



# Participation during Covid19 in Rainforest Alberta Events

AS REPORTED BY COMMUNITY MEMBERS

**We asked if Covid affected participation in Rainforest events, specifically Lunch Without Lunch.**

# WHY THIS SURVEY WAS CONDUCTED

01

The innovation ecosystem continues to explore inclusion as a focus area. Rainforest provides a generally broad public sampling.

02

We sought to understand if Covid19 had any impact on gender participation in Rainforest events.

03

We wanted to seek understanding of the numbers of persons identifying as racialized, LGBTQ+, having disabilities, and/or other demographic characteristics.

04

We overall wanted to know how Covid19 was impacting the communities increase or decrease in participation and why.

# SURVEY GAPS AND MISSES\*

01

We failed to provide 'senior' as an important demographic characteristic choice.

02

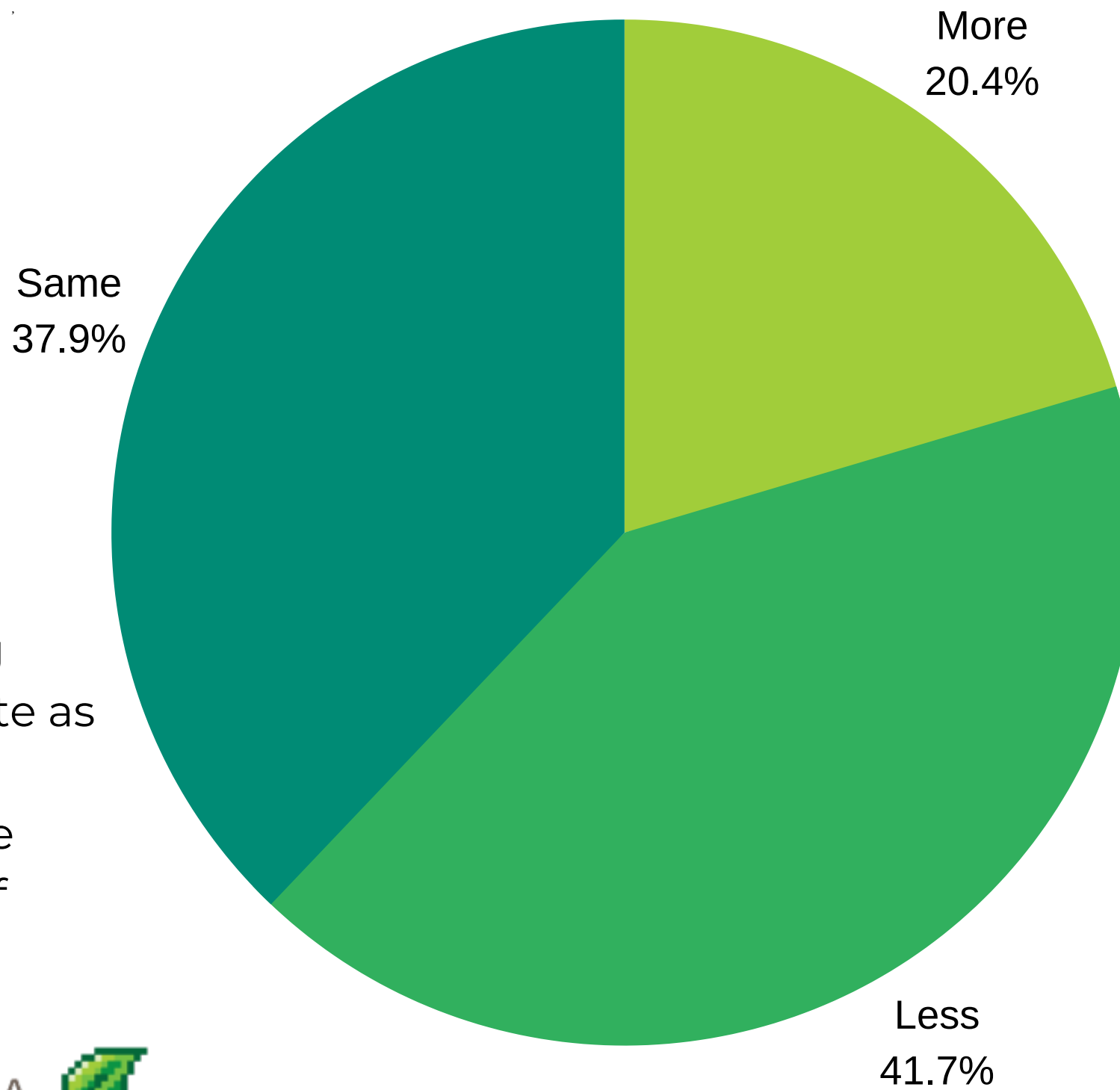
We did not ask for parental status including ages of children.

