Message from the President and Board Chair

Let’s Talk Science is committed to ensuring all Canadian youth will be prepared to thrive and contribute in this new reality by engaging them in science, technology, engineering and math (STEM)-based learning opportunities. Now in our 25th year, this Annual Report highlights a few of the innovations and partnerships that contributed to an outstanding year, in which we achieved over 1.3 million youth interactions through our work in more than 43% of schools across Canada.

In many ways, it was a remarkable year. Let’s Talk Science led an ambitious initiative to develop the first national vision for STEM learning and goals. Looking to the bicentennial year, when today’s high school students will be considering their retirement, Canada 2067 convened diverse stakeholders in multiple ways to explore the future of learning within a complex education system and set goals.

At the same time, recognizing that educators are central to Canada’s education system, we developed a new suite of digital literacy professional learning modules to help teachers engage students in coding, computational thinking, big data, the internet of things, design thinking and more. Anchoring this new program is Living Space, a national experiment developed in partnership with the Canadian Space Agency to monitor classroom environmental conditions and compare them to the International Space Station alongside Canadian Astronaut David Saint-Jacques.

Thanks to our supporters, Let’s Talk Science has been able to continue providing programs at no cost to schools and communities, thereby minimizing barriers and promoting access. To foster inclusivity, we developed a new Indigenous Outreach training resource for staff and volunteers that will be implemented in 2018-2019.

To maximize youth impact and organizational operating efficiencies, Let’s Talk Science works with many impressive partners, some of which are showcased in this report.

Our Outreach program grew to 48 sites with our newest member, First Nations University of Canada. Collectively, Let’s Talk Science Outreach volunteers contributed over 53,000 hours engaging youth in over 510 communities in all regions of Canada. Not only are they positive and inspiring role models for youth but they also build their own job readiness skills through Let’s Talk Science development opportunities.

Celebrating our accomplishments with deep pride, we are indebted to our board of directors, staff, volunteers, partners and supporters for their ongoing commitment. Without them, our work would not be possible. Together we are inspiring futures and developing creative, critical thinkers who will lead Canada into the future.

“

We stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before.”

- Klaus Schwab, Founder and Executive Chairman, World Economic Forum

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48 Outreach sites across Canada

Over 1.9 million page views of Let’s Talk Science web content

43% of schools across Canada used Let’s Talk Science programs

1.3M+ youth interactions reached through Let’s Talk Science programs

Ranked 98th top STEM social media influencer globally by Onalytica in 2018

Over 26,000 educator interactions took place with Let’s Talk Science

Over 55,000 volunteer hours working with youth coast-to-coast-to-coast

Named Canada’s Favourite Science Website by Science Writers and Communicators of Canada

Schools in over 1,700 cities, towns & communities across Canada accessed Let’s Talk Science programs

OUR IMPACT IN 2017-2018
"I didn’t know that STEM was so vast, and that there is so much opportunity within it. I think that classes should have more demonstrations and that they should start teaching technology at a young age."

- Student, École secondaire Toronto Ouest
“What energy and inspiration from the Canada 2067 youth summit, connecting young people and STEM professionals. Scientific literacy empowers us all to shape our future.”

- The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario

Catalyze Change

Canada 2067 was conceptualized to shape the future of education in Canada – specifically for Kindergarten to Grade 12 learning in STEM. Developed through a two year-long effort, Canada 2067 looks towards the bicentennial year when today’s teens will be considering their retirement to enhance learning opportunities – today!

What started as an idea for a single conference, grew to include an international policy review, five youth summits, six millennial roundtable consultations, a national leadership conference, a youth-focused web series and documentary and significant social media and outreach effort.

The vision of Canada 2067 is to enable students to graduate with doors open to diverse careers, with the capacity to be active and informed citizens and with the full range of skills needed to navigate an increasingly complex and demanding world.

Thousands of Canadians contributed to the development of the Canada 2067 Learning Roadmap – a set of key recommendations to ensure Canadian youth will be prepared to contribute and thrive in an ever more complex and technologically intensive world.

