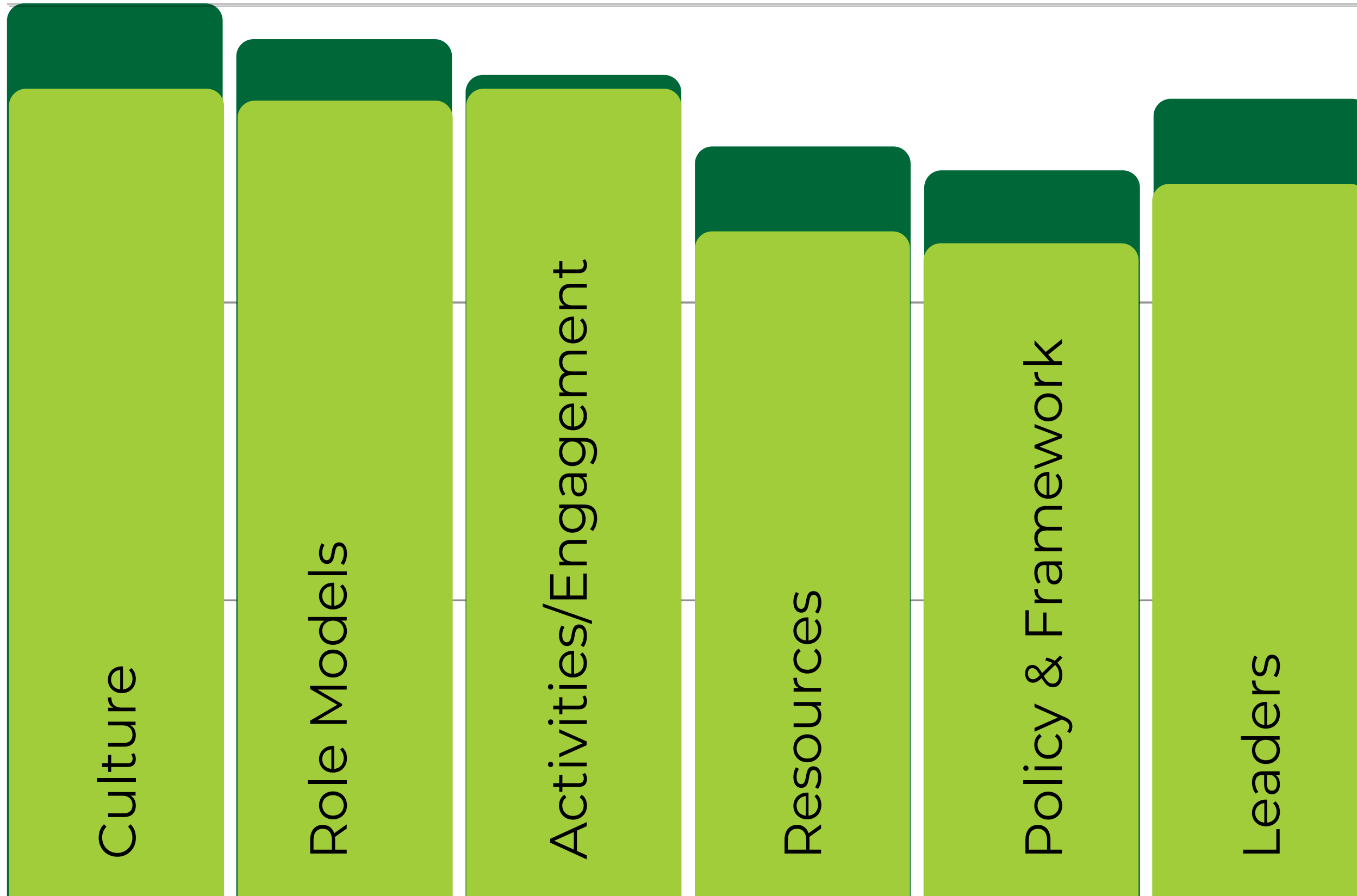
**Culture:** The community encourages people with ambitious, creative, and innovative mindsets.

Lowest  
Score  
5.83

**Resources:** There are mechanisms to inform industries about skilled, needed, and in-demand people to help organizations through tech transition.



