

YOUTH ROUNDTABLE

Toronto, October 15, 2012

On Monday, October 15, 2012 a group of 22 young delegates from across Canada participated in a round table session at the Deloitte offices in Toronto. The session was co-hosted by Deloitte and Learning for a Sustainable Future (LSF). The purpose of the session was to gather youth input on the design of a national competition which will invite high school students to write a Code of Responsibilities and Duties for Canadian youth.

Activities and deliberations at the full-day facilitated session included the following:

- Welcoming remarks from Kenneth Fredeen, General Council and Partner, Deloitte and Dr. David Bell, Chair, Learning for a Sustainable Future
- A keynote video by His Excellency the Right Honourable David Johnston, Governor General of Canada
- A presentation by Dragana Djukic, LSF Project Coordinator, on findings from the 2012 National Roundtable series
- A project briefing by Angela Heagle Kielbowski, Project Coordinator followed by plenary discussion
- Participant breakout group work, followed by presentations, feedback and consensus seeking to establish project guidelines and parameters
- A structured brainstorming exercise to identify potential initiatives for maximizing youth engagement in Canada
- Action planning to prepare a presentation that was delivered by the delegates at the LSF Gala Breakfast at the Toronto Board of Trade on October 16, 2012.
- Closing remarks from Deloitte and LSF

This report captures the work done by session participants. A video of the presentation made by the youth the following morning is also available. Work is now underway by LSF to launch the project by December 1, 2012.

Session Hosts: Dr. David Bell
Learning for a Sustainable Future

Tracey Munden
Deloitte

Facilitator: Dr. David Sheridan
Shercon Associates Inc.

Attached: Session Agenda
Opening Remarks
Breakout Group Reports
Engagement Initiatives
Our Canada Project Call for Action

SESSION AGENDA

- 8:30 a.m. Arrival and Breakfast
- 9:00 a.m. Welcoming Remarks
 Kenneth J. Fredeen, General Council and Partner, Deloitte
 Dr. David Bell, Chair, Learning for a Sustainable Future
 Video Remarks from the Governor General
- 9:20 a.m. Background and Context
 Findings from 2012 national Roundtable series
 Youth response and input
- 10:00 a.m. The National Competition
 Project purpose and overview
 Q and A
- 10:15 a.m. Break – Assignment to breakout groups
- 10:30 a.m. Designing the Competition
 Breakout groups establish contest guidelines and parameters related to:
 - Code content areas
 - Eligibility, submission, evaluation and awards
 - Contest rollout, logistics and communication
 - Success measures and follow-up strategies
 Group reports with discussion and feedback
- 12:15 p.m. Lunch
- 1:00 p.m. Engaging Youth
 Driving and restraining forces for contest participation
 Idea generation activity and advice from participants
 Advice from participants
- 2:30 p.m. Break
- 2:45 p.m. Action Planning
 Strategies, timelines and responsibilities to launch the Responsibility Code
 Planning for next day presentation at LSF Gala Breakfast
- 3:45 p.m. Closure
 Closing remarks and session evaluation

OPENING REMARKS FROM THE LSF CHAIR – Dr. David Bell

We are very happy to welcome you here on behalf of LSF – Learning for a Sustainable Future. This year marks LSF's 21st anniversary. We were established in 1991 by the National Round Table on Environment and Economy.

The Chair of the National Round Table at that time is now our current Governor General, Dr. David Johnston.

He has been a strong supporter of LSF's initiatives around Responsible Citizenship, and you will soon see a video he prepared as an introduction to our Round Table sessions.

Previous Round Tables have been held in Edmonton, Winnipeg, Toronto and Halifax.

Although there has been youth participation in each of those earlier sessions, this is the first round table devoted exclusively to youth members.

It's a joy to see such an impressive gathering of young people from all parts of Canada.

Let me at this time acknowledge the terrific work of our LSF staff in making the arrangements that brought you here.

We're so pleased that you were able to join us here today for this important consultation that will result in the design of a national competition to establish a Code of Duties and Responsibilities

We are looking for your ideas, drawing from your energy, and tapping into your creativity and innovativeness.

From its inception, LSF has worked hard to ensure that our education systems are preparing people for the sustainability challenges and opportunities that are shaping the destiny of our planet.

For us the concept of Responsible Citizenship captures the idea that we are here to make a difference, and to ensure that our actions are good for each other, good for the earth and good for the future.

So for us citizenship goes beyond the realm of politics, though it begins there, and must include a strong commitment to be informed and to get involved.

We are citizens of our schools, colleges and universities; our local city, town, village or region; and of our province and our country.

But we all live together on this wonderful planet that Canadian Astronaut Roberta Bondar called a "beautiful blue jewel in space".

And that entails wider responsibilities to other people, and to the natural environment that makes all life on Earth possible.