Together, we can keep the momentum going and ensure the future is bright and prosperous for Canadian youth. Visit Canada2067.ca for all the tools and resources, and final recommendations.

Canada 2067 is presented by Let’s Talk Science and made possible by 3M Canada, Amgen Canada, Groundswell Projects, Hill+Knowlton Strategies, Institute with Boundaries, Mowat Centre and the Trottier Family Foundation.
Students to Explore Space with CSA Partnership

In education, coding and digital skills are becoming the new ABCs, fundamental to the jobs of the future. A $2 million investment from the federal department of Innovation, Science and Economic Development (ISED) is enabling Let’s Talk Science to provide opportunities for educators and youth across Canada to develop their digital skills.

The funding, through ISED’s CanCode program, supports professional learning workshops for K-12 educators, as well as a national science experiment - Living Space. Working with the Canadian Space Agency (CSA), Let’s Talk Science will connect with astronaut David Saint-Jacques’ 2018-19 mission to the International Space Station. Students will conduct real research on the challenges of space exploration, analyze their data, propose and evaluate solutions, and contribute findings to a national database.

The program builds on a long-standing collaboration between Let’s Talk Science and CSA, including Tomatosphere™ and Radi-N2 & You, a national experiment first conducted with former Canadian astronaut Chris Hadfield on neutron radiation exposure.

Saint-Jacques looks forward to the next set of experiments with Canadian students in 2019 including Living Space and Radi-N2 & You.

“Coding is the next big job. Industries ranging from automotive and agri-food to the life sciences and clean technology need coders, given their increasingly digital nature. That’s why our government is equipping Canadian youth with the digital skills they need for the jobs of the future. By teaching kids to code today, we’re positioning Canada for future success across all industries and sectors.”

- Honourable Navdeep Bains, Canadian Minister of Innovation, Science and Economic Development
“The kids light up when I say we’re growing seeds that were on the space station. It’s real science in real time, an excellent program that engages them 100%.”

- Maria Nickel, Teacher, École Stonewall Centennial School, Stonewall, MB

Class in Session at the Fish Market

Students want to know that what they’re learning will make a difference. When they can see how that applies in the real world, great. When they’re already contributing to an actual scientific research project, even better. That’s what happens for high school students across Canada through a national science experiment - Fish Market Survey.

Students collect tissue samples from fish sold at their local supermarket, to determine if it was labeled accurately. Educator Heidi Kavanagh from Mealy Mountain Collegiate in Happy Valley-Goose Bay, Newfoundland and Labrador can attest to the success of the program. Kavanagh’s students were fascinated by the DNA barcoding process and learning the various steps to get results.

Kavanagh said students loved becoming citizen-scientists and tackling a genuine issue. “It was exciting to see their faces light up when the DNA barcodes came back. Sometimes it’s hard to stimulate teenagers, but this one definitely did the job,” she said.

Through this data collection project students have the opportunity to contribute real data to a project about food fraud. In the fall of 2017, 19% of the fish samples collected had labeling errors of some kind and presented a great platform for discussions about ethics, fraud and experimental error.
Let's Talk Science Outreach Sites

Outreach Visits (2017-18)

Indigenous Youth Reached (2017-18)

Let's Talk Science Outreach Site Partners

25 Years
- Western University
- Queen’s University
- University of Ottawa

Over 20 Years
- Simon Fraser University
- University of Victoria
- Memorial University of Newfoundland
- University of British Columbia
- McMaster University
- University of Guelph
- University of Toronto, St. George campus

Over 15 Years
- McGill University
- University of Alberta
- University of Winnipeg
- Dalhousie University
- University of Manitoba
- Carleton University
- University of Calgary
- University of Toronto, Mississauga campus

Over 10 Years
- University of New Brunswick, Fredericton campus
- University of Saskatchewan
- University of Toronto, Scarborough campus
- Cambrian College
- Laurentian University