# SCORECARD COMPARISON



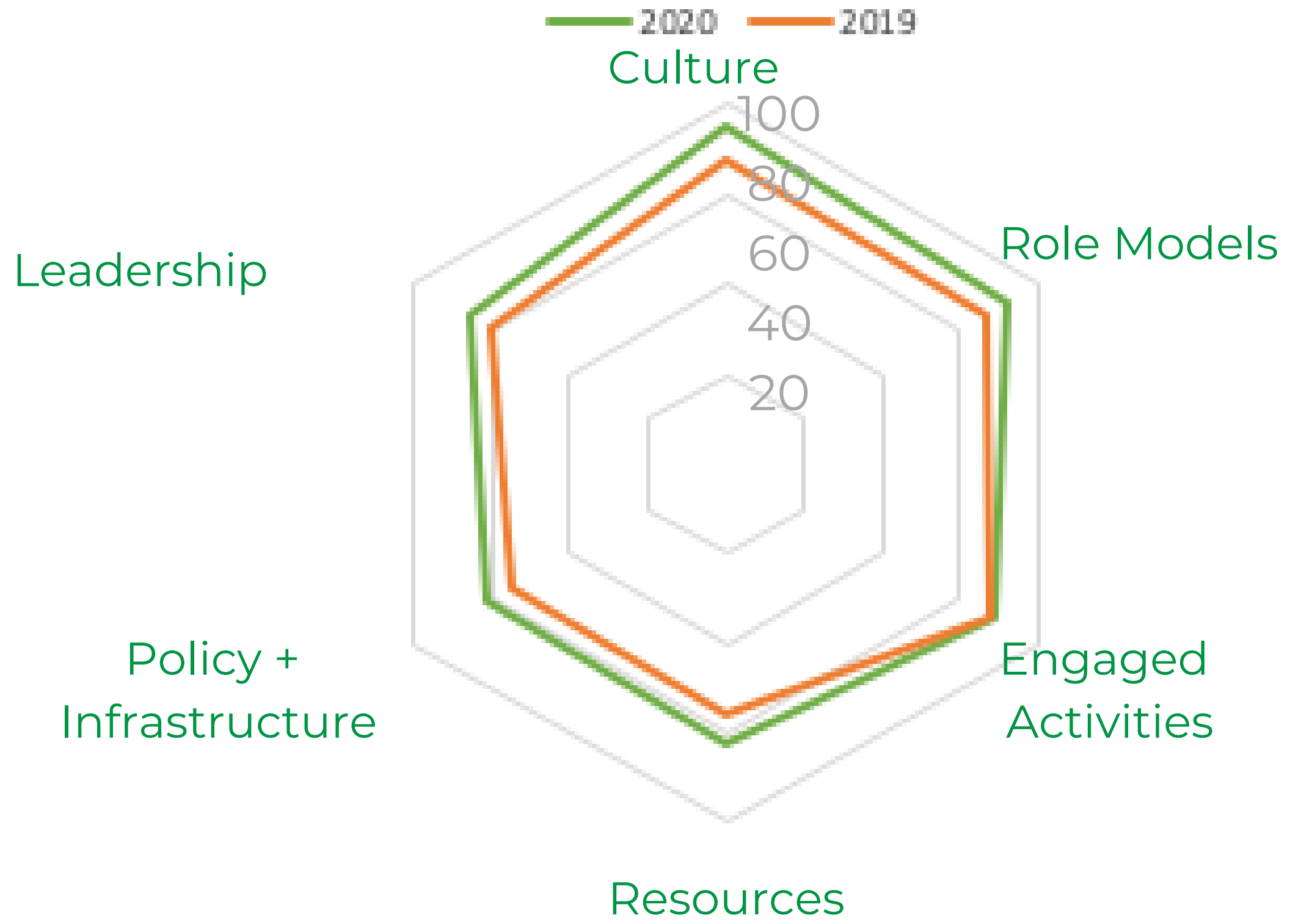
## YEAR-OVER-YEAR COMPARISON

	2016	2017	2018	2019	2020
Culture	43	62	57	68	75
Role Models	44	56	58	67	72
Engaged Activities	45	55	57	68	69
Resources	47	55	59	56	62
