AEC - Toolkit for American Entrepreneurial Challenge 2021
Turning Your Idea into Reality

Dear AEC participants,

We've compiled resources in this toolkit for you to get ideas and give you inspiration to continue your projects and also to have fun.

Check out the **Farmcraft 2021 Minecraft competition** in the Games and gamifying section!

How to prepare for the challenge? Tips from JastonMatter, the winner of the 2019 AEC:
https://youtu.be/GcIMWrVGRPY

Arctic

Arctic Youth Ambassadors
https://www.akgeo.org/arctic-youth-ambassadors/

Arctic Youth Ambassadors have been involved in programs and meetings around Alaska, in other states, and as far as Norway, Iceland, and France. Through interviews, media coverage, and blogs, their stories are spreading far and wide, raising awareness about the changing Arctic and inspiring greater public involvement.

Kids from all over Alaska coming together to speak how climate change has affected their families, friends, and themselves (video) https://youtu.be/SP5ZZYcX8DM

Arctic youth urge leaders to integrate the youth voices into decision making -
WWF Suomi (video) https://youtu.be/oxqEyNYVMuI

Youth engagement in the Arctic Council
https://arcticgenderequality.network/gea-times/2020/1/27/f9u54mzxioha2maxw4bvwgjstjb8b1

Over the past years, the Arctic Council has stepped up its efforts to engage youth. Working Groups such as the Conservation of Arctic Flora and Fauna (CAFF) and the Sustainable Development Working Group (SDWG) have been forerunners in not just looking at how youth is affected by a changing Arctic, but in actively involving them in specific projects.

The Arctic Youth Network https://arcticyouthnetwork.org/

Chugach Children's Forest - Get Out. Go Wild. Change the Future.
https://www.chugachchildrensforest.org/

Games and gamifying

Farmcraft 2021 https://www.nasef.org/learning/farmcraft/

Minecraft competition!

NASEF Farmcraft™ 2021 is a student challenge to successfully create farms and grow foods in Minecraft! Apply and adapt agricultural production techniques in different unique environmental biomes. Participation is free and open to individuals of all ages, especially grades 3-12 (ages 8-18).

Games For Change http://www.gamesforchange.org/

Founded in 2004, Games for Change is a 501(c)3 nonprofit that empowers game creators and social innovators to drive real-world impact through games and immersive media.

Samples of games for entertainment and learning:

SweetXheart https://cattsmall.itch.io/sweetxheart

Can you get through a week in the life of a modern black woman? SweetXheart (pronounced "sweetheart") is a slice-of-life visual novel about microagressions, race, and gender.

When Rivers Where Trails https://indianlandtenure.itch.io/when-rivers-were-trails

Winner of the Adaptation Award at IndieCade 2019, When Rivers Were Trails is a point-and-click adventure game about the impact of colonization on Indigenous communities in the 1890's.

Dream Racer https://gamedev.msu.edu/dream-racer/

You'll need to manage your finances as you hit the racing circuit, gain sponsorships, sell old racers, and pick out parts and upgrades to build your very own "dream racer".

Disinformation and/or media literacy

Harmony Square https://harmonysquare.game/welcome/

Harmony Square is a game about disinformation, designed to expose the tactics and manipulation techniques that bad actors use to mislead their audience, build a following, and exploit societal tensions to their benefit.

Google's Interland https://beinternetawesome.withgoogle.com/en_us

This arcade style game teaches users information safety and signs to spot misinformation

NewsFeed Defenders https://www.factcheck.org/newsfeed-defenders/

NewsFeed Defenders media literacy game teaches players how to detect and disregard disinformation and misinformation in today's chaotic environment.

Circular economy and sustainability

A Circular economy – The Finnish Innovation Fund SITRA https://www.sitra.fi/en/topics/a-circular-economy/

Dreaming of sustainability in a material world (video) https://www.nationalgeographic.com/environment/2019/09/partner-content-dreaming-sustainability-in-material-world/

Author and Green Dreamer podcast host Kamea Chayne helps listeners dispel eco-anxiety and resist fast fashion by making environmentally conscious choices.

Human rights

What are the universal human rights? TED-Ed lesson
https://www.youtube.com/watch?v=nDgIVseTkuE

The basic idea of human rights is that each one of us, no matter who we are or where we are born, is entitled to the same basic rights and freedoms. That may sound straightforward enough, but it gets incredibly complicated as soon as anyone tries to put the idea into practice. What exactly are the basic human rights? Who gets to pick them? Who enforces them—and how? Benedetta Berti explores the subtleties of human rights.

Inclusion and diversity

Stories from Americans: Driving Lessons (video)
https://share.america.gov/stories-americans-driving-lessons/

Muhammad Faridi worked his way through law school driving a cab. As a child he also had helped his father, who made a living as a livery cab driver, keep his taxi clean. But Muhammad carried embarrassment about the work until one day his boss helped him see his father more clearly.

Time honors Kid of the Year for tackling global challenges
https://share.america.gov/time-kid-year-tackles-global-challenges/

One American innovator is using technology to tackle global environmental and social challenges while still in high school. At 15, Gitanjali Rao, from Lone Tree, Colorado, has already invented technologies to detect lead in drinking water, combat opioid addiction and deter cyberbullying, according to news reports.

3 U.S. firms stood out in 2020 for their values
https://share.america.gov/3-us-firms-stood-out-2020-values/

Since 1999, the award, often called the ACE, has recognized U.S. companies representing the best in American business values as they foster prosperity abroad.

Diversity is an essential component of the U.S. diplomatic corps
https://share.america.gov/diversity-essential-component-us-foreign-service/

American diplomats represent U.S. values abroad and embody a core tenet of American life: diversity.

Strengthening Entrepreneurship

Startup Smart: A Handbook for Entrepreneurs—Handbook Series
https://publications.america.gov/wp-content/uploads/sites/8/2017/05/Startup-Smart_A-Handbook-for-Entrepreneurs_English_20140322_Hi-Res.pdf

Many people believe that entrepreneurs are born, not made. It's not true. Anyone can acquire the knowledge and skills to transform a business idea or insight into a successful business. This handbook helps aspiring entrepreneurs develop a mindset and the skills to honestly evaluate their business idea. It also helps them become comfortable with the idea of business risk and how to minimize those risks where possible. Being a successful entrepreneur takes knowledge, skills, business planning resources and mentoring relationships. It also takes time, planning, patience and flexibility. This handbook provides these tools and guidance for adventurous individuals who are "ready to ride the rocket ship" of being an entrepreneur.

English for Business and Entrepreneurship
https://www.canvas.net/browse/fhi/courses/english-business-entrepreneurship

This course is designed for non-native English speakers who are interested in improving their language skills and knowledge of business and entrepreneurship at the same time. From identifying an opportunity to planning a persuasive pitch, this course will guide you step-by-step through the basic elements of starting up a new business. Through selected readings and video lectures, you will learn how to use market research to identify risks and opportunities. You will learn how to read and develop a business plan and how to find investors and financial support. Finally, you will learn strategies for making a pitch to present your business concept.

Course Start Date: October 5, 2020
Close Enrollment Date: April 23, 2021
Course End Date: April 30, 2021