\*There are probably others too.

# DURING COVID, PARTICIPATION AT LUNCH WITHOUT LUNCH HAS BEEN..

Total Resonances: 39  
21 indentifying as male  
10 indentifying as female  
8 responding as other or prefer not to say

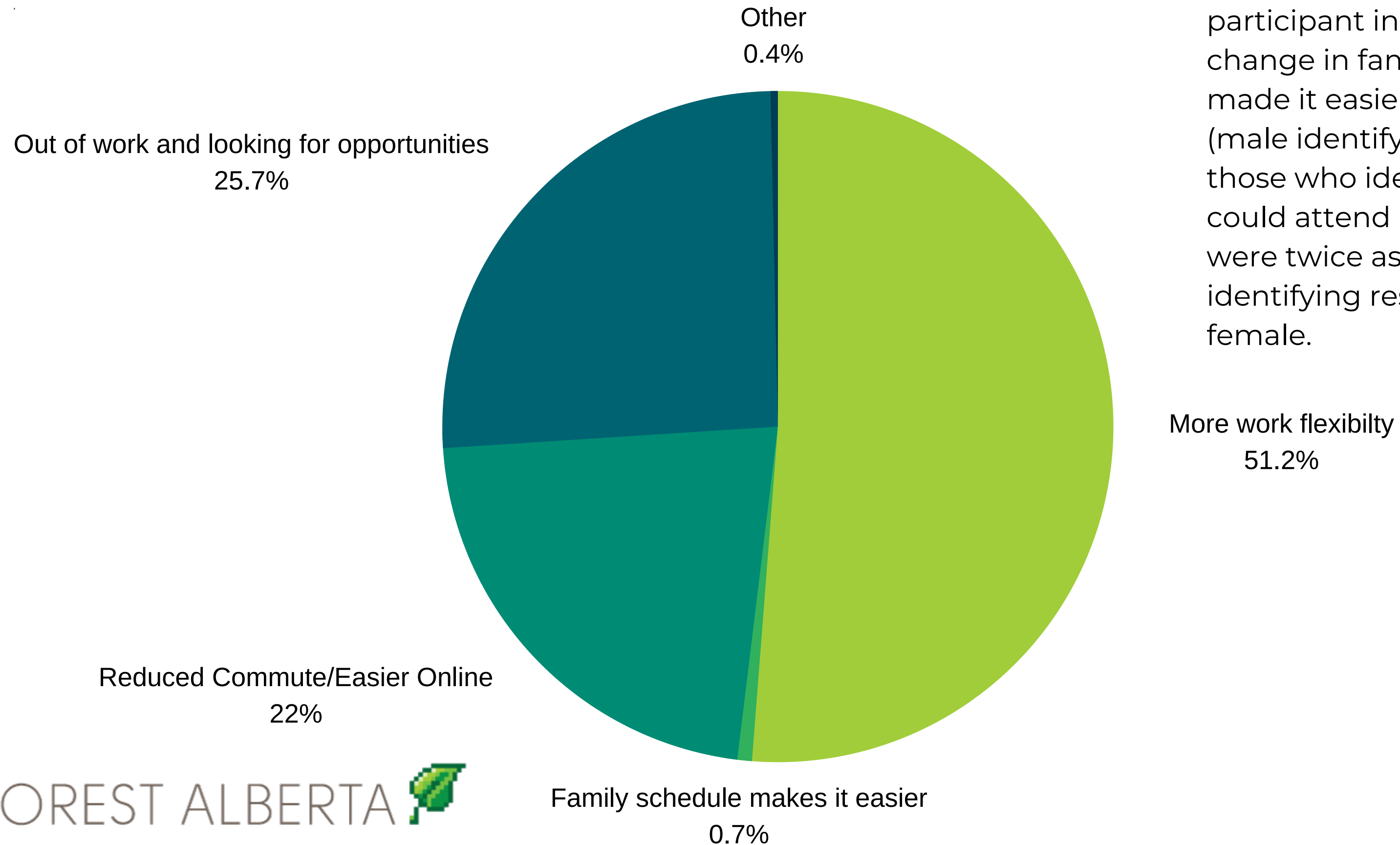
Data Observation: Male indentifying respondants continue to participate as much or more while 53% of total female indentifying respondants are attending less compared to 30% of male.