Policy + Infrastructure	50	59	59	55	61
Leaders	53	71	67	60	66
	470	610	599	630	684

# BUILDING OUT BALANCE

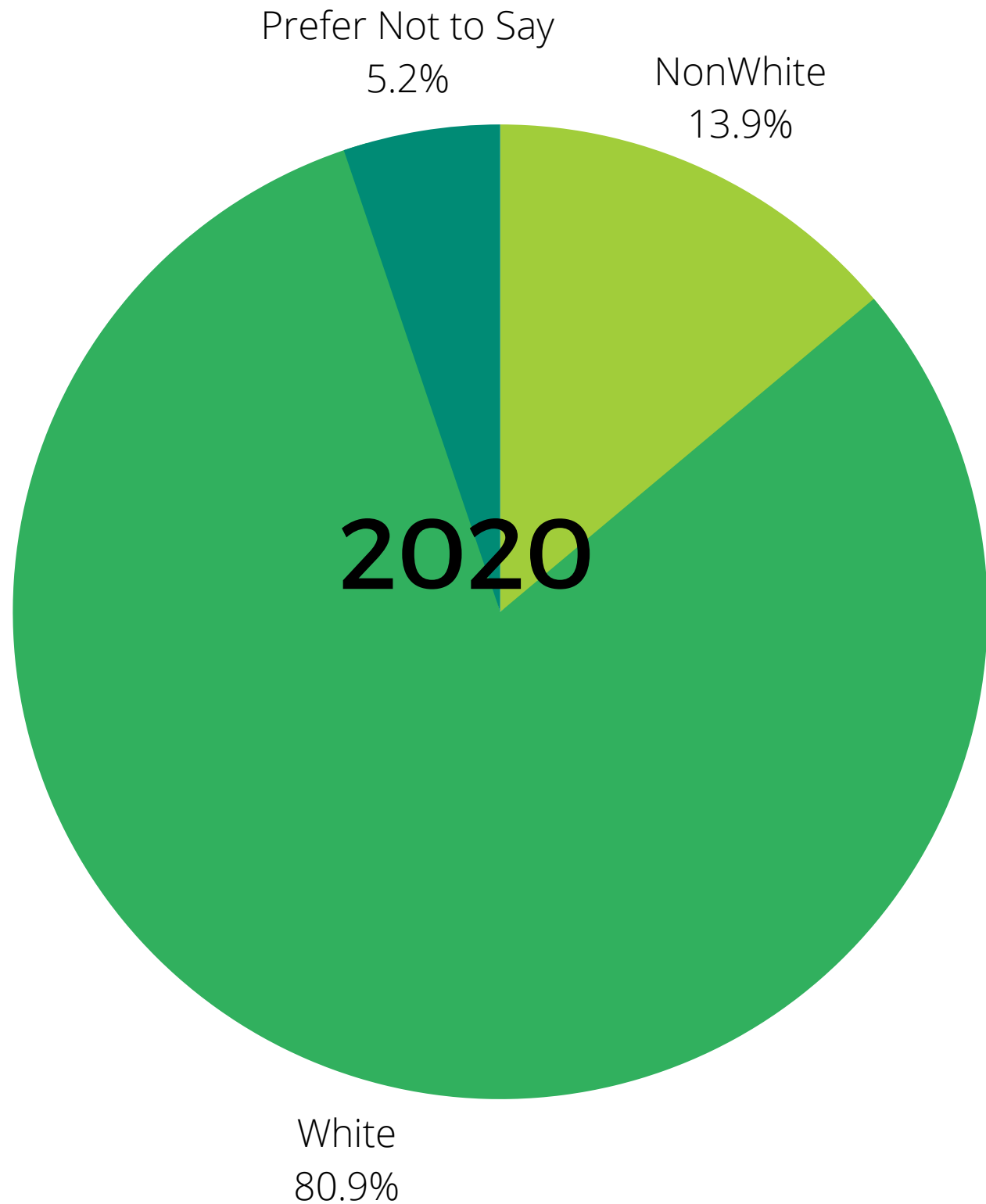
Most pillars have seen consistent, moderate improvement since last year's Scorecard assessment.