In the words of my colleague and friend David Orr, “We are all citizens of the Natural Order.” A Code of Duties and Responsibilities should reflect this broad sense of Responsible Citizenship.

You will soon be hearing more about LSF but I want to close with a brief comment about our mission and purpose, and the key to our success.

LSF works with all constituents of our formal education system in Canada.

That includes Ministries of Education, Teacher federations, school boards, universities, principals, facilities people, and teachers.

The ultimate purpose of all of these efforts is to reach the young people who are so ably represented by those of you gathered in this room.

We are of course interested in curriculum policy (which determines what gets taught), with teacher education (both pre-service and in service); with school facilities and operations.

We are also concerned with what has been termed the “Nature Deficit Disorder” and we have programs that address it.

While we are interested in what gets taught and how it is taught and where it is taught we know that in the final analysis what gets taught is less important than what gets **learned**. That’s why the name of our organization, Learning for a Sustainable Future, is so appropriate.

If in the 19th century some of us were pupils, and in the 20th century most of us became students, in the 21st century all of us must become learners.

We all need to learn how to live more sustainably on this planet.

In carrying out its work across Canada, LSF thrives on collaboration and partnerships with other organizations, including governments, charitable foundations, NGO’s, and private sector companies like Deloitte.

Our entire Responsible Citizenship initiative would not have been possible without the strong support and active participation of Deloitte.

You have already heard from Ken Fredeen about Deloitte’s interest in this project.

There is a strong business case for encouraging responsible citizenship as an underpinning of both corporate social responsibility and environmental responsibility which along with profitability constitute the new “triple bottom line” of sustainable enterprise.

I want to thank Ken and his colleagues at Deloitte for their vision and leadership in this important joint endeavour.

BREAKOUT GROUP REPORTS*

*Please note that the information from each of these breakout groups was used to fuel the roundtable discussion for the rest of the day. The points noted here are only those that came up in the breakout groups as initial brainstorming ideas and were not necessarily accepted by the group as the final parameters and definitions of the Our Canada Project

Content

Develop an action plan informed by a vision. Submissions will have three components:

Identity: We are....

Vision: Our Canada at its best looks like ... (responsible citizenship, social, environmental, economy, political, ethical, international, health)

Action: To turn our Canada into reality, in the next year we will
To turn our Canada into reality, we have

Processes

<u>Eligibility:</u>	Elementary up to Grade 8 High school Grades 9 to 12 Post-secondary ages 18 to 24 years old Start with high school, then expand to other groups
<u>Submission:</u>	Any group, individual, club may submit Can be classroom based Can be entire school Written and visual Written submission does not need to be an essay Medium of visual is optional
<u>Evaluation:</u>	Youth are judges Finalists chosen by youth Finalists posted on-line for others to vote

Communication and Rollout

- Communication is two-way, let's not call it a code
- The question is what does "responsible citizenship look like? Need to determine what is the "spirit" of responsible citizenship
- Make it the "Wikipedia" of Citizenship to crowd-source the message of responsible citizenship
- Create an interactive map of Canada leading to pages of videos/stories/pictures of Actions submitted by youth
- Website with connections to other social media such as Facebook, Twitter, etc.
- User-friendly language
- Using relevant language to engage a variety of youth (must be inclusive to all youth and all experience levels)
- Allow for different levels of engagement including just viewing the website posts
- Multi-platform' and interactive, to create an ongoing dialogue on what it means to be a Canadian youth citizen.
- Inspirational, but possibly with awards so that the popularity of the Project and youth commitment can continue into the future

Evaluation and Follow-up

Success Measures:

- All territories and provinces need to be included and able to access the Project
- Number of submitted applications
- Degree of outreach of "code"
- Layers of involvement
- Quality of submissions
- Diversity of applications and interpretations
- Engagement of student leaders and groups
- Engagement of social media with code
- Broadened notions of citizenship identified and different actions suggested

Follow-up:

- Happens annually, new theme each year
- Annual conference
- Governor General issues thank-you/recognition letters
- Survey follow-up
- Bring in additional opportunities for engagement after code – skill building, leadership opportunities, career streams, connections to post-secondary institutions

Keeping it Alive:

- Monitor success measures, improve, innovate
- New opportunities for networking

- Social media
- Displaying the code visually
- Creating living documents
- Putting the code into school agendas
- Maintain continuous dialogue
- Youth council established with responsibility to keep code alive

SUGGESTED ENGAGEMENT INITIATIVES

Based on a structured brainstorming exercise where concurrent groups generated ideas on a free-response basis. Participants then voted for priority items.