Total Resonances: 21  
13 indentifying as male  
6 indentifying as female  
2 indentifying as other or prefer not to say

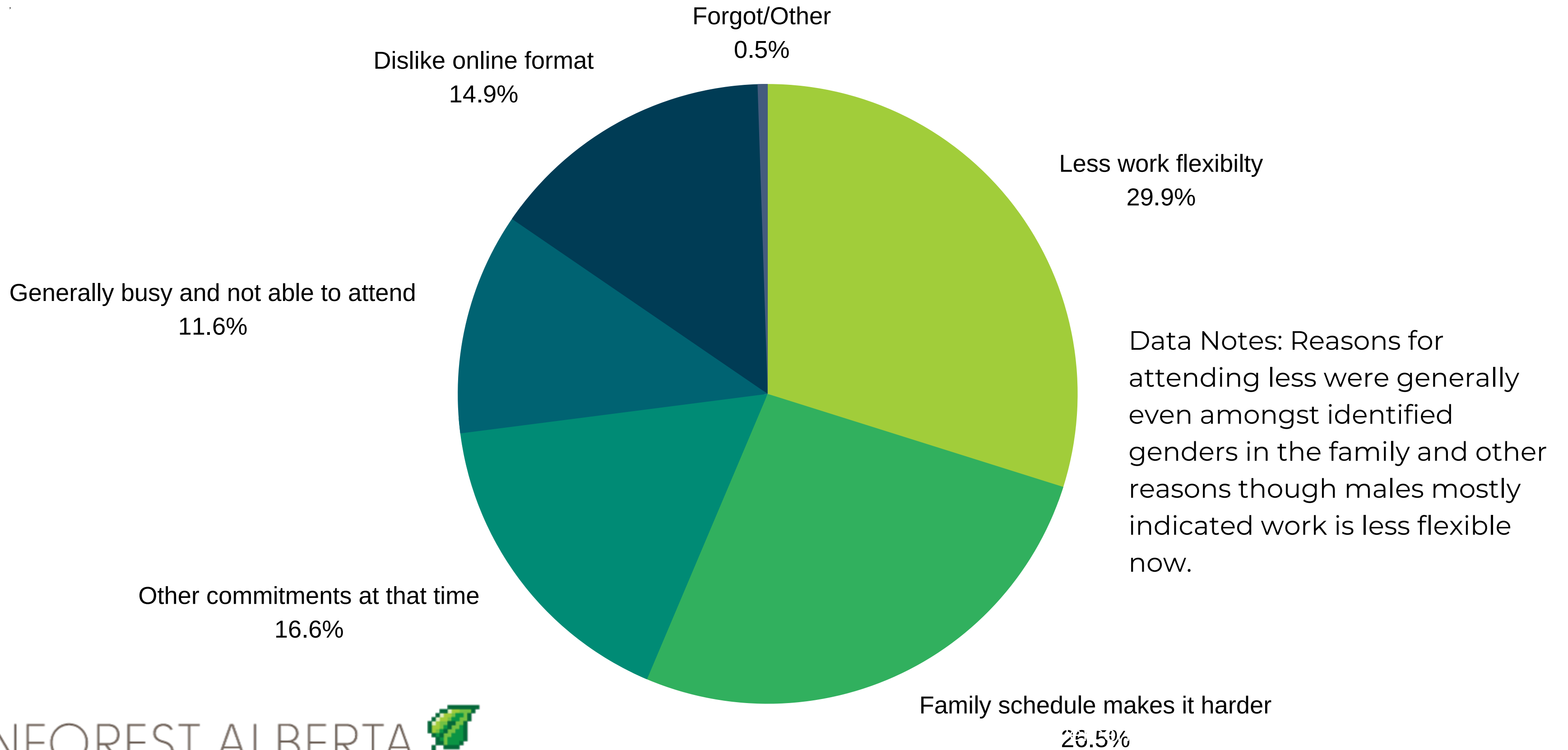
Total Resonances: 40  
15 indentifying as male  
18 indentifying as female  
7 indentifying as other or prefer not to say

# IF MORE, REASONS ARE...

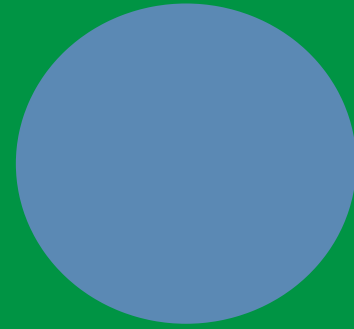


Data Notes: Only one participant indicated that change in family schedule made it easier to attend (male identifying). Overall of those who identified they could attend more, there were twice as many male identifying respondents as female.