The exception would be Engaged Activities, which only grew by a point and is unsurprising given the transition to an online environment in 2020.



Following up from significant work by the community on diversity, equity + inclusion this year, Rainforest Alberta engaged an expert to formulate new demographic questions for the Scorecard assessment. This allowed us to dig further into how different demographics score the ecosystem and where there is work to do on building out its diversity.

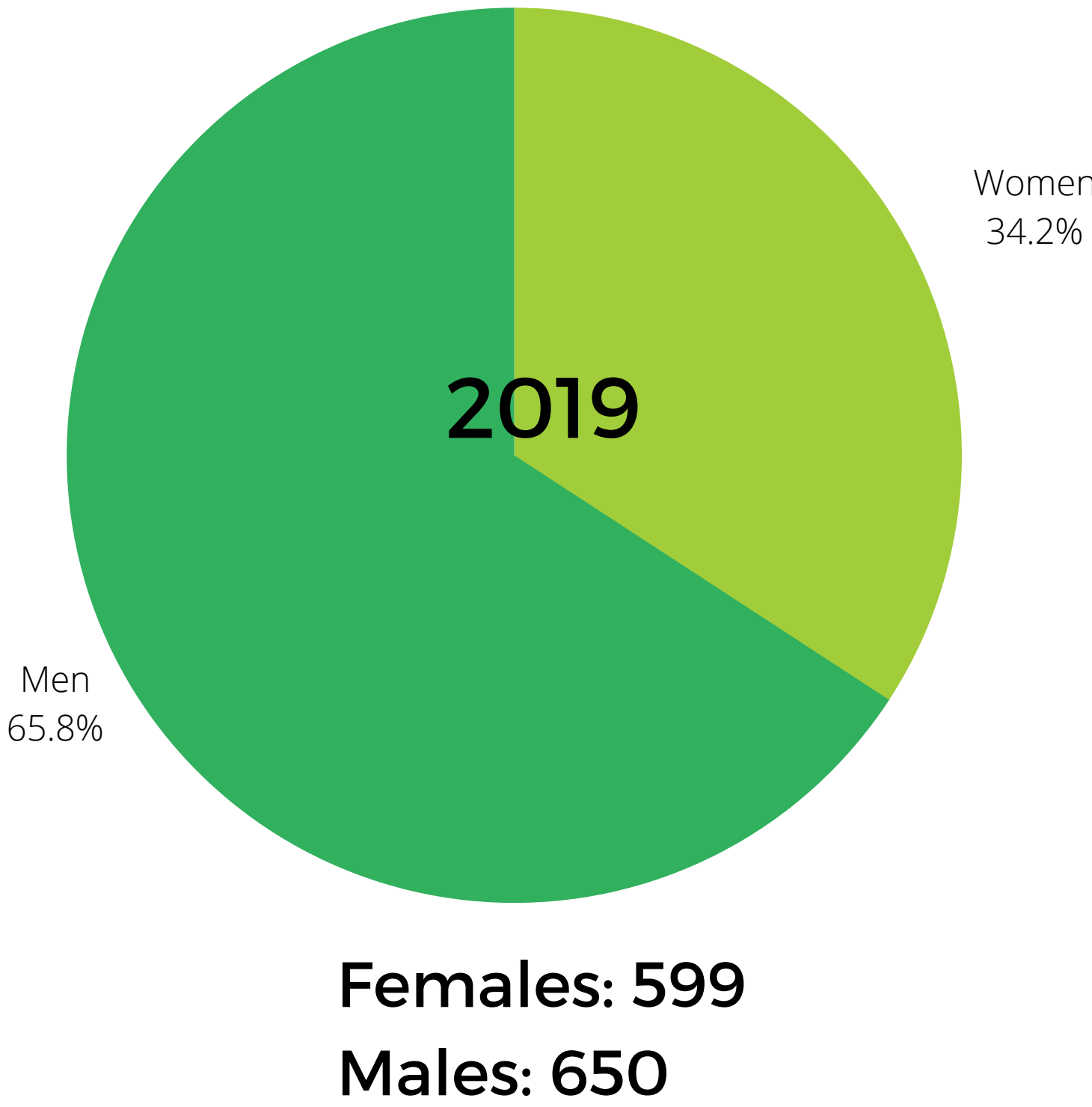
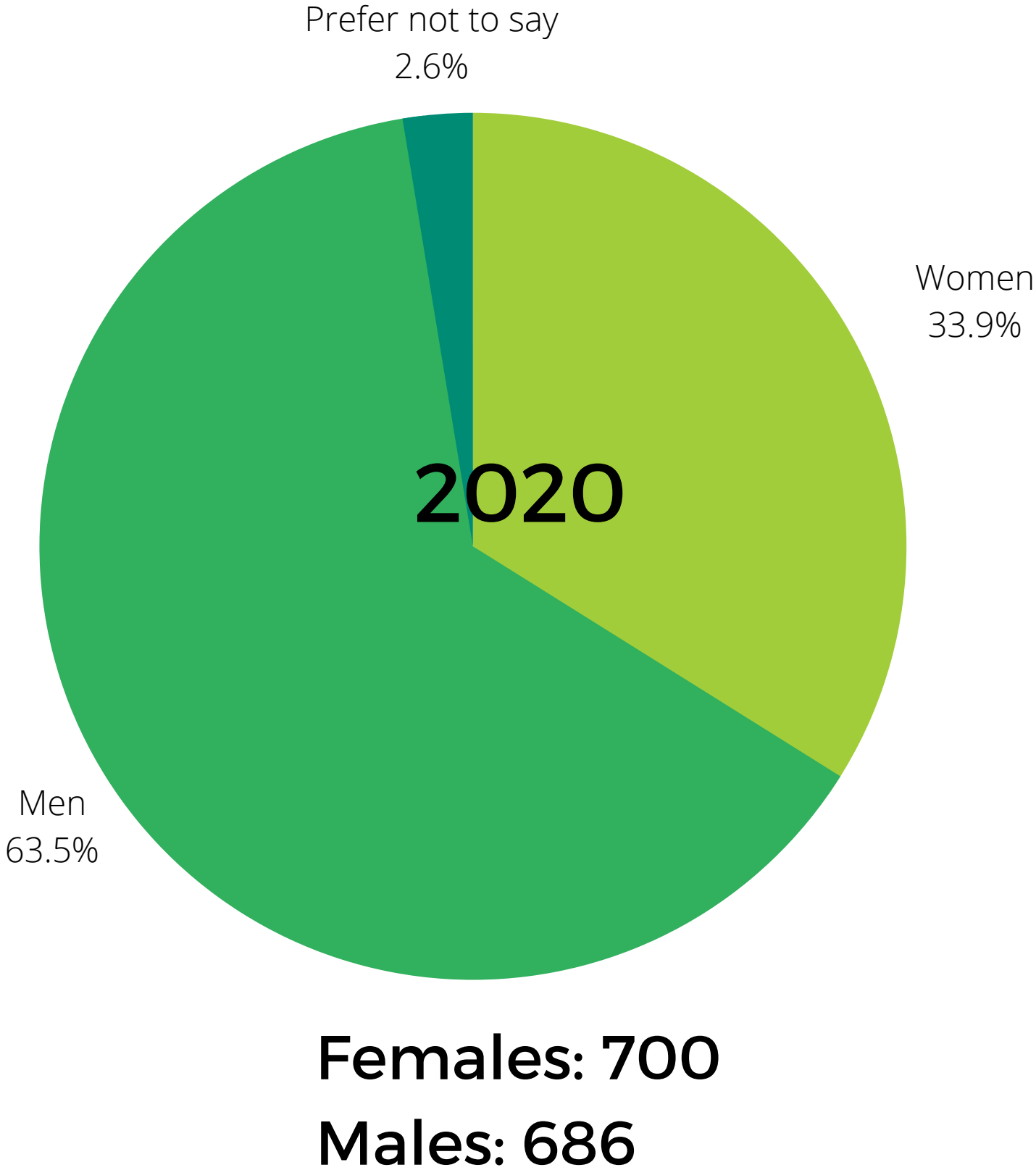
# AVERAGE SCORE BY ETHNICITY IDENTIFIED