6-10 Years
- York University
- Université du Québec à Montréal
- University of Waterloo
- Fleming College
- Confederation College
- University of Prince Edward Island
- Cape Breton University
- University of New Brunswick, Saint John campus
- University of Lethbridge
- Université de Sherbrooke
- Concordia University
- University of Ontario Institute of Technology
- Fanshawe College
- Memorial University of Newfoundland, Grenfell campus
- Mount Allison University

1-5 Years
- University of Windsor
- Loyalist College
- Ryerson University
- Université de Moncton
- Université de Moncton, Edmundston campus
- Brock University
- Brandon University
- Lakehead University, Orillia campus
- Lakehead University, Thunder Bay campus

New 2017-2018
- University of the Fraser Valley
- The University of British Columbia, Okanagan Campus
- First Nations University of Canada
Let’s Talk Science Outreach in 2017-2018:
arrow - More than 300,000 children and youth interactions
arrow - More than 16,500 Indigenous youth interactions
arrow - Partnered with more than 2,900 educators
arrow - Delivered over 7,100 hands-on/minds-on activities
arrow - Visited over 500 unique communities
arrow - Over $836,500 donated by post-secondary institutions
Speaking the Language of Digital Literacy

In 2018, Let’s Talk Science received an investment from the Government of Canada’s CanCode initiative to help bridge the digital literacy divide. In an effort to help educators understand and speak confidently about the technology, big data, computational thinking, design thinking and the internet of things, Let’s Talk Science partnered with Fair Chance Learning to offer Canadian educators a new digital literacy professional development experience.

Teachers will learn how to move students from being digital consumers to digital innovators. With this innovative professional learning approach, teachers can better position themselves to support their students’ development of new core skills. Professional learning sessions are set to be rolled out in the 2018-2019 school year.

“We are pleased to partner with Fair Chance Learning so that more educators will have access to relevant, engaging and funded learning experiences that increase their confidence in working with students to build their digital literacy.”

- David Lapides, Vice President, Programs, Let’s Talk Science
Entomology for Kids

Engaging tools that bring real research into the classroom can create a lot of “buzz”. No one knows this more than Dr. Jeremy McNeil, an award-winning entomologist and biology professor who works to understand the reproductive strategies of insects that migrate in response to habitat change. Now he’s sharing his love of bugs and STEM, sparking inquiry in Kindergarten to Grade 3 students through the book - What is an Insect?

What is an Insect? is a collaboration between Dr. McNeil and Let’s Talk Science that focuses on inquiry, learning strategies and skill development.

The book has been translated into French, Spanish and Portuguese, and an interactive e-version is also available.

“The book is incredible because it asks the leading questions, so you are able to hear what the kids already know, expand on that and think about our own environment and how it all relates.”

- Paula Crockett, Teacher, Rousseau Public School, Hamilton, ON

Summer Sessions Trigger Teachers’ STEM Passion

With the right training experience, passionate educators can not only teach effectively but also integrate STEM-based learning into other curriculum areas.

In 2017-18, 300 Canadian educators participated in Summer Institutes hosted in Alberta, Manitoba, Ontario and Newfoundland and Labrador. They received professional learning around hands-on/minds-on strategies to develop students’ inquiry and problem-solving skills.

“I appreciated the chance to have a lot of hands-on learning with design tasks that we would ask our students to engage with. I liked that the seminar focused on cross-curricular activities and how to incorporate Language Arts into STEM learning.”

- Teacher, Calgary, AB
Aurora Research Institute

Learning comes alive not only when it’s relevant to individual students, but also when programs are adapted to be relevant to the local culture. A pilot project with the Aurora Research Institute (ARI) in Inuvik, NT is a prime example.

ARI is the research division of Aurora College. Its mandate is to improve the quality of life for NT residents by applying scientific, technological and Indigenous knowledge to solve northern problems and advance social and economic goals. Let’s Talk Science and ARI are delivering the pilot program in collaboration with First Nations Elders.

These aren’t one-off programs. The goal is to ensure sustained support and build capacities within these communities to develop STEM skills and pursue STEM careers. As one Let’s Talk Science Outreach coordinator said, the communities see how their young people get excited about science not just once a year but all the time.