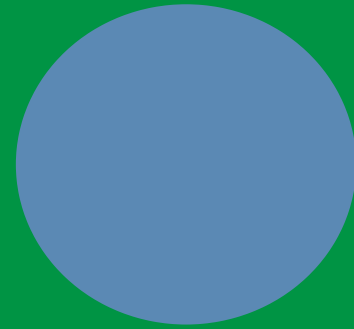
# IF LESS, REASONS ARE...



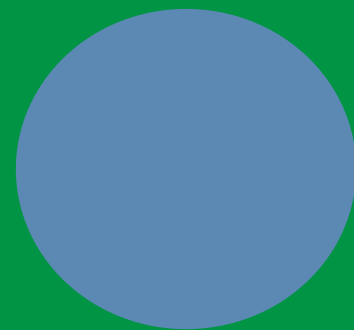
# OPEN COMMENTS, A SAMPLING



There's just been a lot going on. I'm still very interested in Rainforest Alberta and I hope I can participate and learn a lot more about how to improve our business and leadership ecosystem in Alberta.




Is slack still being used? Sorry I've been out of the loop for a while but still value being part of the Rainforest community.  
(Response: yes!)

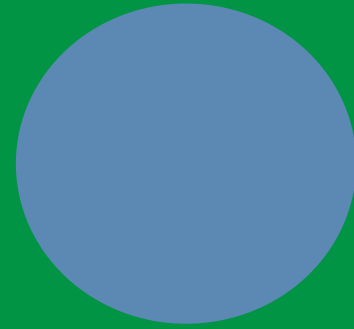


It has been great having the lunches online. I have found it helps to make connections in the time frame faster because of the technology. I have had more successful networking using private chat and connecting faster with people on LinkedIn

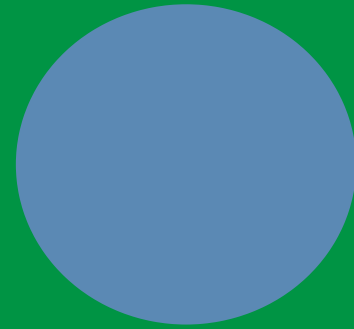




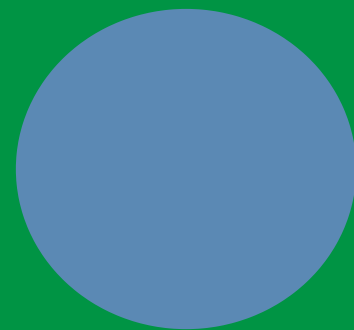
# OPEN COMMENTS, A SAMPLING



While the online version of LWOL does not present the same opportunities to network, it is still important, and expect that the conditions for in person meetings will return in time. I think these meeting are very valuable.

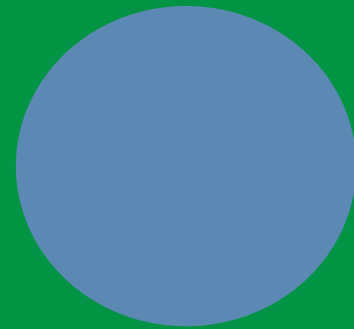


I like the remote as i get to attend more as I am not in Calgary currently

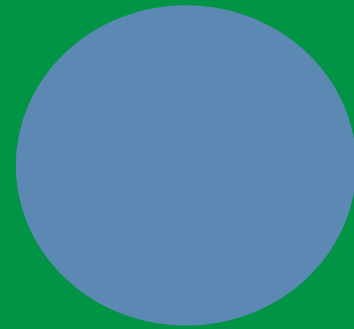


Rainforest is doing great work. It will be a long, hard battle to build a tech community in Calgary, but significant progress has been made and kudos should be given to the Rainforest team for their role.

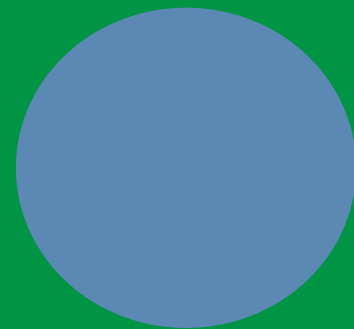
# OPEN COMMENTS, A SAMPLING



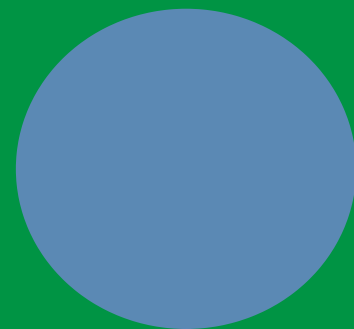
I struggle to add another virtual event to my schedule because I'm fatigued from my virtual meetings. (Response: we understand!)