**675** - Average score of those who identified as BIPOC

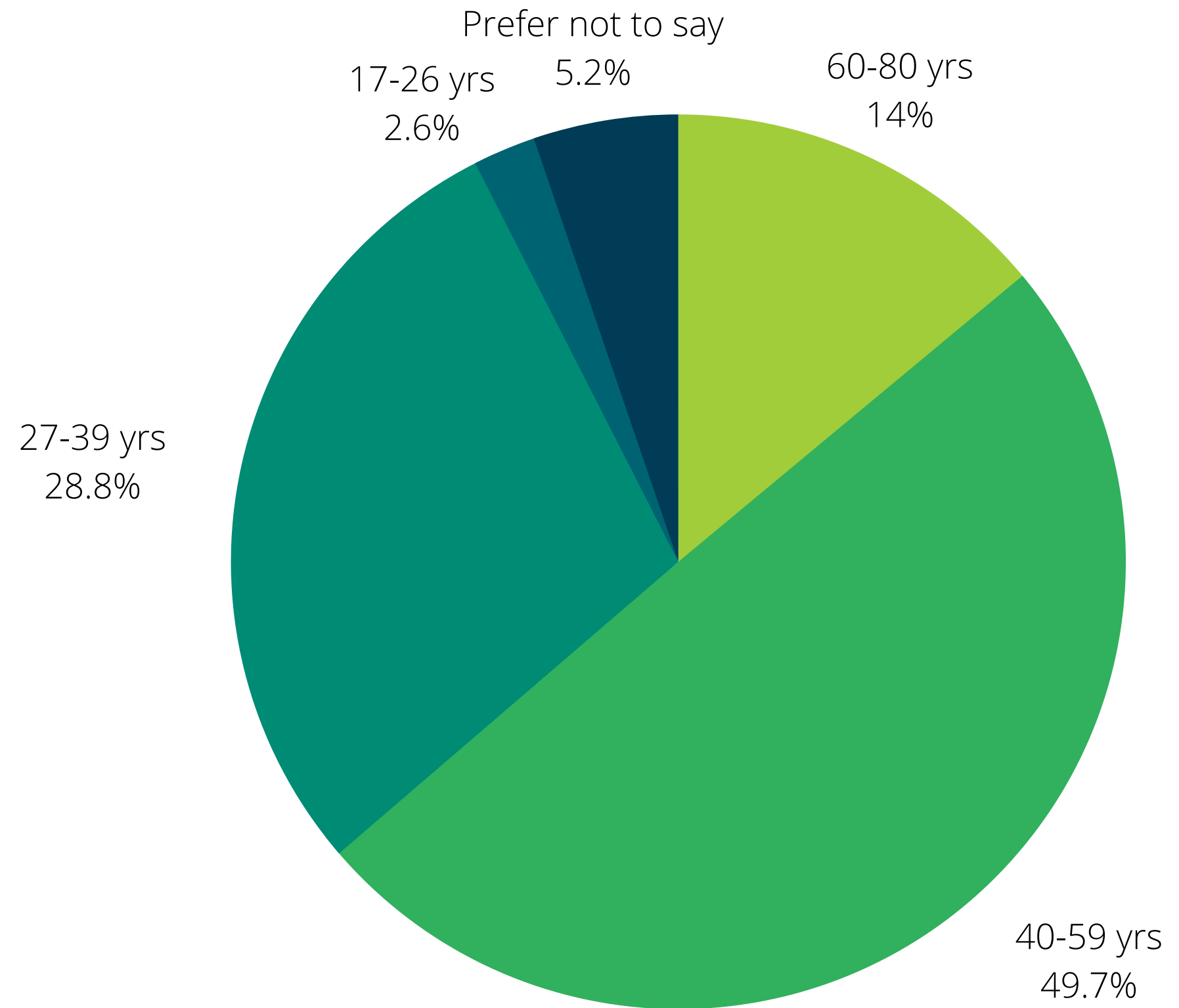
**692** - Average score of those who identified as White/European