Idea	Score	Project	Outreach	Processes
Create it by youth for youth	16	x		
Must be authentic – real, not forced	16	x		
Keep it simple, short and focused	13	x		
Make it cool, “sexy”	13	x		
Frame citizenship as a feeling	11	x		
Careful choosing of terms e.g. “Canadian”	10	x		
Bilingual	10	x		
Influence children at young age	9		x	
Support from Rick Mercer	9		x	
Scholarships	9	x		
Experiential/hands on	8	x		
Connect with existing youth organizations	8		x	
Provide inspiration, a canvas	7	x		
Canadian celebrities	7		x	
Safe, moderated website	6			x
Competition not the only motivation	6	x		
Sense of purpose	5	x		
Aboriginal perspective	5	x		
Tap into emotion – feel connected	5	x		
Collaboration, not a contest	4	x		
Reward action	4	x		
Dynamic, updated content	4			x
Don’t give definitions	4			x
Use community organizations/contacts	4		x	
Youth team of ambassadors	4		x	
Link with leadership groups, teachers associations	4		x	
Submissions independent of competition	3			x
Keynote speakers pertaining to submissions	3		x	
App for mobile market	3			x
Well designed, appealing look	3			x

Channel activities to demonstrate impact	3		x	
International opportunities for youth collaboration	3		x	
“What’s next” section of website with LT goals	3			x
Create councils	2		x	
Forum for young Canadians	2		x	
On-line student profiles/resumes	2			x
Ask all Canadians the same question	2	x		
TV show	2		x	
More roundtables	2		x	
Small grants for small projects	2			x
Incentivized – call for action	1	x		
Annual forum with annual theme	1		x	
LSF attend more conferences	1		x	
Make it valuable for everyone in Canada	1	x		
Short U-Tube videos	1		x	
Invite creativity	1	x		
Code based on examples and stories	1	x		
Section for resources	1			x
Connect schools from different locations	1			x
Peer driven	1	x		
Cool stories of what other peers are doing across Canada	1	x		
Citizenship day	1		x	
Connect with employers	1		x	
Involve small communities	1		x	
Reserve air time for winners	1		x	
Advise/questions section of website	1			x
Heritage moments	-		x	
Virtual Canadian anthem as introduction video	-		x	

Teach it in classroom setting	-		X	
Incentives for teachers to contribute	-		X	
Live feed	-		X	
Option of manner of participation	-			X
Self-promoting	-	X		
Crowd sourcing	-		X	
Participants themselves spread the idea	-		X	
Personalized responses	-			X
Diverse themes so everyone can participate	-	X		
Social media bar on website	-			X
Ads in traditional media and on-line	-		X	
Give youth leaders a voice in media advertising	-		X	
Connect/find corporate donors to youth	-		X	

OUR CANADA PROJECT: A Call to Action

Points from Youth Presentation at LSF Gala Breakfast, October 16, 2012

What	Launch of the "Our Canada" Call to Action for outstanding youth citizenship projects across Canada
Who	Youth from Grades 9-12 and CEGEPs from across Canada
Why	To inspire conversations and collaboration between youth across Canada about what they want Canada to be and how they plan to be a responsible citizen
When	Announce launch of Our Canada Project on December 1, 2012 On-line site is to be a living document. Submission deadline for submissions to be considered for a recognition award is March 15, 2013
Where	On-line Across Canada
How	By using current and future networks and support systems to spread the word about the initiative

Final Consensus

While LSF had originally anticipated that the delegates would advise us on the design of a competition for a written and visual Code of Responsibilities and Duties, the creativity and ingenuity of the Round Table participants resulted in the design of a concept that they felt was better aligned with the needs and interests of Canadian youth.

The delegates designed an innovative call to action entitled the "Our Canada Project". Through the Our Canada Project, students from across Canada will be invited to upload and share with other citizens their vision of a more sustainable future, and the action they have or will take to bring Canada closer to their vision. They will submit and share their vision with other Canadians via an interactive map-based website. The format for their submissions is simple:

Identity - who the group/individual submitting is and where they are from (city and province)

Vision - their conception of a more sustainable future (for their school, local region, province, the country or beyond). This could be focused fairly narrowly on a single issue, or more broadly on a comprehensive sustainability-based vision encompassing the triple dimensions of environmental, social, and economic sustainability.

Action - what actions they will take or have taken to move us toward their vision.

Multimedia upload – opportunity to visually share through a variety of mediums the action they are taking (i.e. video, song, picture, artwork, etc)

This approach encourages young people to engage in "conversations about the future" from their perspective, and move from vision to action as a manifestation of responsible citizenship, broadly conceived. The entire initiative will be judged by the degree of engagement and action it encourages. Outstanding submissions will be honoured at the National Symposium on Responsible Citizenship to be held in Ottawa in the spring of 2013. We hope the Governor General will present awards of recognition to the selected groups.

October 22, 2012