I just want covid to be over so we can meet in person again! (Response: us too!)



I'm not sure who LWOL is for anymore... it's good to have a "big tent" but I don't feel that "my people" are going anymore...



Send invites with calendar space holder please? (Response: when you RSVP through eventbrite you can add it to your calendar, we have over 1800 ppl in the community so direct invites aren't feasible)



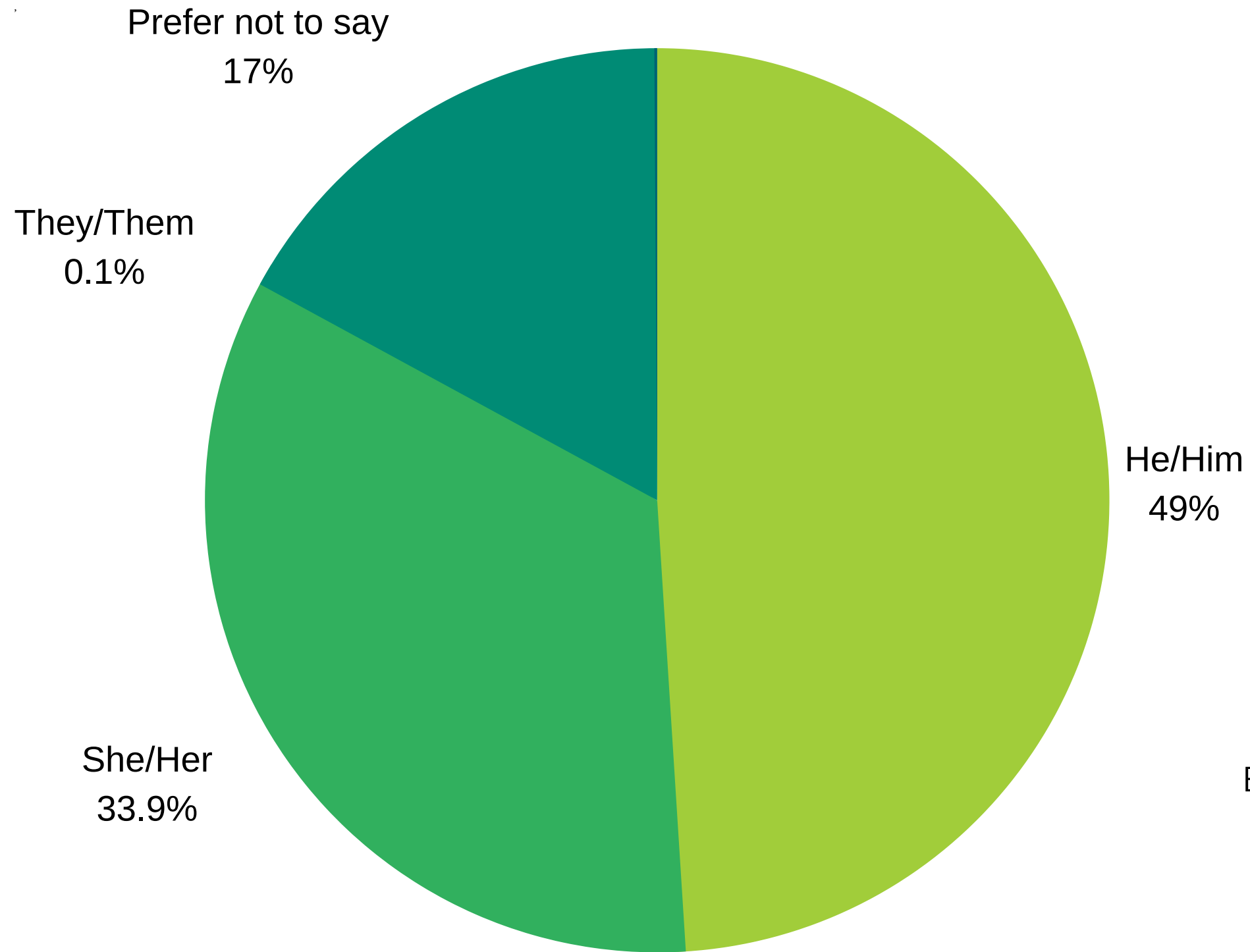
# OPEN COMMENTS, A SAMPLING

It would be good to have a schedule for “feature” presenters, a couple weeks out. In addition, using the right media, for communication ... (ie. “Hey everyone, sharing my screen, with recent current posted events in the Events page on Slack.).