# AVERAGE SCORE BY IDENTIFIED GENDER



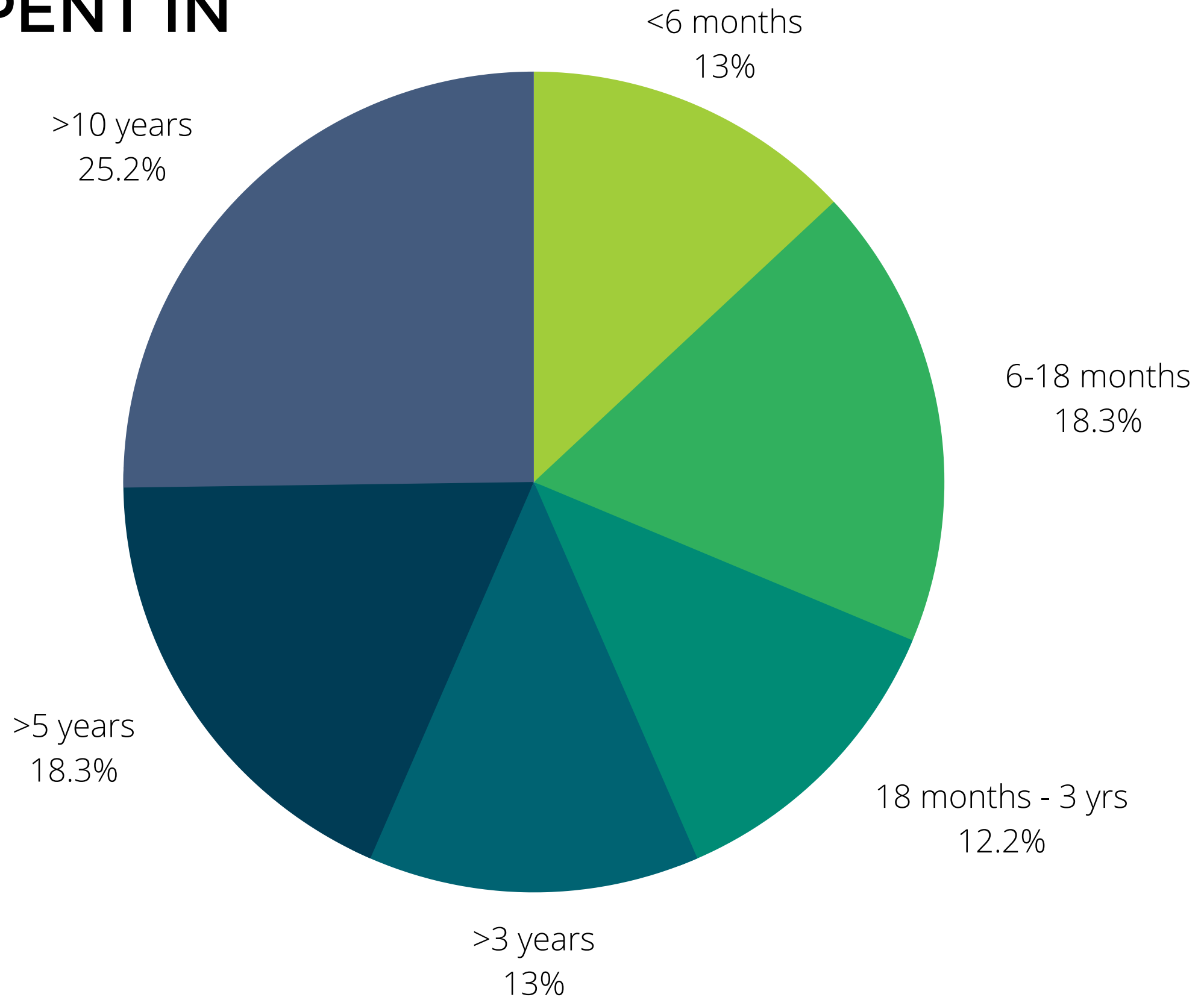
# AVERAGE SCORE BY AGE

60-80 yrs: 706  
40-59 yrs: 670  
27-39 yrs: 704  
17-26 yrs: 764



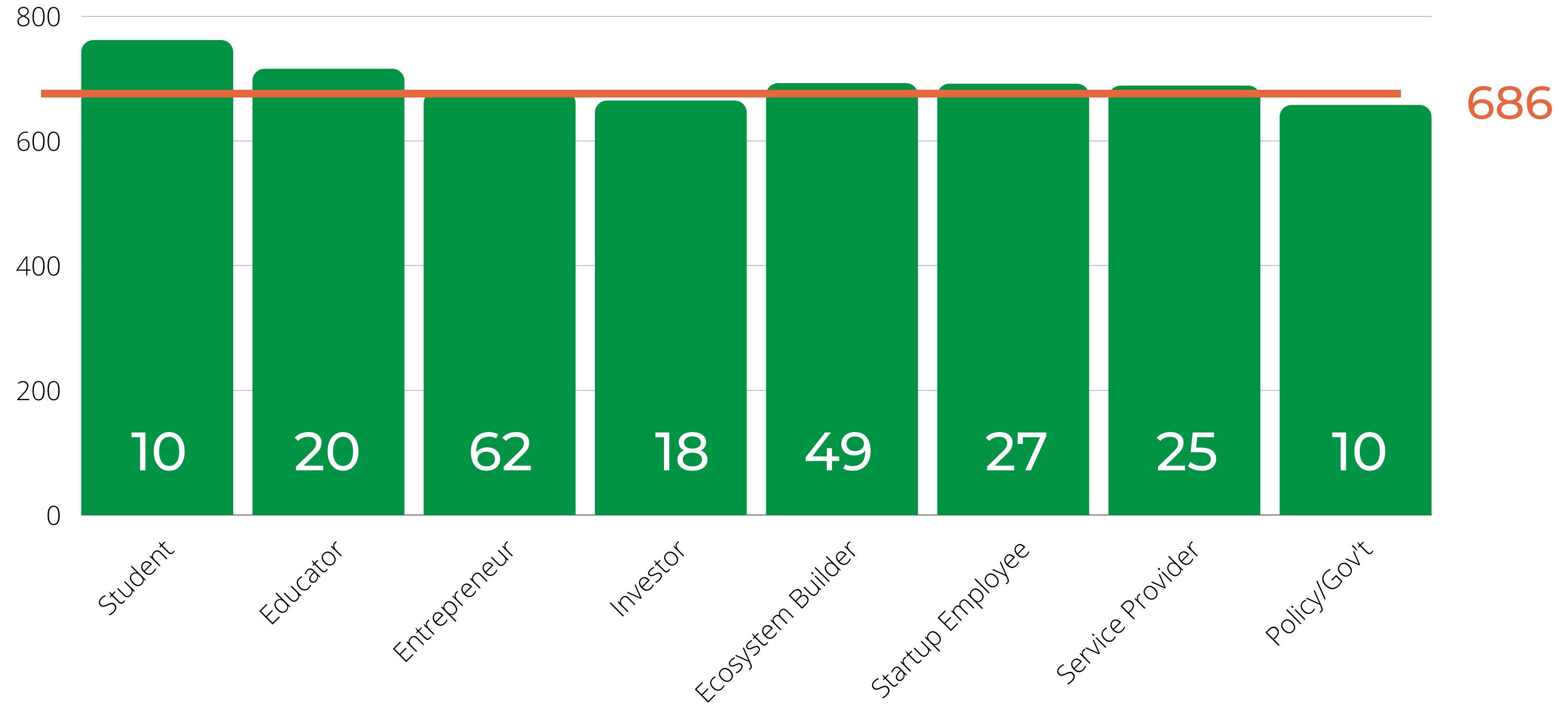
# AVERAGE SCORE BY TIME SPENT IN THE ECOSYSTEM

<6 months: 688  
6-18 months: 702  
18 months-3 years: 678  
>3 years: 679  
>5 years: 680  
>10 years: 684