Let’s Talk Science works to engage students across Canada, including remote, northern and Indigenous communities. In areas like Moberly Lake, BC; High Prairie, AB; and Inuvik, NT, Let’s Talk Science goes beyond initiatives with local schools to work with the community at large. Last year, Let’s Talk Science had over 16,500 Indigenous youth interactions.

“We are grateful to have the opportunity to take part in Let’s Talk Science’s impactful STEM programming in Treaty 4 and Treaty 6 territories and beyond. We will maintain strong relationships with First Nations elders to better understand Indigenous science, experiential learning and important oral traditions.”

- Dr. Vincent Ziffle, faculty advisor for Let’s Talk Science Outreach at First Nations University, Regina, SK

Outreach to First Nations University

Let’s Talk Science is committed to equal access of its programs, building skills and career awareness about STEM, a key goal in a partnership between Let’s Talk Science Outreach at First Nations University of Canada, who became the 48th Let’s Talk Science Outreach site.

In 2017-2018 Outreach sites engaged over 286,000 youth and educators in hands-on STEM experiences.
Visualizing a Future in STEM for Everyone

In 2017-2018 Let’s Talk Science embarked on a journey to shift perceptions of at-risk youth through exposure to hands-on STEM-based learning.

Coordinators of The San Romanoway Revitalization Association, a social service organization in Toronto’s Jane and Finch community, were looking to bring engaging STEM-based learning to youth who would not typically have access to a scientist in a classroom. Support from the Gordon and Ruth Gooder Charitable Foundation enabled year-round programming, including March break and summer camps options.

In the end, students were not only engaged in science but also to see a possible future in it. When asked to draw a scientist, participants frequently depicted persons of colour and an equal mix of male and female figures. That dispelled some stereotypes associated with a job in STEM.

"I have seen the positive reactions from the students and staff with respect to the activities and field trips to Calgary. Let’s Talk Science leaves them with a sense of euphoria and encourages our students to continue learning."
- Vidia Bissoondath, Education Director, Chiniki Community College, Morley, AB

Outreach Project of the Year

In 2018 Let’s Talk Science Outreach volunteers at the University of Calgary worked with students at Chiniki Community College in Morley, Alberta.

In response to the struggle that many students have in attending and completing high school programs, these volunteers organized a mini-university school day for students from Morley, AB. Students participated in hands-on science, gained insight into what university looks like and explored available career options.

Their effort earned the Let’s Talk Science’s first Indigenous Outreach project award, recognizing the Outreach site’s efforts to make a positive impact on Indigenous youth through involvement in STEM-based learning opportunities.

"Once you open up a door for the kids, they are going to surprise you with the different things they want to do."
- Richmond Baah, Afterschool Program Leadership Coach, Toronto, ON
"The beauty of the Let’s Talk Science career resource page is that it clearly lines up with my curriculum plans, so it is easy to use in class. It’s obvious that the activities have been carefully conceived with teacher input. The activities are ready and simple to use, and have been crafted with student engagement in mind."

- Stephen Travis, French Immersion Teacher, Queen Elizabeth Regional High School, Conception Bay South, NL
Making the Link Between Interests and Careers

There are now more Let’s Talk Science educator resources than ever to help students go from their initial thinking about careers to a deeper understanding of what’s available.

In 2017-18, Let’s Talk Science added 108 career profiles and worked with the Automotive Industries Association to create seven new career profiles and two related videos. In association with Skills Canada Ontario, Let’s Talk Science produced video interviews with 15 skilled trade professionals. Our commitment to providing French-language resources meant that we also added 50 career profiles and 70 career-related videos to our French online presence.

With the help of these online resources, educators can explain how interests, lifelong learning, previous training and on-the-job education opportunities increase career prospects and keep doors to the future open.

“The partnerships and supports she’s been building are sure to have a long-term impact for science outreach in our community,”
- Dee Wallace, Librarian, University of Winnipeg

Volunteer Drives Engagement for Indigenous and Inner-City Youth

Michelle Lynn Trudel is one of over 3,500 enthusiastic volunteers from 48 post-secondary institutions committed to enriching the lives of youth through the Let’s Talk Science Outreach program. This year, Trudel was the recipient of the David Colcleugh Leadership Award, an award that recognizes an Outreach coordinator who demonstrates exceptional leadership. As site coordinator for the University of Winnipeg, Trudel dedicated her time to growing Indigenous community engagement by 700%.