Actually as I write this, it would be a great addition, if there was a calendar feature, that Admins could post all Alberta events into. (response: check out the events calendar from StartUp Calgary - it's pretty centralized; also RainforestAB has been blogging about upcoming LWOL Summer Tour venues)

**Who responded?**

# PRONOUNS...



Based on 101 total responses

**NO PERSONS WITH  
VISIBLE  
DISABILITIES  
(PHYSICAL, VISUAL,  
AUDITORY)  
RESPONDED**





**THREE PEOPLE  
SELF-IDENTIFIED  
AS HAVING A  
MENTAL-DISABILITY**

# BY THE NUMBERS

14

percentage of people who identified as BIPOC (Black, Indigenous, People of Colour)

43

percentage of people who need to be BIPOC to align with City of Calgary demographics (39% racialized, 4% indigenous)

9

percentage of respondents who identified as LGBTQ+

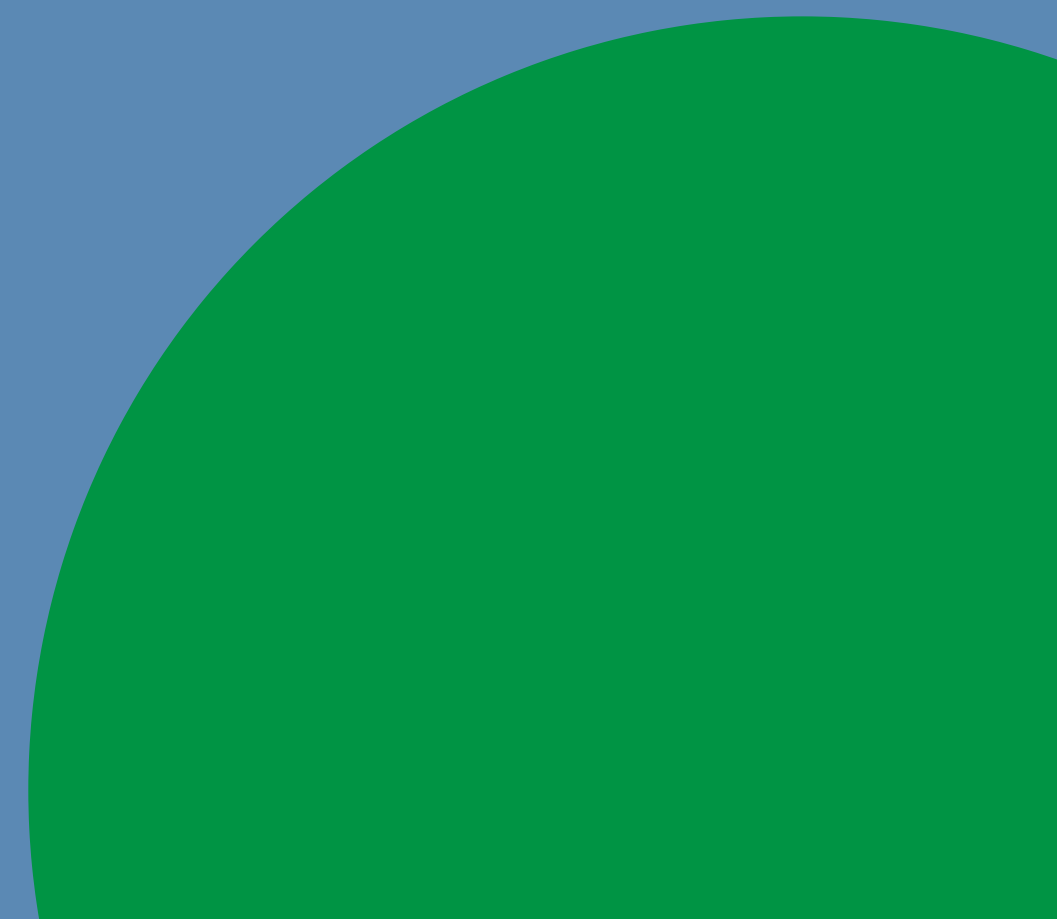
34

percentage of respondents who identified as female (she/her) which mirrors average ecosystem event participation data





# REFLECTION



# DATA OBSERVATIONS

01

Through Covid19, participation of female identifying persons has not increased and data continues to show overall participation being lower than male identifying respondents.