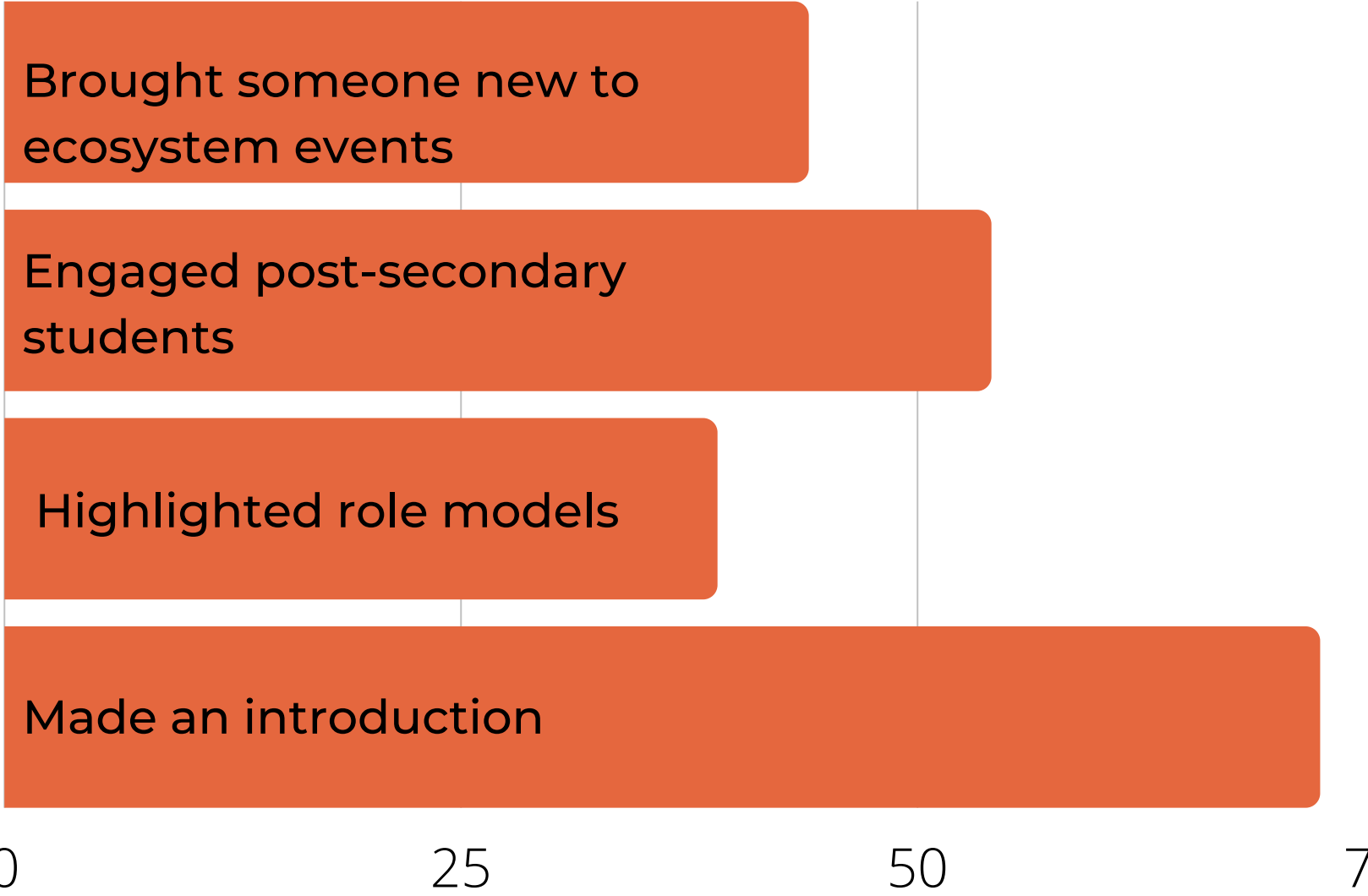
# AVERAGE SCORE BY ECOSYSTEM ROLE



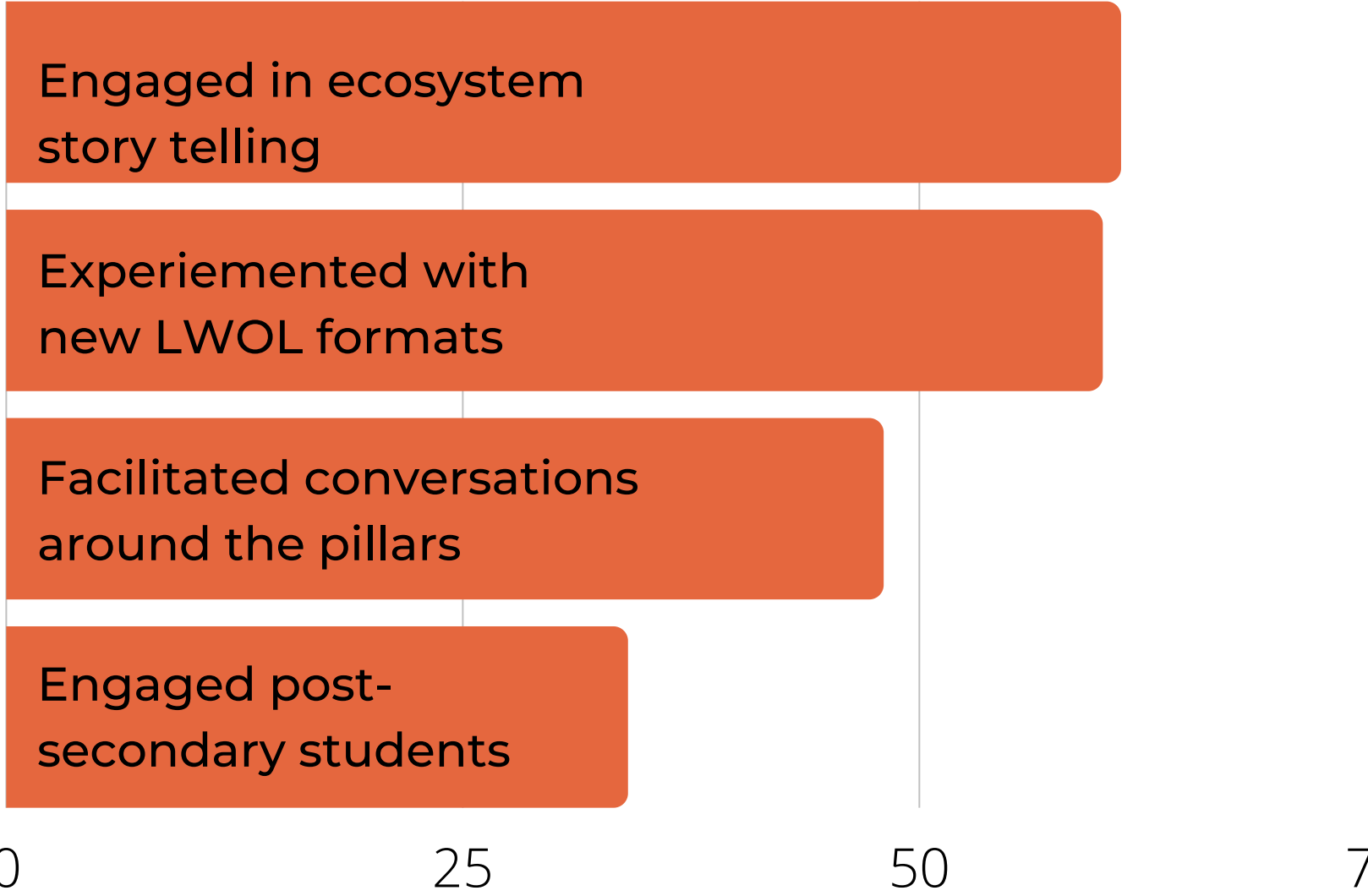
# EVALUATING OUR PERFORMANCE

At the 2019 Rainforest Summit, the community made recommendations for increasing community action and engagement. Of the top four suggestions, this is how many of 2020 respondents took part in the recommendations and how many observed the Rainforest Community Managers' engaging in recommendations set out for them.