Trudel continues her mission, helping to develop a new Outreach program at the NEEDS Centre, improving science outreach to immigrant and refugee high school students in inner city Winnipeg.
Supporter Listing

Let’s Talk Science gratefully acknowledges gifts received between September 1, 2017 and August 31, 2018.

Visionaries

Thank you to these Visionary donors for making a significant impact through current commitments of at least $1,000,000.

Catalysts
($500,000 - $999,999)

Innovators
($250,000 - $499,999)

Champions
($100,000 - $249,999)

Discoverers
($50,000 - $99,999)

Thank you for the in-kind support for Tomatosphere™ from: HeinzSeed, Stokes Seeds, the University of Guelph and the Canadian Space Agency.

Thank you to 3M Canada for their contribution of supplies for the Let’s Talk Science Challenge design challenges.

Thank you to all donors who gave anonymously.

For information about contributing to Let’s Talk Science, visit: www.letstalkscience.ca/Support

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- Génome Québec
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- Catherine Wiebe
- Andrew Wrigston
- Veronica Yip
- Western University
- Heinz Seed
## Let’s Talk Science Statement of Financial Position

Year ending August 31, 2018 with comparative figures for 2017

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<tr>
<th>REVENUE</th>
<th>2018</th>
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<td>Corporations</td>
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<td>Federal Government and Agencies</td>
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<td>Provincial Governments</td>
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<td>Individuals and Foundations</td>
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<td>Fees and Other</td>
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<th>EXPENDITURES</th>
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<td>Program Wages and Benefits</td>
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<td>Program Delivery and Development</td>
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<td>Marketing and Communications</td>
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<td>Information Systems and Technology</td>
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<td><strong>Total Expenditures</strong></td>
<td>$8,788,000</td>
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<td>Increase in Resources</td>
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### Expenditures by Program

- IdeaPark: 23%
- Let’s Talk Science Outreach: 42%
- CurioCity: 12%
- Tomatosphere™: 5%
- Research, Evaluation and Raising Awareness: 20%

### Revenue Sources

- **Total Revenue**: $8,860,000
- Corporate
- Federal Government and Agencies
- Provincial Governments
- Provincial Governments
- Individuals and Foundations
- Fee for Service, Interest and Other
Partner Highlight
3M Canada

3M Canada is one the country’s most innovative companies – and it is committed to nurturing the next generations of big thinkers too. Let’s Talk Science and 3M Canada – both headquartered in London, Ontario – have a long history of working together, starting in the mid 1990’s when, together, we designed the first science gallery at the London Children’s Museum and launched a series of educator conferences for local teachers.

Over the years, our relationship has deepened significantly. Since 2009, 3M Canada has pledged over $1.1 million to building youth STEM engagement by supporting Let’s Talk Science Outreach, the Let’s Talk Science Challenge and Canada 2067. In addition to financial support, 3M has committed considerable in-kind support through volunteer engagement and the provision of materials. 3M Canada’s Director of Research and Development, Dr. Randy Frank serves as Vice-Chair of the Let’s Talk Science Board of Directors. They have helped shape the Let’s Talk Science Challenge in important ways: 3M Canada engineers helped conceive of the engineering design challenge; 3M provides all the building materials; and employees volunteer on Challenge day in communities across Canada.

3M’s commitment to innovation and ‘thinking big’ made them the perfect partner to kick start Canada 2067. As a national founding partner of Canada 2067, 3M is helping Let’s Talk Science to ensure that future generations of students are positioned for success by fostering innovation, creativity and critical thinking in Canadian classrooms in the years to come.

Thanks to 3M Canada’s ongoing and significant support, we are developing the potential of children and youth to become informed citizens and future knowledge workers. In partnership, we are developing a culture of curiosity and innovation.