03

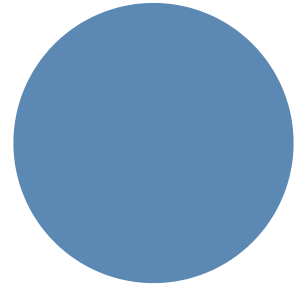
The challenges of increased family commitments though Covid19 were identified as a constraint equally across male and female identifying respondents.

02

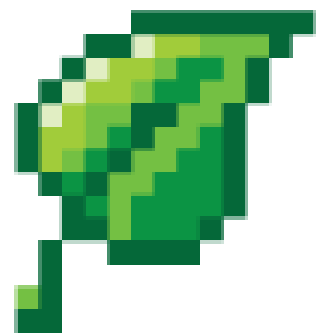
The online format of LWOL is beneficial for some and challenging for others - it will be prudent to explore different delivery methods in the future.

04

Comments and feedback indicate a need for continued conversation about diversity, inclusion, and sense of belonging and why it matters.



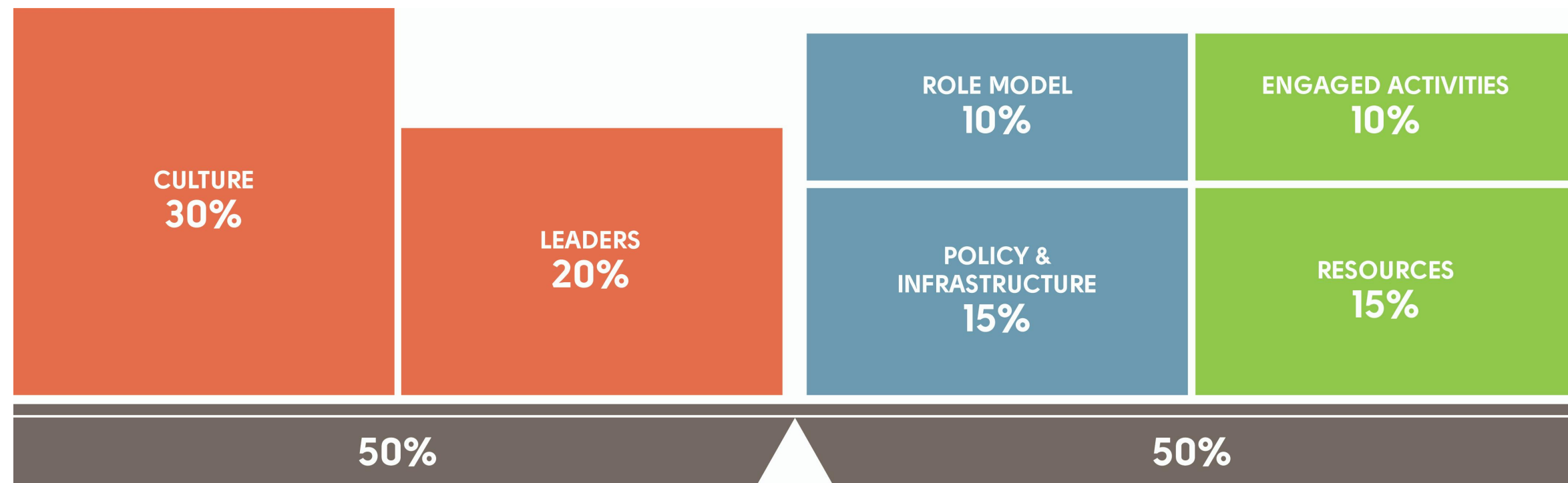
# REFLECTING ON THE PILLARS

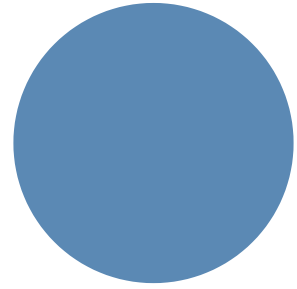


RAINFOREST  
ALBERTA

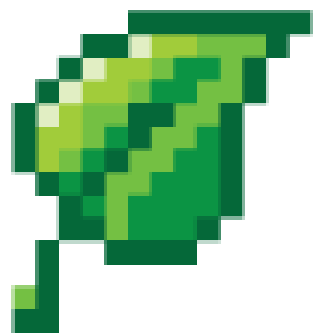


It is the **shared values** and actions of members in the community which ultimately determine the success of new initiatives. In the Rainforest, our culture is defined by the Social Contract. The contract sets the **expectations for behaviour** and is reinforced when each member acts accordingly.





# REFLECTING ON THE PILLARS



RAINFOREST  
ALBERTA

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.