**Community Engagement**



**Community Manager Engagement**



## INTERESTING FINDINGS

- All pillars saw their highest scores in Calgary even amid the challenges of 2020
- Women scored the ecosystem 16.8% higher in 2020 than in 2019
- Less than 2.6% of respondents were between 17-25 years old
- 54% of respondents stated they had engaged post secondary students yet only 8.7% of respondents identified as students
- Students scored the ecosystem the highest at 761
- 72% of respondents engaged in one or more of the recommended activities from last year's summit
- Almost half of respondents do not have any dependents

This was the first year that long form questions were included in the scorecard assessment. The following are themes that have emerged from these questions.



# THINKING ABOUT THE PILLARS, WHICH DO YOU SEE AS THE MOST CHALLENGING TO MAKE MOVEMENT ON AND WHY?

*"Calgary is still a risk averse culture..."*

*"Early startup capital is still challenging... we are choking ourselves in the early part of the startup funnel."*

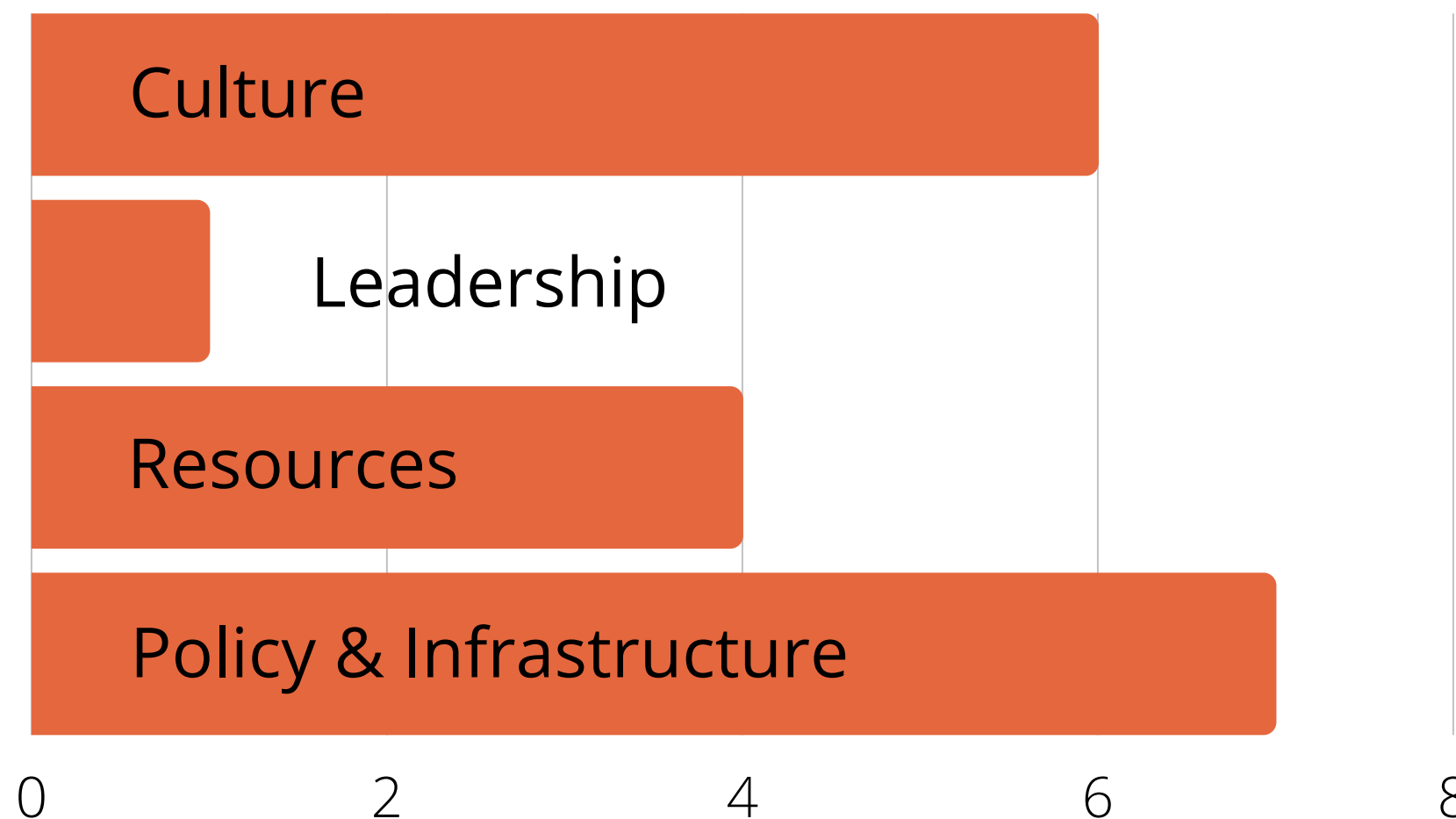
*"...resources and messaging are very fragmented."*

*"...one of the challenges is engaging more of the population."*

*"... governments are massively risk averse and demonstrate - at best - a limited understanding of the challenges before us."*

*"Young people and post-secondary students are not aware of their options outside of the energy sector in this city."*

*"Diversity - we struggle as a society to build diversity."*



# WHAT OTHER CHALLENGES HAVE YOU SEEN IN THE INNOVATION ECOSYSTEM OVER THE PAST YEAR?

*"It's still mainly the same people controlling/influencing the ecosystem."*

*"The move from seed to series A is still a huge leap."*

*"Health sector still struggling with knowing how to integrate startups and new ideas."*

*"If training was the economic motivator it is advertised to be, investors would not be fleeing the province the way they are."*

*"... as a founder it's difficult to differentiate between groups and get value out of them."*

*"There seems to be many programs and services supposedly intended to ensure the success of entrepreneurs but they are competing rather than connecting..."*







**If you would like further information about the 2020 Scorecard assessment, please contact the Rainforest Alberta Community Managers at [info@rainforestab.ca](mailto:info@rainforestab.ca). Thank you!**