



**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

**Celebrating Earth Day with the Launch of Canada's 16th Schools of the Future [Student Innovation] Challenge Empowering Sustainable Smart Communities Aligned with the United Nations Sustainable Development Goals (SDGs)**

**Greater Toronto Area, April 20, 2024** – In a timely celebration of Earth Day this Monday, Canadian educators are presented with a thrilling opportunity to fuel their students' enthusiasm for sustainable innovation. MindShare Learning, a trailblazer in fostering innovation and change leadership in education, along with lead sponsor Dell Technologies, is excited to announce the launch of the [16th Schools of the Future \[Student Innovation\] Challenge](#). This year's theme: "Empowering Sustainable Smart Communities through UN SDGoals" was unveiled recently at the DELL Technologies Education Forum.

The Schools of the Future [Student Innovation] Challenge invites Canadian publicly funded K12 teachers & students to create a 2-3 minute video that showcases innovative community-based problem solving solutions aligned with the [UN SDGs](#). Supported by Dell Technologies and other contributing sponsors, MindShare Learning Technology has put together a package of prizes for an 'Extreme Classroom Makeover,' coinciding with global Earth Day events to underline the importance of environmental awareness and climate action.

Robert Martellacci, President and Founder of MindShare Learning, expressed his enthusiasm, stating, "*By harnessing the creative problem-solving energies of our students and the power of innovative technologies, we are paving the way towards a sustainable future. This challenge not only reflects our commitment to education and the environment but also empowers young minds to think globally and act locally. Let's transform learning into a force for global sustainability.*"

Submissions for this challenge will be accepted through midnight on **Friday, May 17, 2024**. The announcement of the national winners will be featured in the June edition of the MindShare Learning Report, with prizes exceeding \$50,000 in cutting-edge technology. To date, over \$1 million in prizing has been awarded to support student learning and inspire digital transformation in education.

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Melissa Dent, last year's first place winner from Rosedale, stated, "We at Rosedale are exceptionally proud of our Girls Who Game initiative and their efforts in adopting the global sustainability goals to foster citywide changes through Minecraft. Our students demonstrate the hope and potential of their generation as key drivers of the transformative changes demanded in the 21st century."

Our awesome supporting sponsors of this year's challenge include: Lead sponsor Dell Technologies, Nelson | Edwin, C21 Canada, TakingITGlobal, CanCodeToLearn, Vireo, Logics Academy, Steelcase, Inksmith, Spectrum, Lego, InspireTech, AWS and Smart Technologies.



### About MindShare Learning

MindShare Learning Technology is at the forefront of educational innovation in Canada. As a pioneering EdTech consulting and media company, we specialize in connecting cutting-edge technology solutions with educators from kindergarten through to higher education (K20). Leveraging over 25 years of deep expertise in digital media and

marketing strategy, we are dedicated to transforming education. Our initiatives facilitate impactful learning experiences that empower students to excel in a digital world.

MindShare Learning is not only the proud publisher of the influential MindShare EdTech Reports but also the founder of the esteemed Canadian EdTech Leadership Summits and the prestigious Canadian EdTech Awards. Join us in shaping the future of education, driving innovation, and enhancing learning outcomes nationwide.

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<https://mindsharelearning.ca/schools-of-the-future-2024/>