10%

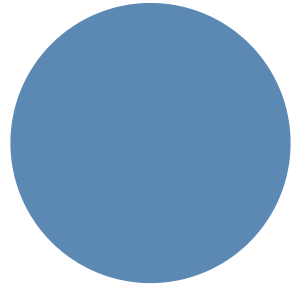
ROLE MODEL

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

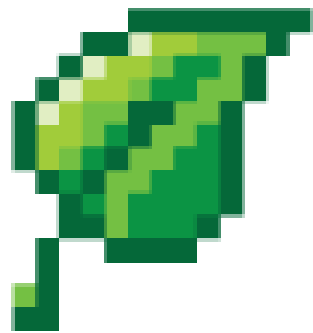
10%

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.



# BOLSTERED BY THE SOCIAL CONTRACT



RAINFOREST  
ALBERTA

1. **DIVERSITY** - I embrace diversity, strive to create equal opportunity for every person and I am open to meeting anyone in this community.



2. **FREE HELP** - I understand that I will receive valuable help from others for free.

3. **TRUST** - I will give trust to others before expecting to receive trust in return.



4. **PAY IT FORWARD** - I agree to "pay forward" whatever positive benefits I receive.

- For every introduction I get, I will provide an introduction to another person.
- For every hour of advice I receive, I will give an hour of advice to someone else.
- For every risk someone takes with me, I will take a risk with a different person.

5. **FAIRNESS** - I will be nice and treat everyone fairly. I will take advantage of no one.

6. **LISTENING** - I will bring people together and listen, as none of us is as smart as all of us. I believe in the big tent. I believe we gain strength through diversity.

7. **HONESTY** - I will be truthful and frank. I will break rules and call out elephants in the room.



8. **TEAM SPORT** - I will create teams to play, dream, experiment, iterate, and persist. I understand mistakes happen. Failing quickly and cheaply are acceptable ways of testing new ideas.

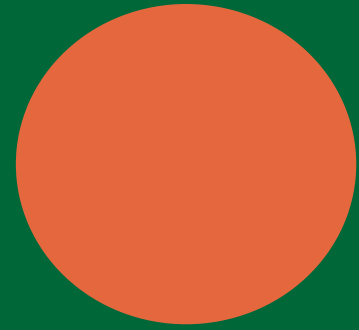
9. **SHARING** - I will open myself to learning from others. I am eager to act to learn. I will share my knowledge in the spirit of the Creative Commons to help nurture learning in others.

10. **ROLE MODEL** - I will lead at times and follow at other times. Each person acts as a role model for everyone else. I will live these ideals and enforce them as a member of the Rainforest community.

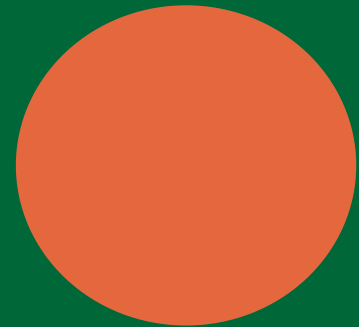




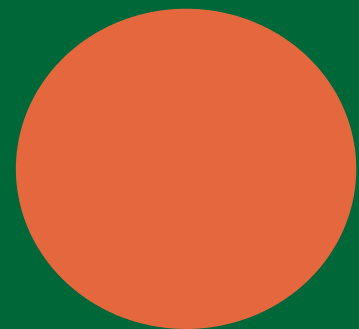
# BEING ANCHORED BY VALUES ALLOWS US TO KNOW...



Demographic labels do not perpetuate stereotypes but rather help to identify gaps in services and programming as it pertains to various demographics.



Research shows that when we see people like ourselves (physically in appearance including skin colour and gender) in positions of leadership and as role models we are more likely to see ourselves having those same opportunities.



It takes a community to be aware of the changes needed to be reflective of our collective society and to create a sense of belonging for all persons.

**AS A COMMUNITY  
WE CAN MOVE FROM:**

**DIVERSITY**

**INCLUSION**

**BELONGING**



# WHAT IS BELONGING?

01

It is subjective to each person, based on past experiences and the current situation.

02

It is how individuals relate to each other and to groups.

03

A sense of belonging through strong social networks is related to good health.



# Coming Next...

- WHY DIVERSITY, INCLUSION, AND CREATING A SENSE OF BELONGING MATTERS TO THE INNOVATION ECOSYSTEM
- HOW YOU CAN ACTIVELY PARTICIPATE AND CREATE A SENSE OF BELONGING
- RESOURCES FOR CONTINUED LEARNING AND UNDERSTANDING OF THE TOPIC